



Proven Neutrality

Many law firms don't understand why their advertised mediation services aren't being selected, but the answer is simple...

Arbitration Associates Inc.

Off to a Great Start, or so it seemed when the law firm started advertising mediation services. Many colleagues called and asked for mediation, but... Not every case set up, opposing counsel (and clients) didn't feel comfortable, and then the calls start to drop off altogether. Why?

Neutrality doesn't just begin and end with the mediator. Both parties and opposing counsel need to feel comfortable with the neutrality of the case setup, document handling, timing, high-low, venue, scheduling, witnesses, access to the mediator before the day of the mediation, and so much more. Claiming neutrality in marketing literature is easy, but in our area, where counsel and larger clients are often familiar with the players, proving neutrality only comes with years of doing what you say.

The Answer? The answer is simple. Keep the mediators, but use the proven neutral Alternative Dispute Resolution (ADR) company with proven track record in Virginia since 1993, Arbitration Associates Inc.. None of Arbitration Associates panel members are asked to sign a contract, nor are they required to perform marketing duties, and Arbitration Associates never employs administrative assistants who are also working for law firms. Neutral by design, neutral in practice, and neutral in reputation. Lawyers and clients trust Arbitration Associates Inc.

Spring Cleaning Time This is the perfect time of year to think about ADR. Both litigants and counsel are looking to clean their dockets before family fun fills calendars in the late summer months. Join our panel or use our panel; either way, you'll see what proven neutrality can do for your bottom line. Trust the Arbitration Associates brand; just ask anyone in our region, they will tell you.



Debbie Nussbaum, President

Arbitration Associates Inc.

"Helping you resolve disputes."

11902 Markey Circle
Midlothian, VA 23112

Phone: 804-763-3600
E-mail: Debbie@Arbitration-Associates.com
Website: www.Arbitration-Associates.com

