



# DAVISBUSINESSLAW

SMART BUSINESS DECISIONS

## CONTACT

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DALLAS - FORT WORTH - HOUSTON - DENVER - SAN ANTONIO - AUSTIN - KANSAS CITY  
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# WELCOME

FROM THE CEO - MATTHEW NEILL DAVIS, ESQ.

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I appreciate your interest in working with us. We prepared this booklet to answer questions we anticipate you may have. The objective of our recruiting process is to find top-notch A-Players who love to help small business owners build their dreams. It is rewarding work for our team as we help our clients make smart business decisions and achieve their goals.

We want to get to know you and tell you about our team. Before making a hiring decision, we want to make sure we are a great fit together. We are in this for the long-haul and we take recruiting and interviewing new team members very seriously. Everyone on our team is here because we love getting to work with them.

As a result, we are a very close-knit group that works hard and plays hard together. We have firm retreats twice a year where we get the whole team, including spouses and significant others, out of the office and in a fun place for a long weekend. At a recent retreat, an innocent bystander asked me, "Did you all grow up together because you all party like you do?" I took this as a great compliment on our culture and how it knits us together.

We rely on four core values to cement our culture:

- Believe and Protect Their Dreams
- Create Solutions
- Constant Contact
- Teamwork = Dreamwork

There is more on what they mean to us on pages 4 & 5.

I started Davis Business Law (DBL) in 2015 after twenty years of frustration with how the law business treats both the people that work in it and the clients it ostensibly serves. We set out to build a fantastic place for outstanding legal professional to fulfill their career goals. Wonder of wonders, this approach earned us a spot on the Inc. 5000 and Law Firm 500 for the past five years and running with average annual growth of over thirty percent.



Our firm is built on gratitude for the team members we get to work with and the clients we serve. That may sound corny, but it is true. The law business does not have to be overwhelming, exhausting, maddening and demoralizing. Instead, it can be fulfilling, engaging, gratifying and even fun! Please see what our team members say about working here on pages 10 and 11 and feel free to call them and ask. They are expecting your call.

One more thing, we take great care of our team members. While most law firms are run like fraternities, which means not very businesslike, we run DBL as an exciting growth company. We invest in a full time C-Suite and financial team, which means we run a lot more efficiently than other firms. It means that our attorneys get to focus on practicing law rather than focusing on getting paid by our clients. It also means that we are able to offer a work-life balance that other traditional firms cannot touch.

We are looking forward to the opportunity to get to know you better and hope this booklet prompts further interest and questions.

Best Regards,

# TYPES OF WORK DONE

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Our attorneys are on the front line with small business owners in the problems and opportunities. The work tends to break down into the following groups:

1

“Light” Transactions: Drafting LLC docs, Drafting Customer or Employee Contracts, Reviewing Vendor Contracts and Business Sale Agreement.

2

Conflict Driven Cases: These are not yet in litigation, but might be headed there. We do a lot of business “divorces”, breach of contract matters and a bit of commercial collections.

3

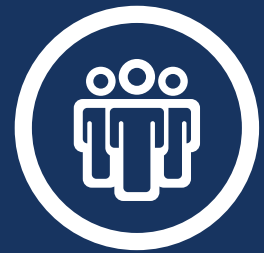
Litigation: These are the prior ramped up and at the courthouse...

4

General Counsel: Over time, many clients who initially called in for one of the first three reasons will transition to general counsel needs.

We do not do real estate, estate planning or securities. We don't want the liability!

# SUCCESS THROUGH PEOPLE.



We are a refuge from the hell that the law business generally inflicts on its clients. By “clients” I first and foremost mean internal customers, that is, the team members, both staff and attorneys. Great team members are the reason DBL keeps growing and gives us a fun, meaningful place to work. Thus our “madness” is to put our employees first, based on the principle: Take care of your employees and they will take care of your business.

For most companies that would seem like putting the “cart before the horse.” But, if the cart is the external customers, who do you think is pulling it? At DBL, our “horsepower” is our team and if they are not happy, motivated and engaged helping our external customers make smart business decisions, this whole outfit is dead on arrival.

The question thus becomes, how do we “take care of our employees?” In “Never Lose a Customer Again”, Joey Coleman teaches that customers go on an emotional journey when they buy a product or service. This is true for internal customers as much as it is for external ones! One of Coleman’s maxims is: How you make people feel about what it is going to be like to do business with you is even more important than your actual product or service.

