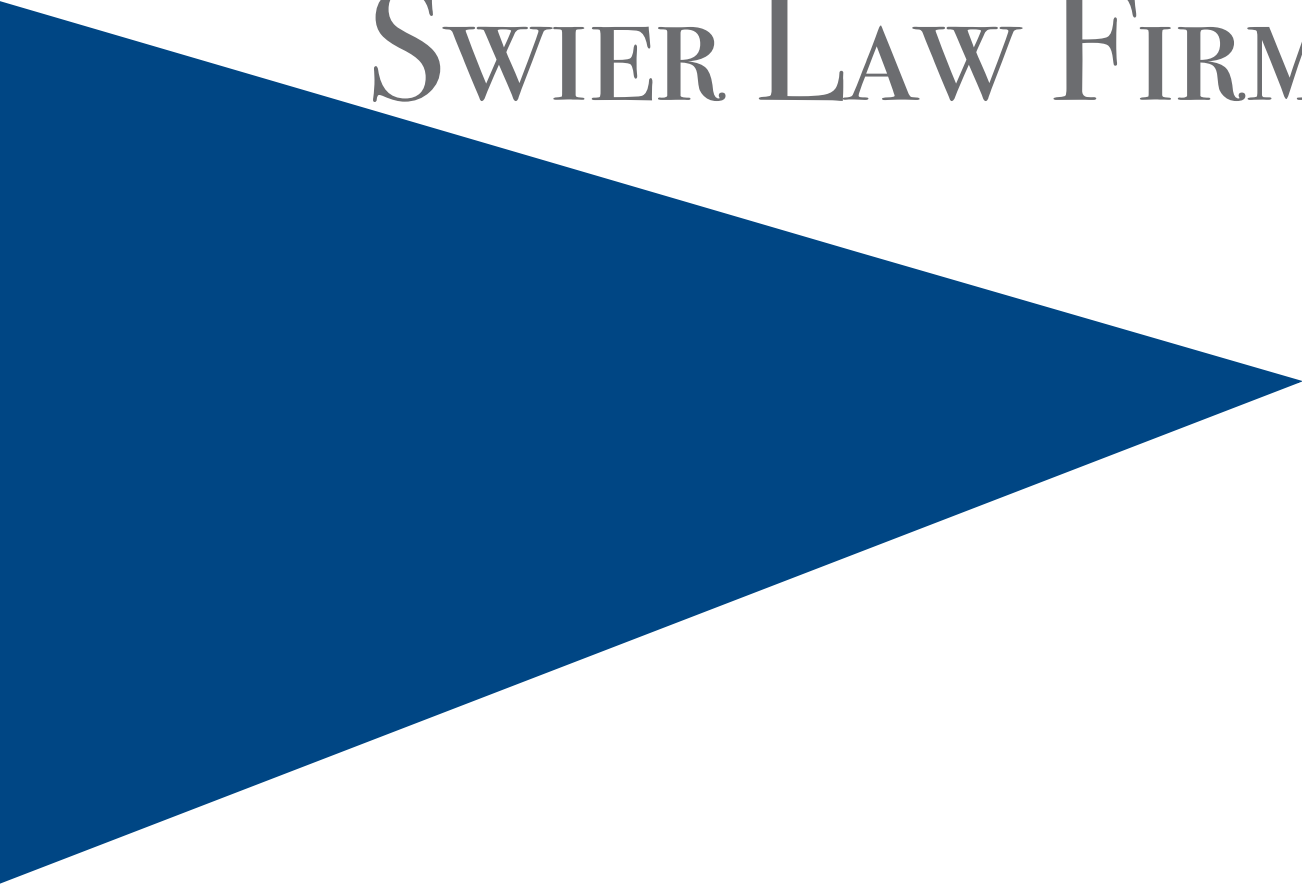


THE POTENTIAL
TEAM MEMBER'S
GUIDE TO
WORKING AT
SWIER LAW FIRM



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A VIEW FROM THE TOP



As a lawyer, you spend many years learning your craft and becoming a trusted adviser to clients. In the past few years, I have learned that a management role brings different challenges. You need to learn to take advice rather than give it – and to be the one making decisions.

