

“WHAT MOST BUSINESSES DON’T KNOW ABOUT THE RECOURSE THAT’S AVAILABLE TO THEM WHEN A CUSTOMER REFUSES TO PAY”

**Arm Your Business with the Knowledge to Quickly and
Effectively Recover Receivables**



Brought to you by Gurstel Law Firm, P.A.

Dear Friend,

If your business is sitting on receivables and you have said to yourself, "If I could just get my customers to pay up" then this might be the most important report you read all year. Here's why...

HAVE YOU EVER SAID ANY OF THESE THINGS?

- *My business is sitting on receivables but collecting on them is too complicated*
- *Hiring a law firm to collect on my receivables will be expensive*
- *My business has taken judgments against non-paying customers, but we don't know what the next step is*

IMAGINE YOU COULD WAVE A MAGIC WAND...

Imagine you could wave a magic wand and RIGHT A WRONG by getting your non-paying customers to hold up their end of the bargain, and finally get paid for the services or product that you provided to them as promised.

WHY SHOULD YOU LISTEN TO US?

The bottom line is....we care! Unlike other law firms and collection agencies who come and go and open under ever-changing names, our founding member is a pioneer of debt collection. Todd Gurstel has focused his practice in collections since 1987. Todd is a recognized leader within the creditors' rights industry, and is known for regularly setting and sharing best practice standards. The firm is highly regarded for its creditor's rights practice, the area in which Todd is passionate. Todd frequently speaks on compliance issues and is a known trade advocate. He has repeatedly received the "Super Lawyer" designation by his colleagues. The Gurstel Law Firm has offices in Minnesota, Arizona, Iowa, Nebraska, Utah, and Wisconsin and

maintains a commercial collections practice nationwide to advocate for unpaid businesses like yours.

“I highly recommend Gurstel Law for all of your media collection needs. I have had the pleasure of working with Gurstel for over 20 years. They are professional, responsive and highly successful at collecting on my behalf. You would be pleased to have them as your partner.”

-Brenda Clark

Cumulus Media, Inc.



WHAT YOU'RE GOING TO DISCOVER...

In this report you are going to discover:

- 1. Obtaining a judgment against a non-paying customer entitles your business to more legal rights and more money than had you not obtained a judgment*
- 2. The Longer you Wait to Send an Account to Legal, the More Difficult it is to Collect*
- 3. Hiring a law firm to obtain a judgment or collect on a judgment should not be expensive*

Each of these are equally important if you want to RIGHT A WRONG and get your customers to hold up their end of the bargain, by finally receiving payment from them for the services or product that you provided as promised. We are going to cover each of these points in order.

OBTAINING A JUDGMENT AGAINST A NON-PAYING CUSTOMER ENTITLES YOUR BUSINESS TO LEGAL RIGHTS AND MORE MONEY THAN HAD YOU NOT OBTAINED A JUDGMENT

This is important for you to know because obtaining a judgment can drive repayment of the debt. A judgment is a court order determining that you are entitled to repayment and ordering your customer to pay you. Once a judgment is obtained, you as the judgment creditor, have the legal ability to garnish bank accounts, go after wages and put liens on property. All of these legal mechanisms are intended to entice the non-paying customer (known as the "debtor") to voluntarily pay you. In the event that the debtor fails to pay voluntarily, you still have recourse through these legal mechanisms.

Let's say ABC Biz delivers products to Customer Biz and Customer Biz fails to pay the \$7,000.00 it owes to ABC Biz for the product it delivered. ABC Biz hires Gurstel Law Firm, P.A. and obtains a judgment against Customer Biz for \$7,000.00. Gurstel Law Firm, P.A. then puts a lien on Customer Biz's equipment and goes to its retail store and does a "till-tap" literally removing all cash from the registers! Gurstel Law Firm, P.A. then receives a voluntary check from Customer Biz for the remaining balance due and Gurstel Law Firm, P.A. remits the payment to ABC Biz who is made whole.

So that's the first thing you need to know about the recourse available to your business when a customer fails to pay so that they hold up their end of the bargain and finally pay you the money your business deserves. So let's move to...

THE LONGER YOU WAIT TO SEND AN ACCOUNT TO LEGAL, THE LESS LIKELY YOUR CHANCES OF RECOVERY

So why do you need to know that the longer you wait the less likely you are to recover? The reason is simple: you want to get paid. The longer you wait to send a past due account to legal, the less likely you are to recover your money.

For example, Customer Biz fails to pay ABC Biz and ABC Biz sits on the outstanding account and tries to collect internally to no avail. Several years later, ABC Biz sends the delinquent account to a law firm to collect. The law firm learns that Customer Biz is defunct, its owner has filed bankruptcy, its bank accounts are closed, it has multiple judgments against it and all of its equipment has been liquidated. There are no longer any assets of Customer Biz. Therefore, ABC Biz will never recover.

