



VIVID VISION

The following is The Pabst Law Firm's Vivid Vision. This is a brief overview of what The Pabst Law Firm will look, feel and act like by September 2027.

OUR CORE VALUES

Loyalty Transparency Integrity

UNWAVERING COMMITMENT TO OUR CLIENTS, ALWAYS PRIORITIZING THEIR NEEDS AND FIGHTING PASSIONATELY FOR THEIR RIGHTS

OPEN AND CLEAR COMMUNICATION, HONEST UPDATES AND EXPLANATIONS

UPHOLDING THE HIGHEST ETHICAL STANDARDS IN ALL OUR ACTIONS AND DECISIONS

Discipline Innovation Growth

MAINTAINING A STRONG WORK ETHIC BE READY TO LEAD & NEVER QUIT

STAYING AHEAD OF INDUSTRY TRENDS, AND FOSTERING A CULTURE OF CREATIVE PROBLEM-SOLVING

CONTINUOUSLY IMPROVING AND EVOLVING AS A FIRM AND AS INDIVIDUALS



CORE BELIEF + PURPOSE

Transparent. Loyal. Empowering

The Pabst Law Firm will grow by upholding the highest standards of integrity, ensuring complete transparency in our processes, and serving clients with honor in and out of the workplace.

We believe that loyalty to our team and teammates is our strength, complemented by a commitment to continuous personal and professional growth. We strive to earn five-star reviews from our clients and reward our team for achieving them. After all, aside from a referral, a five-star review is one of the highest forms of compliment.

We are always pushing forward and fostering innovation in our legal strategies, maintaining discipline in our work ethic. Ready to lead and will never quit.

Our Purpose is to advocate fiercely for the rights of those who have been wronged, ensuring they receive the justice and compensation they deserve, while transforming lives through compassionate and dedicated legal service.



THE PABST LAW FIRM'S TEAM CULTURE

Integrity. Collaboration. Growth.

At The Pabst Law Firm, our team culture is built on a foundation of integrity, collaboration, and growth. We believe in working hard, being nice, and always being honest. Our core values of Loyalty, Transparency, Discipline, and Integrity guide our interactions and decision-making processes.

We hold each other accountable and recognize that collective growth is essential. Those who have proven themselves to be productive self-managers will not be micromanaged, empowering each team member to take ownership of their responsibilities and excel in their roles.

We share both company wins and losses openly; no one is protected so we can all grow together. If we fail, we fail as a team. We will pick each other up to learn from the experience. When lessons are learned, we move forward together, stronger than before.

Through continuous professional development, open communication, and recognition of achievements, we foster an environment where everyone feels valued and motivated. Our commitment to advocacy for clients' rights drives our purpose and unites us in our mission to transform lives through dedicated legal service.



FINANCIALS + KEY NUMBERS

PATH TO SEPTEMBER 2027

Transparent Financials. Honest Results. Future-Focused.

At The Pabst Law Firm, we believe in setting ambitious yet achievable financial goals to ensure our continuous growth and unwavering commitment to client excellence. By focusing on transparency and honesty, we're paving the way for a prosperous future, determined to reach significant milestones on our journey to 2027.

We intend to reach the following annual revenue goals:

\$400K	\$800K	\$1.6M
2025	2026	2027

We must obsess over three key numbers to hit our 2027 Goals:

1 NUMBER OF CLIENTS COMING IN	2 FEE AVERAGE OF 9K	3 ANNUAL REVENUE
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A crucial component of our growth strategy is cultivating strong referral relationships. Referral clients are a testament to the trust and satisfaction our clients have in our services, helping us expand our reach and positively impact more lives. By fostering these valuable connections, we aim to steadily increase our referral client base, further driving our success on the path to September 2027.