Put simply, my goal is to create the best possible culture for our law firm to be successful and thrive. However, reaching this goal is not always easy. Technology, specialization and shifting demographics are causing fundamental changes to how law firms operate. So I – along with a talented team of people from across the firm – work hard to look ahead and adapt our law firm.

I am passionate about building our law firm. I welcome great ideas from everyone – and I regularly receive a stream of great suggestions about how we can improve what we offer clients and make positive changes to our business. I've found that the best and most innovative thinking usually comes from collaboration between people with different skills and approaches, so I create a variety of opportunities to bring people together across our law firm.

Every day is different. The “to-do” list is never done. But I get to have my finger on the pulse of our law firm and to celebrate the successes of some extremely talented people. It's a great privilege!

Scott Swier
Founder and Managing Member

Top 50 Best Places to Work In The Northern Plains

In 2018, Swier Law Firm was named as one of the 50 Best Places to Work by *Prairie Business* magazine. Companies were nominated through an anonymous employee satisfaction survey and rated in areas including work environment, employee benefits and happiness.

"Our clients count on us to field top legal talent," said Scott Swier. "That's why being a Best Place to Work is fundamental to our strategy, and why we are innovating to attract, retain and inspire talented lawyers and staff."

"As organizations, the 50 Best Places to Work range in size from small businesses with a dozen or so employees, to national companies that are doing business in 48 states," said Tom Dennis, *Prairie Business* editor. "But they all have one thing in common - a workplace culture that inspires loyalty and enthusiasm among employees. We can all learn from the benefits, pay practices, management styles and other factors that set these successful cultures apart."



In its fifth year hosting the 50 Best Places to Work contest, *Prairie Business* received more than 1,300 nominations from employees in North Dakota, South Dakota and western Minnesota. The 50 Best winners are honored in the September publication, which is available on the web at PrairieBusinessMagazine.com.

Why South Dakota?

With a relatively low population of less than 800,000, no state income tax, and low unemployment, the question should be "why not South Dakota?" From the state's largest city, Sioux Falls, you can take a quick road trip to the Twin Cities of Minnesota or Omaha, Nebraska for a fun weekend adventure. Our beautiful Black Hills feature the iconic cities of Deadwood and Sturgis just down the road from our second largest city, Rapid City.

Why Sioux Falls?

Sioux Falls is the state's largest city with approximately 160,000 residents. Neighboring small towns include Tea, Harrisburg, Canton, and Brandon, with populations ranging from 3,000-8,000. This means you can live in a small town a short drive away from the amenities Sioux Falls has to offer. In fact, a 2017 study ranked Sioux Falls as one of the best cities to raise a family in the United States (KSFY.com). Finally, Bloomberg.com published an article focused on Sioux Falls' growth in the Fall of 2018.

What are the benefits of working at Swier Law Firm?

There is a dynamic to Swier Law Firm that makes us different. Everyone works together to find smarter and bolder ways to solve problems in an increasingly complex legal environment.

Clients appreciate the practical advice we offer. We bring legal experience and apply business know-how that is on par with our technical expertise. Then there is the exceptional breadth of our practice areas, the in-depth industry knowledge our lawyers develop and the high quality of our people, across a wide geographic reach.

We establish ambitious, yet feasible goals and expectations for the firm and our team members. We know talented teams achieve great things – and we work hard to build great teams. We have goals for the firm and work with individual team members to reach these goals.

It is important for our team members to have the tools they need to thrive in their role. However, we are open to new ideas to help our team members reach their goals – bring us your ideas and help us to help you create your success!

Practice Development on a Regional and National Stage

Swier Law Firm helps our lawyers grow as practitioners and develop skills in the areas of law that interest them. We are committed to the long-term professional development of all lawyers. Because our lawyers have so much latitude in how they build their practice, they are empowered to take advantage of a range of options available to them both inside and outside the firm.