To make sure that your business recovers its accounts receivables, you need to send your accounts to legal as early as possible so that you can ensure that your delinquent customer holds up its end of the bargain and finally pays your business the money it deserves.

So that's the second bit of information you need to know about the recourse available to your business when a customer fails to pay so that you can finally be made whole.

Finally, let's move on to:

HIRING A LAW FIRM TO OBTAIN A JUDGMENT OR COLLECT ON A JUDGMENT SHOULD NOT BE EXPENSIVE

This is important for you to know because many businesses operate under the misconception that hiring a lawyer to collect is extremely costly. That should not be the case.

A reputable law firm will charge a rate that is unique to the situation of the client as opposed to an industry set rate. Most collection matters can be handled on a contingency basis so the client will not pay for attorney's fees unless the law firm recovers the debt. This type of arrangement encourages the law firm to make smart, efficient and effective decisions when going after a debt.

At Gurstel Law Firm, P.A., we allow our clients to decide when to expend costs. We don't incur costs without the client's authorization.

Finally, most businesses don't realize that many of the costs incurred in the legal process and the collection of the judgment can be added to the judgment balance and eventually recouped from the judgment debtor during recovery of the debt.

Here's a case study: ABC Biz obtains a judgment against Customer Biz for \$7,000.00. The underlying contract between ABC Biz and Customer Biz allows for the recovery of collection costs and attorney's fees. When recouping the judgment from Customer Biz, Gurstel Law Firm, P.A. actually obtains a writ of attachment to go after the judgment amount of \$7,000.00 plus attorney's fees, plus court costs, plus statutory interest, plus the cost of the writ, plus any garnishment fees incurred, plus process server costs. The amount ultimately recouped from the judgment debtor is \$11,130.00.

So now you know three things most businesses don't know about the recourse available to them when a customer refuses to pay. You can now arm your business with this information to ensure that you finally right the wrong and get your business paid.

SO WHAT DO YOU DO NEXT?

If you're looking the easiest, least costly way to RIGHT A WRONG and get your customers to hold up their end of the bargain, by finally getting paid for the services or product that you provided as promised, we want to help you get the results you desire so we've put together a very special no cost, no obligation very limited time offer just for you.

“\$300.00 Ultimate Get Paid Planning Session...For Free”

Our Commercial Collection attorneys have set aside time to personally meet with you and lay out a customized plan for your business so you can RIGHT A WRONG and get your customers to hold up their end of the bargain, by finally receiving payment for the services or product that you provided as promised.

During our time together you will discover:

- *We'll outline a Customized Plan for Your Business Rather than Applying a One-Size-Fits-All plan used by so many collection agencies and law firms, so you'll know the best strategy for recovering your receivables*
- *Our unique 12-Step approach to collecting judgments*
- *That we unify the benefits of a Collection Agency and a Law Firm*
- *You don't pay our Fee Unless we Get Your Customers to Pay*

I'm so confident that you'll find the "\$300.00 Ultimate Get Paid Planning Session-for FREE" so valuable that I'm going to give you a...

100% Risk Free Guarantee

Although your consultation is free, we know your time is valuable. We also understand you might be wondering if our offer is as valuable as we say it is so we're putting our money where our mouth is. That's

why you don't pay our fee unless we get your non-paying customers to pay you!

Plus, we are offering you these time-limited bonuses absolutely FREE!

BONUS #1

If you meet with one of our attorneys for the \$300.00 Ultimate Get Paid Planning Session and decide to retain us, we'll throw in our Asset Search Service for free on every file you place with our firm! This is normally a \$75.00/file charge.

BONUS #2

If you meet with one of our attorneys for the \$300.00 Ultimate Get Paid Planning Session and decide to retain us, we'll throw in our Judgment and Bankruptcy Search for free on every file you place with our firm! This is normally a \$50.00/file charge.

That's \$125.00/file savings just for placing accounts with our firm!

Remember earlier in this report when I asked you to imagine if you could wave a magic wand and RIGHT A WRONG by getting your non-paying customers to hold up their end of the bargain, and finally get paid for the services or product that you provided to them as promised?

We can help you make that happen. The first step is to call our office's 24 hour pre-recorded hotline at (612) 567-2431 that's (612) 56-GET PAID-1 and tell our attorneys you want to take advantage of our offer: "\$300.00 Ultimate Get Paid Planning Session...For Free". Or email us at GurstelLaw@gmail.com and we'll set it up!

Sincerely,

Your Commercial Collections Counsel

Gurstel Law Firm, P.A.

P.S. We understand if you're a bit skeptical. Many of our happy clients felt the same way before they met with us but here is what we learned from another one of our of loyal customers:

“We have engaged Gurstel for our collection needs for over eight years now. Gurstel’s professionalism and level of detail – not to mention their collection results, have been outstanding!”



**- Fred Richards
Johnson Brothers Liquor Co., Inc**