



## **Counsel Financial Sponsors Keynote Speaker, Lee Corso, at FJA Workhorse**

*Law firm lender continues long-time support of Florida trial lawyer organization*

Law firm funding company [Counsel Financial](#) announced that it is set to sponsor the upcoming Florida Justice Association's Workhorse Seminar, taking place February 28 through March 3 in Orlando, Florida. The Workhorse Seminar is an intensive, five-day program that will present attorneys with strategies and techniques to employ in trying civil litigation cases while striving to secure the most favorable outcomes for their clients. The company is the official sponsor of the keynote address, given this year by American sports broadcaster, Lee Corso. Mr. Corso has been an analyst on ESPN's College Game Day program since it began in 1987 and is a former college football coach.

[Counsel Financial's founder](#) and director, Joseph DiNardo, Esq., will present at the seminar during a session centered upon the "business of lawyering" on Tuesday, February 28. His talk, Six Key Ways to Finance Your Firm, will give an unbiased review of the various business models and corresponding financial options for those engaged in contingent fee practice. Mr. DiNardo stated, "It is of utmost importance that trial lawyers not lose sight of running their law firm like a business. During my presentation, I hope to impress upon my audience the idea that there are many financial management strategies available to plaintiffs' firms, and utilizing the model that best fits your practice can lead to tremendous success."

As the only law firm financing company exclusively endorsed by the American Association for Justice and The National Trial Lawyers, Counsel Financial is the preeminent source for law firm funding. Beyond financing, the company offers a multitude of benefits to its clients, such as assistance with budgeting and financial analysis, industry insight and co-counsel introductions.

### About Counsel Financial

Counsel Financial is the largest provider of working capital lines of credit to plaintiffs' attorneys in the industry, having loaned over \$1.5 billion exclusively to plaintiffs' attorneys since inception. Counsel Financial sets the standard for innovation and flexibility in its loan offerings, structuring terms that are conducive to the unique demands of contingency-fee practices. Leveraging 200+ years of internal legal experience, Counsel Financial has financed the growth of firms in every area of plaintiffs' litigation, including personal injury, mass torts, class action and labor and employment. The company is exclusively endorsed by multiple national and state trial organizations, including the American Association for Justice and The National Trial Lawyers.



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