With Davis Business Law offices in eleven cities to date, and plans for 30 locations by 2030, we can find a fit and a location for A-players. We work hard to take our team members from interested job shoppers to part of the Davis Business Law family. Our Employee Experience procedures are designed to find and bring on self-motivated, self-starters and by attending to their emotional journey, make them stark raving looney fans.

# INTERVIEW TIMELINE

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## 1. INTRODUCTORY ZOOM CHAT WITH CEO (30 MINS)

This is an opportunity to get acquainted with the firm and explore whether we are a good fit for each other.

## 2. ZOOM INTERVIEW WITH CFO (1 HR)

At this interview, the hiring team will go into more detail about the firm, how we operate, and what we are looking for. They will also go over the candidate's employment history, and give the candidate a chance to ask questions.

## 3. EXPERIENCE INVENTORY, WRITING SAMPLES AND ONLINE TESTING (45 MINS)

Candidates that progress to this stage will be given the opportunity to complete our Experience Inventory Questionnaire. This gives candidates an opportunity to highlight their experience and provides further discussion topics for an In Person Interview. We will also request writing samples from your prior pleadings and transactions.

## 4. IN-PERSON INTERVIEW WITH CEO (2 HRS)

After we call the candidate's listed references, we will schedule an in-person interview at one of our offices. We encourage candidates to come with lots of questions! After this final interview, if the team determines that a candidate is a good fit, we will extend to them an offer via email or in-person.

The above process typically takes 2-3 weeks, from receipt of application to final offer.  
All scheduling and communication will be over email.  
If at any point Davis Business Law chooses to not move forward with a candidate, they will be notified over email.

# WHAT ARE OUR CORE VALUES?

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## **Believe and Protect Their Dreams**

We are all about helping our clients and team members get where they want to be. To do that, we first need to believe in them and where they are heading. Our core job as a law firm is to help our clients deal with their vulnerabilities so they can capitalize on their opportunities. That is why we not only need to believe in their dreams, we need to protect them too, preferably by actively warding off threats before they become problems.

## **Create Solutions**

There are two types of people in the world - Problem Solvers and Problem Bringers. Everybody hates having the latter around because it is so hard to get anything accomplished with them in the workplace. At Davis Business Law, we actively strive to create solutions for our clients. We aggressively work to spot issues and identify opportunities so our clients and their team can get where they want to go.

## **Constant Contact**

Communication is critical to working together to achieve goals. The law business is horrible about keeping clients informed about their cases. We recognize these are critically important matters to them and believe a failure to communicate with them is arrogant and disrespectful. We refuse to accept this way of serving our clients. We also insist that we work cohesively and collaboratively as a team to insure both internal and external success.

## **Teamwork = Dreamwork**

We accomplish more for our clients and have more fulfilling careers when we work together as a team. This rising tide lifts all boats. Working together we help our clients achieve their dreams while also having jobs we love coming to everyday.

# OUR CORE VALUES IN ACTION

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DBL "A" Players	Not a fit at DBL
Driven, determined, and believes that problems can be solved, coupled with a confident, self-disciplined attitude.	Those without initiative that only bring or divert problems (to the client or team members) as opposed to conquering them.
Heart for helping our clients. Sees the potential in our clients and their dreams.	Only sees obstacles and half-empty glasses for our clients and has no filter about telling them that. Discourages our clients and their dreams.
Believes in DBL's vision of growth and is self-disciplined in helping the team.	Skeptical of our vision of bringing a new and better way of helping business owners make smart business decisions.
Happy, fun, and enthusiastic with even a slight bit of silliness in their sense of humor.	Cannot find joy and fun in their work. Smug.
Prioritizes and fights for meaningful solutions that move our clients and DBL forward.	Focuses on issues whether or not they are problems for clients/DBL. Self-absorbed in what they want to do.
Collaborative and wants to work as a team. Easy going. Actively seeks to add value to others' lives.	Inability to see beyond their own ego to consider what is best for the client/DBL.
Actively looks for creative solutions to make the law fit for our clients.	Gives our clients no hope under the law.
Casual but professional - understands that we don't need to be stuffy to be great lawyers.	Uptight and believes formality and image are indicative of great legal services.
Jumps in and aggressively tackles problems and takes on new challenges	Content to "sit on the fence" and engage in self doubt.
Believes we are all here to help each other. Not concerned about position or title - Happy to get hands dirty	Believes that title alone dictates success.
Has high emotional EQ and tons of empathy	Low EQ and not a people-person! (Lawyering is inherently a people business)
Flexible and open to changes at DBL as we grow, willing to join the team and play by our rules	Looking for a static environment and not able to adapt to changes in our working environment

# FAQ's

## WHAT IS IT LIKE TO WORK AT DBL?

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**What Sort of Cases Does the Firm Handle?** We handle litigation and transactions for small to mid-sized businesses. It is pretty much a soup to nuts practice in that regard. While all clients have a lead attorney assigned to them, that attorney can rely on the rest of the team to help with the matter.

