



Dear Friends,

Thank you.

That is the first thought I want to share with clients and friends of our firm. Thank you for your trust in Parker Poe. Since 1884, our clients have given us the opportunity to serve them. We are still thriving 125 years later because we continually adapt to the needs of our valued clients. You can be certain that we remain committed to that critical cycle of reinvention, investment and improvement required to preserve your trust and to assure your success.

As the business world shifts, all companies—to differing degrees—must adapt, change and adjust to new realities. Parker Poe must change also – although our commitment to the success of clients and communities must remain a constant. True to our nature, we continue to put clients first, take business personally, remain vigilant in providing value and work closely with the decision-makers and doers who help their organizations adapt and stay strong and ahead of the competition.

Over the past year, I have had candid conversations with many of our clients. In response to what we are hearing from clients, our most recent initiatives include:

- More direct and frequent client communications concerning their needs, expectations and our mutual interests;
- Nationally acclaimed technology that is increasing service efficiency and collaboration among our attorneys, staff and clients;
- Alternative fee arrangements designed to provide clients with increased certainty and control of costs, while maintaining a fair profitability;
- Building relationships with our clients through joint training on evolving legal, business and service issues;
- Enhancing our value through partnering with our clients to design more cost-effective staffing models, while even providing attorneys to work for our clients onsite at their facilities.

Our new website and its contemporary, distinctive look is perhaps the most visible sign of all the change that is underway at Parker Poe.

I encourage you to visit our website further and experience our new look. I trust that you will like what you see and that you will be encouraged to talk with us about how we can help you navigate the challenges you face in your business every day.

Sincerely,

William P. Farthing, Jr.
Managing Partner



Next Step is a periodic column appearing on parkerpoe.com. It is an editorial update on the progress and planning of Parker Poe to raise the level of our service, counsel and professional relationships. Please [contact us](#) with what steps you believe Parker Poe might take to serve your needs better.