Our lawyers benefit from practical, hands-on experience at the closing table and in the courtroom. Lawyers are encouraged to work independently, and we provide direct contact with clients. In doing so, Swier Law Firm is now consistently recognized as a “go-to law firm” for local, regional, and national organizations seeking representation in the Northern Plains.

Exposure to Substantial Experience

Clients expect the best legal services at the most cost-effective rates. Swier Law Firm meets these expectations by quickly developing lawyer competence with exposure to substantial, hands-on experience.

Attorney Compensation & Professional Development

When it comes to your compensation and professional development, we have rewritten the rules. We replaced the one-size-fits-all compensation structure with a model that gives our attorneys more flexibility and incentive. How quickly you advance is up to you, determined by merit and matched to your increasing skill set. We provide extensive feedback, established benchmarks, and clear criteria for higher compensation and advancement.

Staff Compensation

Our goal is to hire the right person for the right position – or put more clearly, we hire talented people. However, because we are growing, our positions often evolve, grow, or change completely. This dynamic is a two-way conversation between the team member and leadership. Our ultimate goal is to ensure the firm is serving our clients while creating a work environment that each team member finds rewarding and fulfilling.

Flexibility

We pride ourselves on hiring professionals. That means we trust you will do the work that needs to be done without being micro-managed! While we have fixed business hours, we are dedicated to making sure that everyone has the opportunity to be home for dinner with the family. Yes, sometimes some of us work after we put the kids to bed or on weekends, but family is a priority and we stress that!

Since many of our team members have young families, flexibility also means you are welcome to bring your children to work with you. Our team members recognize this is a rare benefit provided by professional organizations.

No Vacation Policy

This does not mean we don't go on vacations! It means that you go on vacation when you want to - it is up to you to make sure your workload and client work is completed while you are away. We find our team members come back from time away refreshed, renewed, and reenergized so we encourage everyone to take a break!

401(k) with Parachute

Each team member has the option to contribute to the firm's 401(k) plan once eligibility criteria are met. However, even if you choose not to participate, the firm will match three percent (3%) of your wages in a 401(k) plan on your behalf. Talk about free money!

Eligibility is conditional on successful completion of a three-month probationary period. The plan provides opportunity to participate at the beginning of the first month of the subsequent quarter after completing the three-month probationary period. For example, if a team member begins employment on April 1 and successfully completes his first three months, the probation period will end July 1. The team member will be eligible for the 401(k) as of September 1.

Group Health Insurance

We all recognize health insurance is expensive, but it does help to have the convenience of a group health plan. Our plan provides you and your covered dependents the ability to use any Avera, Sanford, or private practice doctor you choose. The firm will pay a portion of your monthly premium.

Expectations

We love to go to our offices each day – and we want to make sure we keep it that way! We pride ourselves on our culture and high morale. We care for one another as people and colleagues. We expect each team member to bring his best work to the table each day. We are kind to one another. We are honest and forthright with each other. It may sound old-fashioned, but it is important to us.

In summary, there are many benefits to working at Swier Law Firm!

- Competitive salaries
- Merit-based bonus program
- Generous vacation time
- Flexible work schedules
- 401(k) savings plan
- Bar dues and CLE expenses
- Professional organization memberships
- Maternity leave

We Keep On Growing

Law Firm 500

Swier Law Firm is pleased to announce we are one of the 2018 Law Firm 500 Award Honorees. According to Law Firm 500, the “list showcases the top two hundred and fifty (250) fastest growing law firms in the United States. Started in 2016, this prestigious list of the nation’s most successful law firms has become an inspiration for firms world-wide to set and achieve their goals, no matter what the economic climate.” To qualify, we were ranked according to percentage of revenue growth and an independent certified public accounting firm verified each nominee.



Marketer of the Year

Let’s face the truth: law firms are businesses and need to be run as such. It is not enough to simply attend law school, pass the bar exam, and expect clients to find you. Swier Law Firm is a unique business model based on an entrepreneurial mindset. We work hard to bring leads into the firm, convert those leads to retained clients, and provide exceptional services. Marketing is defined as “the action or business of promoting and selling products or services, including market research and advertising.” We market, we promote, and we sell our services.

