



## Welcome to the Plave Koch Dictionary...

Here are some terms we'd like you to know:

**Resonance** (ˈrezənəns) *n.* How we describe a successful client relationship – being trusted as an extension of your organization, not a mere vendor who just delivers a product on time.

**Authenticity** (a-thenˈtis-ə-tē) *n.* Putting experience directly to work on a project, not handing off to inexperience. Made possible by a simple, uniform, fair billing rate.

**Impact** (imˈpakt) *n.* Injecting personality, practicality and a sense of humor to make our advice understandable and memorable.

**Pas'sion** (pashˈən) *n.* Energy that flows from diverse, well-rounded people who share a commitment to quality.

**Balance** (balˈəns) *n.* How we define success for ourselves – attracting challenging work from great companies without hitching ourselves to a formula.



We started our business with a vision to break away from the routines of large law firms. The freedom to take a fresh approach has been exhilarating – and judging from the results, the enthusiasm has been contagious.

With 10 lawyers and 2 legal assistants, Plave Koch PLC has become one of the deepest franchise law practices around. But growth hasn't changed our flavor.



**Let Us Define A New Experience For You.**

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