**What Management Software does the firm use?** We use Clio to manage our clients and Keap to track our leads. Our COO will train you in these and all other relevant programs during the onboarding process.

**How Do DBL Attorneys get Cases?** The firm has invested heavily in our marketing department and our return client and client referral business is remarkably high. Often, our attorneys develop long lasting relationships with clients that keep them coming back to do business with us. These sources feed the pipeline of cases coming to our attorneys.

**What are an Attorney's Billing Requirements?** The salary requirements for our attorneys are six billable hours per day, or 1380 hours per year. This does not include time spent on meeting with potential clients, firm meetings, administrative or other non-billable time. The firm does allow for adequate ramp-up time, and new hires are not expected to make six billable hours per day for the first several weeks. Typically, the attorneys work a standard eight hour day from 8:00 to 5:00. If, by chance, an attorney's case load gets light, we expect them to reach out to our COO or to other attorneys for cases to work on. We always have work to do!

**What Support Staff does DBL provide its Attorneys?** We have intake staff handling calls and client issues, a billing department taking care of client finances/invoices, and multiple legal assistants. Most of our support staff works out of the Enid office and supports our attorneys remotely, while larger branches may have a Legal Assistant/Office Manager in-office. All attorneys may utilize the help of any support staff members, regardless of location.

**Do DBL Attorneys collaborate often?** You can always ask other attorneys for help, via email, phone, Teams, or one of our regular Zoom meetings. Each state has a Teams group chat so that nearby offices can support each other, and the CEO hosts Office Hours every week and Lunch and Learns every other week. We are truly collaborative in discussing unique issues and sharing opinions, experiences, and forms.

**What Level of Client Interaction can I expect to have?** Our attorneys get a lot of client interaction. Their job is to take care of our clients' problems and opportunities. This requires them to work closely with our clients to help them achieve their goals. Our attorneys onboard new clients and work with them through their cases.

**Does the Firm Pay for Attorney Bar Dues and CLE?** Yes, we pay for both of them, including multi-state bar dues. Attorneys with multiple bar licenses must take their CLEs online through NBI in order to most efficiently stay up-to-date on their licenses.

**What are the Firm's Policies Regarding Vacation and Sick Leave?** Full-time employees have fifteen days of paid leave each year, accrued at 5 hours per payroll. This leave may be used for either vacation or sick leave. Employees are allowed to carry over 40 hours to the following year for a maximum of twenty days in a given year. Once all days have been used, then only sick leave will be allowed, which will be unpaid.

# FAQ's

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**Does the Firm Provide Benefits?** Yes, we provide medical, dental, vision and complimentary life insurance. Team members can access insurance benefits after working with the firm full-time for at least one full calendar month. Additionally, the firm offers a 401k plan with 4% matching that employees are eligible for after working with the firm full-time for at least six full calendar months. For example: an employee joining the firm full-time on March 10th becomes eligible for insurance benefits starting May 1 and for the 401k starting October 1.

**Does the Firm have Retreats?** We have two firm retreats each year, typically in markets where we have an office. We arrive at the site for Thursday dinner together, discuss business on Friday with a fun event in the evening, and head home Saturday morning. Spouses and significant others are invited too!

**What Meetings are DBL Attorneys expected to attend?** Every morning at 9:00 am, the firm gets together on Zoom for 5-10 minutes to catch up, see if anyone needs help, and kick off the rest of the day. We call this meeting "Morning Huddle" and it's a great time to connect and get the day started off as a team. Every other Tuesday, we host Lunch and Learns for all the attorneys: we order lunch for every office and chat on Zoom for an hour about a predetermined topic that at least one attorney has expressed a desire to learn more about.

