



Wasserstrom, Weinreb & Wealcatch

The “One Rate Plan”

Like many business owners, Mindy York and Marlene Bloom, co-founders of Baby Otter Swim School based in Davie, FL, knew that they needed legal advice about many aspects of their business, including securities, franchising and intellectual property. However, they were apprehensive about hiring a law firm, concerned that legal fees would begin to pile up each time they picked up the phone to call their attorney.

“Nothing drives me crazier than being billed for 3.2 seconds of someone’s time spent on a phone call or e-mail,” said York.

Bloom and York were looking for a high-caliber law firm, with skilled attorneys that they could rely on for all of their legal matters, without being concerned about constantly being over billed. That is when a friend recommended Wasserstrom Weinreb & Wealcatch, a full-service premium law firm with offices in the heart of Downtown Hollywood and Boca Raton, FL. The firm offers its clients a unique and innovative option for corporate counsel services – known as the “one rate plan”.

The “one rate plan” is just that – Wasserstrom Weinreb & Wealcatch will charge its corporate clients one flat, monthly fee, which covers most regular legal services. The fee is based on 75 percent of the client’s historical average annual legal costs, payable in monthly installments. The concern for soaring legal fees is eliminated.

“Many executives may pay a big price down the road from avoidable lawsuits because they are unnecessarily concerned about growing legal bills,” said Keith Wasserstrom, one of the founding partners of

Wasserstrom Weinreb & Wealcatch. “With the one rate plan, our clients can call as often as they like, and they will end up saving significantly in the long run.”

For example, often times an executive needing to terminate an employee would rather not call his or her attorney to avoid paying for 3 tenths of an hour. So, instead, they fire the employee without legal advice.

“Penny wise-pound foolish,” said Wasserstrom. “Had they called counsel, they would have been advised to pay severance and have the terminated employee sign a release and waiver, among other things. The fear of seeing another legal bill can lead to the terminated employee filing a wrongful termination lawsuit, requiring the company to spend \$5,000 just to retain a law firm to review the case.”

With some exclusions, the one rate plan can cover all legal needs.

“The one rate plan gives me total peace of mind, without worrying about the cost to the business” said Bloom. “It is a very comfortable feeling knowing that I have a top notch firm, with diversified attorneys that I can call at any time with any issue.”

Wasserstrom Weinreb & Wealcatch is an AV-rated law firm (the legal profession’s highest rating) and boasts accomplished attorneys with “big-firm” experience and vast corporate law expertise, while still offering close, personal and immediate attention – all at one flat rate.

“We have found that the one rate plan gets the lawyer and the client on the same side - both benefit from efficiency and expediency and the fees do not keep growing,” said Wasserstrom.



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Wasserstrom Weinreb & Wealcatch will also tailor a “one rate plan” to suit the needs of startup businesses. The entire program (and all the fine print) is described at <http://www.onerateplan.com>

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Wasserstrom Weinreb & Wealcatch focuses on real estate (commercial and residential, sales and leasing, development and condominium), corporate, securities, banking and lending, commercial and complex litigation, government relations and land use, estate and tax planning, and internet, trademark and computer law. The firm operates out of its Downtown Hollywood office at 1909 Tyler Street in the Penthouse of the Wachovia Center building and out of its Boca Raton office at 1900 N.W. Corporate Blvd., Suite 400 East.

