



FEATURED STORY:

SCOTT SNELLINGS TAKES THE STAGE

Lawyer Growth Summit 2026

Last month, Scott Snellings traveled to Las Vegas to speak at the Lawyer Growth Summit, joining a panel of some of the most forward-thinking voices in the legal industry for a conversation that cut straight to the heart of what makes a law firm worth trusting.

The panel, titled “The Trust Factor: Why the Client Experience Is Your Greatest Growth Strategy,” brought Scott together with Gerald Gorman, Chairman of Lawyer.com, Chris Rose, Founder of LegalFlare, and Cara Rosenthal, Co-Founder of Expert Radiology, with Sameer Somal moderating. The conversation centered on a simple but powerful idea: marketing may earn you a phone call, but trust is what earns you a client.

Scott’s perspective on the panel was rooted in something he has believed since the beginning – relationships are everything.

By the time someone calls a law firm, they have usually already done their homework. They have read the reviews, watched the videos, asked people they trust, and sized up whether the firm seems like real people or just a legal billboard.

What sets Snellings Law apart, Scott shared, starts the moment someone picks up the phone. The first thing the team does is listen, not just to triage the facts of the case, but to let the person tell their story as a human being. People who have been injured need to feel heard before they feel helped.

From there, the firm works to identify the potential client’s biggest fears and then provide solutions or ease their fears with a game plan.

When asked for a rapid-fire response on trust, Scott did not hesitate. The fastest way to lose a client’s trust? Fail at communicating well. The easiest way to earn it? Do exactly what you said you were going to do, when you said you were going to do it.

It was a conversation worth having on a big stage, and we could not be prouder of the way Scott represented this firm and the clients we serve every day. Thank you to the Lawyer Growth Summit for the invitation and for putting together an event that is genuinely moving the industry forward. We are grateful for the opportunity.

Marketing may earn you a phone call. Trust earns you a client.

-SCOTT SNELLINGS



UPCOMING EVENTS AT

SNELLINGS LAW

We love being part of this community. Here's what we're looking forward to this month.

**AUG
18**
5:30 - 7:30 PM

SNELLINGS LAW MOCK JURY FOCUS GROUP

Ever wonder how a real injury case is evaluated? We are hosting a Mock Jury Focus Group at Halo Pizzeria in Frisco! This is a unique behind-the-scenes look at how cases are presented and how everyday people weigh in on the outcome.



**AUG
22**

CROWNED SCHOLARS OPEN HOUSE

We are proud to sponsor the Crowned Scholars Open House event and showcase the great work they do in building up young Black men for success. We will be providing the food for the event, and Scott and Jess' Lyn will both be speaking!



RAY'S REMINDER

YOUR HEALTH INSURANCE MAY WANT A CUT OF YOUR SETTLEMENT.

Most people have never heard the word subrogation. But if your health insurance paid for your medical treatment after an accident and you later receive a settlement, there is a good chance they may seek reimbursement.

Here is what you should know:

- ◆ **When your health insurance covers your accident-related treatment,** they may have the right to be paid back out of your settlement once your case resolves.
- ◆ **This is not a mistake or a scam.**
It is written into most health insurance policies, and it is completely legal.
- ◆ **The amount they seek can often be negotiated.**
An experienced attorney can often reduce what you owe, which puts more money back in your pocket.
- ◆ **Some health insurance policies will agree to waive their subrogation rights.**
Your attorney can negotiate with your insurance provider to potentially waive or lower their subrogation interest.

WHY IT MATTERS

Knowing about subrogation before you settle can significantly impact how much you actually walk away with. Having an experienced attorney in your corner can make a real difference.



WHY LAW FIRM OWNERS NEED A CFO SOONER

EPISODE 95 | THE DRIVEN CROWD PODCAST

On Episode 95 of The Driven Crowd, Scott Snellings sits down with Leah Miller, Founder and CEO of Firmly Profits, Fractional CFO, and law firm financial strategist with nearly a decade of experience working in the personal injury space.

The conversation centers on something most law firm owners put off until it is too late: financial clarity. She breaks down the biggest money mistakes firms make around hiring, marketing, and growth,

and explains why profitability is not about one big fix but about consistent, intentional review over time.

Scott and Leah also dig into what it really looks like to build a business around the life you want, rather than building your life around your business. It is a conversation about strategy, boundaries, and the kind of long-term thinking that separates firms that grow with confidence from those that grow with stress.



Takeaway:

Growth does not happen by chance. It takes clarity, intentional decisions, and the discipline to build something that supports both your goals and your life.



SNELLINGS LAW JOINS THE SHERMAN CHAMBER OF COMMERCE

Last month, Snellings Law officially joined the Sherman Chamber of Commerce, and we could not have asked for a warmer welcome. Our Business Development Specialist, Jess'Lyn Sanders, attended our first Sherman Chamber event, Plug-In Texoma, and came away with a roomful of new (and a few familiar) faces. We love the Sherman community, and are proud to be a part of the Chamber.

A special thank you to Kaylan for the thoughtful welcome bag, including the sticker that is now proudly on the door of our Sherman office. It may seem like a small thing, but it meant a lot to feel so immediately embraced by this group.

We are excited to grow our presence in Sherman, build meaningful relationships through the Chamber, and continue to show up for this community the same way it has already shown up for us.



**YOU FOCUS ON HEALING.
WE'LL TAKE CARE OF EVERYTHING ELSE.**



FOLLOW US

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SPLASH SMART WITH THE BOYS & GIRLS CLUB OF SHERMAN

This July, Snellings Law had the privilege of partnering with the Boys & Girls Club of Sherman for Splash Smart, a water safety program we brought directly to the kids in their summer program.

Water safety is one of those topics that feels simple until something goes wrong. Drowning is one of the leading causes of accidental death in children, and the scary part is how quickly it can happen, often in familiar places like backyard pools or neighborhood splash pads. Getting these lessons in front of kids early, in a way that is fun and memorable, can make a real difference when it counts.

Our team worked through two groups of students, walking them through five core water safety rules covering everything from staying hydrated in the heat, to swimming with a buddy, to knowing exactly what to do in an emergency. The kids answered quiz questions, took the Splash Smart pledge, and each walked away with a take-home card to remember what they learned.

Watching those kids raise their right hands and promise to make safe choices was one of those moments that reminds you why community work matters. We are proud of every Splash Smart Champion we made that day, and grateful to the Boys & Girls Club of Sherman for welcoming us in.