**What is Case Review?** Early afternoon every Monday, each attorney receives a spreadsheet of all their cases, the financial statuses thereof, and blank fields to mark finished matters, low retainers, and preferred clients. Attorneys are expected to return their completed spreadsheet to the Client Services Representative (CSR) and billing department by Tuesday at 3pm Central, flexible based on holidays and court appearances. This procedure has been a major boon to our collection rates.

**What is the Strong Protected Business Program?** This is our outside general counsel program; our attorneys love getting clients into this and proactively protecting their businesses. We market for this digitally and via speaking engagements, and the CSR also upsells this to our attorneys' preferred clients when closing finished matters.

**Does the Firm have Bonus Structures?** Yes, we have several: for recruiting clients, for meeting yearly billable time quota, and for billing hours beyond the daily 6 required.

**Is there a Partnership Track at the Firm?** We do recognize levels of experience/tenure for attorneys, including that of "Partner." Incoming attorneys with under five years of legal experience are called "Business Attorneys." Attorneys with at least five years of experience and one year at Davis Business Law are "Senior Attorneys." Attorneys with more than ten years of legal experience but less than five years with Davis Business Law are recognized as "Senior Counsel." After five years of successful work at Davis Business Law, attorneys have the opportunity to be recognized as a non-equity "Partner" and participate in our Growth Plan Incentive. This recognizes long-term and loyal attorneys and demonstrates to external customers the experience and achievement of these attorneys, while keeping management streamlined and effective.

**What does the future look like at DBL and how does that benefit the team?** We built DBL to be an ongoing vital growth company, in contrast to many firms that are ego-driven dead ends. We have another bonus called the Team Commitment Initiative (TCI). This gives the team the opportunity to receive a part of the sales price when our equity owner transfers ownership. A transfer of ownership has to happen at some point as a practical matter, though there are no short-term plans to do so. Due to the increasing enterprise value of the firm, the TCI is expected to be a substantial sum payable to the loyal team members.

# TESTIMONIALS

HEAR FROM SOME OF OUR STARK, RAVING FANS

DIXIE WATKINS, ESQ. - YUKON, OK

“Being an attorney at Davis Business Law means just that--you get to be an attorney. We have excellent staff and systems in place that allow attorneys to focus on practicing law rather than collecting, marketing, office management, etc. Those same systems allow Davis Business Law attorneys to have a life outside of work. Davis Business Law attracts incredible clients, which allows the attorneys who work here to shape their communities and engage with small business owners and entrepreneurs. It is a true privilege to be able to help people channel their passions into profitable businesses.”

TIM PULLIN, ESQ. - OVERLAND PARK, KS

“Working at Davis Business Law has changed the trajectory of my career – for the better. Having support staff who care about their job and the mission of helping clients has been a tremendous benefit. Management are genuinely concerned about our welfare as attorneys and support staff, not just profits. I’ve worked at law firms who gave lip service to principles of teamwork and camaraderie, but DBL actually walks the walk. You’re expected to work hard, but you’ll want to do it, rather than dread it.”

CHARLES PENOT, ESQ. - DALLAS, TX

Having practiced law long enough to develop a healthy sense of skepticism, I was – well – skeptical when interviewing here. Work-life balance? A lot of firms say that. Six billable hours a day? Where have you ever heard that? Believe and protect their dreams? The dreams of clients, attorneys, and staff? Who says that? They say it here, put it in writing, and live by it. And more importantly, they are who they say they are. Expectations are clear and stated publicly, laid out for all to see during the hiring process. Also, the Management Team here is among the best you will find, and the Staff are spirited, creative, and committed to the Firm and its clients, which permits you to focus on the practice of law. They know how to make the phone ring, and you will be given all you need to develop a growing book of business of small to mid-sized businesses and entrepreneurs that you will enjoy representing. It’s a great place to work where the ethic is let’s figure out what people do well, acknowledge it, support it and grow it. If there’s a problem or a challenge, let’s understand it and find a solution. It is truly a uniquely pleasant place to practice law.

# TESTIMONIALS

## HEAR FROM SOME OF OUR STARK, RAVING FANS

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### PAIGE OKU, ESQ. - EDMOND, OK

Accepting a position with Davis Business Law turned out to be the smartest decision of my career. The firm operates with the same values and standards it brings to clients, fostering a culture of trust that produces strong relationships and high-quality work without micromanagement. DBL levels up the understanding that balance creates happier, more productive attorneys and when “life happens”, we are treated as capable adults who can manage both. My prior legal career consisted of work environments and leadership that inspired daydreams of an insurance windfall and early retirement. DBL has flipped that script and I recommend considering a role here to anyone desiring balance, camaraderie, and engaging work.

