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Tuesday, June 10, 2008

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Attorney gets tips from rock legend



photo provided

Local attorney David Frees and his son Alex Frees recently spent a day learning from rock legend Gene Simmons of the band KISS.

But you might be surprised to know that neither of the Frees was interested in how to start or to play in a band. Instead, they were studying how to improve their businesses, "wow" their customers and how to make their services even more valuable to clients.

Dave Frees is an attorney and Chairman of the Trust Estates and Wealth Preservation Section of Unruh, Turner, Burke and Frees, and his son Alex is following in his father's footsteps as an entrepreneur and young businessman.

"I am constantly trying to find new and better ways to serve my clients," said Frees. "And, sometimes you find information and resources where you least expect them. Gene is actually a brilliant businessman. He is very patriotic, and very client- and customer-focused."

David's son Alex, who enjoyed hobnobbing with the legendary rock star, added "I make money working for neighbors doing gardening, snow removal and other things using my old tractor. But doing a good job is not enough. I've learned that if you want to get paid more you have to do even more than your customer expects."

Dave Frees, speaking about his family's long business history in the community, added "The Frees family members have been business people in Phoenixville for five generations. We have always tried to do our best for our customers and clients and have built a reputation for being fair, honest and client-oriented. But in a changing business environment, we are also looking for new ways to serve our clients and customer, and Gene had some great ideas."

For example, David Frees is now implementing some new systems to help clients to protect their children and grandchildren from lawsuits, divorce and taxes. He has also focused for many years on helping business people to protect their assets. He also uses articles, DVDs and CDs to help educate clients and to make the legal and estate-planning process easier and better from the client's standpoint.

"Clients always say they want to save on federal and state death taxes, but there are many other things that are important to our clients. Saving their children and grandchildren from loss of family assets in a painful divorce, protecting them from litigation, and passing on their financial wealth and their family values are all valuable and important to clients. Very few law firms are really set up help clients with these issues. We are. Gene Simmons reminded me to play to our strength in these areas.

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"Many clients are facing lawsuits, business issues, tricky negotiations, accidents or other legal matters. And we have a good-sized firm and some great lawyers, paralegals and secretaries. But, we're not the right fit for every client in every matter. So, I will make sure that if we're not the best-suited to help you, that we know who is and we will make that referral to just the right firm and just the right lawyer. We are focused on getting clients what they need. And clients are then very loyal to us."

Frees added "So, as strange as it may seem, I really like what Gene Simmons had to say and what he taught. And, my son and I had a great few days together while he learned how important it is to do great work for your clients and customers."

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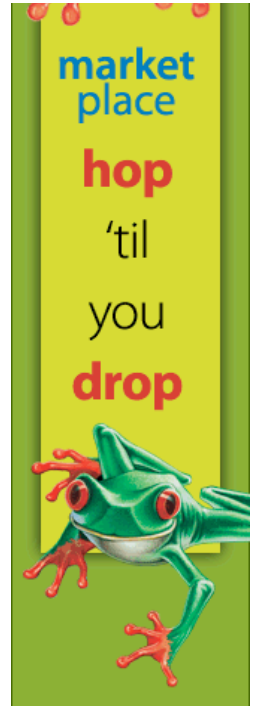
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