



Back row (l to r): Sheryl J. Seiden, Lizanne J. Ceconi
Front row (l to r): Kimberly A. Rennie, Cary B. Cheifetz

A Principled Approach

There's something unique about a law firm, or any company for that matter, where one of the initial tasks of the founding partners was to set down their operating principles and a mission statement. There's also something particularly telling about a firm that begins its list of principles by stating: "We distinguish ourselves by satisfying our clients with the absolute best service and developing strong client relationships. Therefore, we try our best to respond to client inquiries the same day when possible."

Client service is just as important for the Summit, New Jersey based firm of Ceconi & Cheifetz, LLC as its ten operating principles. When Lizanne J. Ceconi and Cary Cheifetz founded the firm in 1999, there were just three lawyers. Now there are ten, a number Ceconi believes is "just right." With that number, she says, "we've got tremendous depth and differing levels of experience and expertise, so that we can provide really good service to clients and still keep it personal." And, Cheifetz adds, at that size, "you can offer diversity, without it being a place where you don't know who's going to return your call. You can still provide personal service."

Which leads to operating principle number 2: "Our staff is our most important resource and the backbone of our success. We select, train, develop, and motivate each person to be the best. If our staff is successful, we are successful. We are a team, and we support each other and work together to achieve common goals." The result, says Ceconi, is that they

can draw on the expertise and experience of all in the firm when necessary. "This is all about what's best for the client, not what's best for an individual attorney."

For the attorneys at Ceconi & Cheifetz, helping clients during a stressful period to see what is happening, realize what it is that they want, and get on their feet again is an important goal, which points to operating principle number 5: "We communicate leadership, vision, strategies, goals, and ideas." An attorney who exhibits these traits is invaluable. "We try to come up with creative solutions and to help them prioritize," says Cheifetz. "I think one of the most important things is helping a client decide what they really want, and then we figure out how to get that for them."

Arriving at a satisfactory end result may necessitate the use of outside experts such as family therapists, real-estate appraisers, accountants, and firms that do business evaluations. And whenever necessary, Ceconi & Cheifetz can turn to a well-considered roster of professionals.

In all its years, Ceconi & Cheifetz has developed a reputation for being honest, respectful, and effective, but it is the final paragraphs of the firm's mission statement that truly explains the reasons for its success. It is "our personal commitment to our client. That commitment is a pledge to counsel, to educate, and to work together to achieve realistic goals and objectives. We want to make a difference in each client's life."

It's an approach that seems to be working.

For more information, or to book an appointment, please contact:

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