### JASON JANOSKI, ESQ. - WICHITA, KS

“At some point in your time with DBL you may begin wondering, “Is the grass greener somewhere else?” Everyone has those thoughts, wherever they are. I can unequivocally tell you – that is highly unlikely. I have worked for one of the 20 biggest law firms in the country. I have worked for a regional law firm that lured me away with promises of partner profit-sharing. I have worked as in-house counsel, and I have worked as a government attorney. DBL is the best job I’ve ever had. We are compensated well, we have amazing flexibility and work-life balance, but, most importantly, we are cared for as people.”

### NOELLE MOORAD, ESQ. - OKLAHOMA CITY, OK

“As an attorney at Davis Business Law, I can focus more on sharpening and expanding my legal knowledge and abilities with the peace of mind that I have a well-oiled machine supporting me that truly has my back. The team takes care of their attorneys and their clients, which ensures the success of the attorney who prioritizes client service. It is the kind of environment that motivates me to give my very best, while affording me the work-life balance to adequately recharge and be present when I am not working. The respect and support the attorneys and staff show one another is something you don’t find in just any law firm. The atmosphere is one of excellence in all we do, from the quality of the services we provide to how we interact with one another.”

# 2025-2026 BENEFITS

	Blue Cross Blue Shield	Blue Cross Blue Shield
	G745ADT/ Blue Advantage Gold	S730ADT/Blue Advantage Silver
	In-Network	In-Network
Coinsurance %	Plan Pays 60% / Member Pays 40%	Plan Pays 60% / Member Pays 40%
Individual Deductible	\$2,800.00	\$4,350.00
Family Deductible	\$8,400.00	\$13,050.00
Hospitalization	\$300/Member Pay 40% Coinsurance	\$250/Member Pay 40% Coinsurance
<b>Out of Pocket Maximum</b>		
Individual Medical	\$4,750.00	\$9,200.00
Family Medical	\$14,250.00	\$18,400.00
<b>Co-Pays</b>		
Office Visit Copay	\$35.00	\$50.00
Specialist Office Visit Copay	\$60.00	\$75.00
Urgent Care	\$50.00	\$50.00
Emergency Room	\$600/Member Pay 40% Coinsurance	\$600/Member Pay 40%Coinsurance
<b>Prescription Benefit</b>		
Retail Preferred Generic	\$5/\$15	\$10/\$20
Retail Non-Preferred Generic	\$10/\$20	\$20/\$30
Retail Preferred Brand	\$50/\$70	\$50/\$70
Retail Non-Preferred Brand	\$100/\$120	\$100/\$120
Retail Specialty	\$250.00	\$250.00
Non-Preferred Specialty	\$350.00	\$350.00
<b>Employee Rates</b>	<b>Premiums</b>	<b>Premiums</b>
Employee Only	\$266.94	\$206.72
Employee + Spouse	Reach out for Dep Costs	Reach out for Dep costs
Employee + Child(ren)	Reach out for Dep Costs	Reach out for Dep costs
Employee + Family	Reach out for Dep Costs	Reach out for Dep costs

Group Dental Insurance	Delta Dental PPO Select/Premier	Group Vision Insurance	VSP
Preventive /Diagnostic Service	100%	Annual Eye Exam Copay	\$10.00
Basic Service	80% Per Person Deductible	Annual Lenses Copay	\$25.00
Major Services	50% Per Person Deductible	24 Month Frame or Contact Lens Allowance	\$130.00
Orthodontic Services	50% Child Only		
Per Person Deductible	\$50		
Annual Maximum	\$1,500		
Lifetime Orthodontic Max	\$1,500		
<b>Employee Rates</b>	<b>Dental Premiums Select/Premier</b>	<b>Employee Rates</b>	<b>Vision Premiums</b>
Employee Only	<b>17.50/\$37.50</b>	Employee Only	<b>\$9.11</b>
Employee + Spouse	<b>\$54.50/\$89.50</b>	Employee + Spouse	<b>\$14.57</b>
Employee + Child(ren)	<b>\$70.50/\$123.50</b>	Employee + Child(ren)	<b>\$18.50</b>
Employee + Family	<b>\$101.50/\$191.50</b>	Employee + Family	<b>\$29.14</b>
<b>Principal Term Life / AD&amp;D</b>		<b>FSA (Flexaible Spending Account)</b>	<b>Healthcare / Dependent Care</b>
Benefit Amount	Flat \$50,000	2025 Contribution Limit	\$3,300 / \$5,000
Benefit Schedule	Employees: Increments of \$10K up to \$300K	Debit Card	Yes / Yes
	Spouse: Increments of \$5k up to \$100K or 100% of EE Coverage	Online Mobile App	Yes / Yes
	Children: \$5,000 or \$10,000	Funded	Fully Up Front / Accumulative
Minimum Amount	\$10,000	Carryover	\$660 / No
Guarantee Issue	Employee: >70: \$100K 70+: \$10K Spouse: >70: \$25K 70+: \$10K		