We are members of an international group of attorneys who work together to create opportunities through marketing and networking. This group meets each October for a three-day “Summit” where we learn, network, and meet possible new vendors. The final event of the Summit is a competition for the peer-voted “Marketer of the Year” where three finalists prepare a presentation. During the October 2017 Summit, Swier Law Firm was proud to present and was overwhelmingly voted as “Marketer of the Year.” We are proud of the honor as it recognizes the immense resources we allocate to building the law firm providing opportunities for growth.

Avvo

Avvo is a public, online resource anyone can use to search for an attorney. While many people argue the validity of Avvo (and sites similar to Avvo), we realize it is important for people to find the resources and attorneys they need. To that end, we work hard to complete profiles and update information. Our attorneys work hard to maintain a 9.0 rating or higher, which translates to potential clients reaching out to the firm more often.

Top 3 Divorce Lawyers in Sioux Falls

The Three Best Rated website just ranked Swier Law Firm as one of the three best divorce lawyers in Sioux Falls. The company reports, "For businesses, it is free and do not pay us to list them ever. We prefer to list the three best local businesses; not big corporations who have an office presence in your city. We believe that local businesses provide much better services than corporations to you and your family. Local businesses know your city better since they live there too. Our policy is free to list because if you can pay to list, then is it really the best business? No Pay to Play!"

This is excellent news for anyone who is searching for a top ranked lawyer in the area. Simply by searching, a potential client will find Swier Law Firm.



Top 25 Women in Business

Prairie Business Magazine presents the Top 25 Women in Business each year in the March edition. Brooke Swier Schloss was named one of the "Top 25 Women in Business" for 2018. We are proud of Brooke's award as it demonstrates the level of involvement our partners have in the business.



We are a part of our communities!

We love our communities - and it shows!

Swier Law Firm is not just a workplace, it's also a community that works hard together. We believe being a lawyer is a privilege - one that requires us to give back to society. Making a difference is our passion.

At Swier Law firm, we believe in giving back. Our firm's team members are passionate supporters of the communities in which we live, work and play. Our charitable efforts are just one of the things that separate us from other law firms.

Some of the ways we impact our communities include providing scholarships to area high school seniors, facilitating an annual donation drive to benefit the Sioux Falls Humane Society, and finding ways to honor and support our military and veterans. As the firm continues to grow, our involvement continues to grow.

Below are just a few of the community-focused campaigns we lead:

- Swier Law Firm Veteran of the Game
- Swier Law Firm Hero of the Game
- Little Free Libraries
- Support Our Soldiers
- Sioux Falls Area Humane Society
- Sioux Falls Area Humane Society
- Lighting the Way/Autism Acceptance
- Varsity Basketball Sportsmanship Challenge

For more information about these programs and our many other community campaigns, please visit SwierLaw.com/Community.

What do our team members say?

What is it like to work at Swier Law Firm?

1. “Collegial and inviting”
2. “The days here are fast-paced – often challenging, always interesting – which translates to lots of fun for those motivated to work.”
3. “Swier Law Firm isn’t just a job, it’s a big family! Hands down, the best place I’ve ever worked!”
4. “I am very thankful to be working at my dream job! I love to be able to do the work that I love to do – the only stress I have is the stress I put on myself to do my best every day.”

What do I like most about working at Swier Law Firm?

1. “The firm leadership’s entrepreneurial spirit”
2. “The freedom to leave at a moment’s notice to take care of problems that come up at home is fantastic and greatly appreciated.”
3. “The flexibility, I can be at all my daughter’s school functions and appointments.”
4. “The growth, the team, the energy, the fast pace...everything!”

What is the most important lesson I have learned at Swier Law Firm?

1. “Be willing to learn about the business aspect of practicing law”
2. “Treat everyone with respect and it goes a long way to soothe the occasional exasperating client.”
3. “Scott wants everyone to succeed. He’ll do everything in his power to make that happen for you.”
4. “Everyone has his own perspective about something; it is important not to assume our perspectives are the same.”

SWIER LAW FIRM, PROF. LLC

Nationally Recognized Legal Solutions

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