

THE STANDARD IN DEFENSE

Pursuing our clients' goals while  
minimizing legal costs is paramount  
in what we deliver to clients.



# THE STANDARD IN DEFENSE

*The Willis Law Group's 5-Point Approach to "Standard in Defense" is the hallmark of our case strategy. Equipped with the knowledge and experience to quickly identify and target the essential aspects of a case, we act early and quickly with proactive strategies essential to a strong defense – saving time, money and securing an effective resolution.*

## DETERMINED

Aggressively pursuing client objectives

## LEADERSHIP

Knowledgeable guidance through uncertain terrain

## TARGETED

Effectively targeting the essential elements of a case

## RESPONSIVE

Reacting early, quickly and efficiently

## PROACTIVE

Implementing proactive strategies for a strong defense



# An experienced legal defense team, aggressively defending client interests.

*The Willis Law Group is dedicated to defending our clients' interests and achieving their objectives. With our successful track record, we are able to quickly define the essential aspects of a case, identify the core issues, and minimize the legal costs.*

## EFFECTIVE TRIAL LITIGATION IS NOT 'BOILERPLATE'

Every client is unique. Every case is unique. The Willis Law Group provides knowledgeable attorneys, experienced in relevant practice areas, to lead our clients.

## A UNIQUE APPROACH

- 1 - ASK THE RIGHT QUESTIONS
- 2 - LISTEN TO YOUR ANSWERS
- 3 - IDENTIFY YOUR OBJECTIVES
- 4 - PROBE THE ISSUES - GATHER ALL THE FACTS
- 5 - PREPARE PROACTIVE DEFENSIVE TACTICS



*Timing is important and reacting quickly creates an advantage, establishes the talking points, and earns a favorable outcome for our clients.*

## THE BIG VALUE OF LITTLE DETAILS

Pursuing the best for our clients requires the tedious and hard work of obtaining information, taking depositions, and being proactive. Essential information is often discovered by investing time on the “little” details of a case.

## YOUR PARTNER IN LEGAL MATTERS

Long-term client partnerships are forged by creating trust and confidence, by being responsive, and by communicating progress and strategies effectively. ‘Customer Satisfaction’ is a priority to The Willis Law Group. We strive to be your legal partner for your case today and your trusted counsel for years to come.

## SEASONED LEADERSHIP

The Willis Law Group’s experienced legal defense attorneys provide trusted guidance through uncertain terrain.

## LARGE FIRM EXPERTISE – SMALL FIRM PERSONAL ATTENTION

The Willis Law Group combines ‘large firm’ expertise with ‘small firm’ personalized service. We put our clients first. We listen to our clients to understand their corporate needs and structures before determining their defense strategy. We believe that ‘one size does not fit all’. We get the job done more effectively with a customized approach to client needs.





*A legal defense requires a strategy of offense.  
Comprehensive planning is essential to a  
strong defensive strategy.*

## DIVERSITY

The people at The Willis Law Group reflect the vibrant diversity inherent in our nation. Our growth continuously includes the recruitment of exceptional women and minority team members. The Willis Law Group is one of the largest minority-owned law firms in Texas.

Our goal is to relate to all people, and we believe we have the right team to meet that goal. Even better, our team of skilled and talented professionals has the experience to get the job done right the first time.





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