# BONUS STRUCTURE

## FOUR BONUS OPPORTUNITIES FOR ATTORNEYS

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### ANNUAL HOURS BONUS

Annual bonus of 2.5% of your current annual salary provided that you achieve your annual billable hour requirement. The bonus will be paid by December month end of the calendar year.

### CLIENT ORIGINATION BONUS

Origination bonus of 8% of gross revenue, billed and collected, on new business you bring into the firm not attributable to Davis Business Law marketing efforts. The bonus will be paid by month end following the end of each calendar quarter. This provision will also apply to cases for clients that you represented prior to joining the firm including the cases you bring to the firm.

### QUARTERLY HOURS BONUS

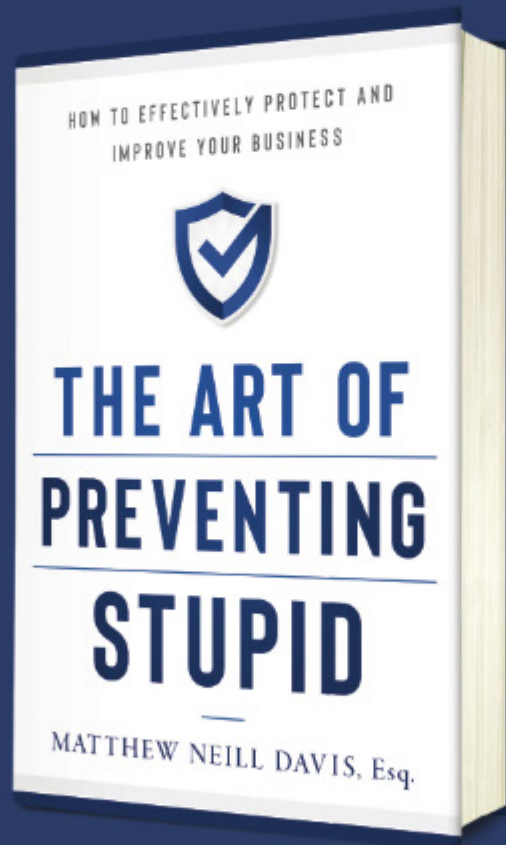
A quarterly bonus will be paid at the rate of \$150 per hour, on hours billed and collected that exceed quarterly requirements (prorated by billable days each quarter in less any sick, vacation or paid holidays). The expectation is that “Billed” hours will be collectible and include properly documented explanations in our case management system. This bonus will be calculated and paid in the month that directly follows the end of each calendar quarter.

### CLIENT RETAINER BONUS

A “New Lead Conversion” bonus of 5% of the initial retainer and a “Repeat Lead Conversion” bonus of 6.5% of the new initial retainer will be paid at the end of the following month upon receipt of the retainer, less any returns or refunds (For example, if a retainer is paid on 8/1/21 then the attorney who converted the lead will receive the bonus included in their 9/30/21 paycheck). In order to receive the “Repeat Lead Conversion” bonus, you must inform us when requesting the new contract and establishing the new retainer so we can initiate the process (to qualify, the new matter must have a retainer of \$300 or more).

In “The Art of Preventing Stupid” Matt teaches the how and why of developing a Business Immune System™, a key component of managing your business’ vulnerabilities. By practicing the “Proactive Protection” plan, business owners and entrepreneurs can get in front of virtually any type of risk before it becomes a problem. This eliminates the disruption and distraction that comes from making all-too-common, “stupid” mistakes that rob your bottom line and your peace of mind.

This book is a must-read for business owners, directors, investors, and anyone else with a responsibility to protect an enterprise from the multitude of risks surrounding it.



Keep an eye out for Matt’s next book, The Strong Protected Business, coming soon.