

Zulli Vehicle & Traffic Law Office
Philip L. Zulli, Esq.
155 Grandview Road
Hummelstown, Pennsylvania 17036-9269
Zulli@msn.com
Phone: 717-566-8585 **Fax: 717-566-2373**
1-877-4-CARLAW = 1-877-422-7529
“THE \$555 DEAL”

_____ Date

Full Name: _____
Title: _____
Company: _____
Address: _____
Address: _____
City: _____ State: _____ Zip: _____ +4 _____
County: _____

Open enrollment from 9-1-11 through 12-31-11 For Zulli V & T office use only. Received: _____, ____: ____ __. M.
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RE: \$555 Retainer Agreement Letter for “The \$555 Deal” for 555 Dealers and Automotive Clients

Dear _____
(First Name)

§I This confirms, that upon receipt of a retainer in the amount of \$555.00, and provided you are among the first 555 clients accepting the offer in my brochure dated October 1, 2011, I will provide to you, over the course of one calendar year beginning October 11, 2011—or from the date that I receive payment whichever date is later—the following services:

- 1) At least 15 minutes minimum per month (or 180 minutes per year) of toll-free telephone legal advice for one year;
- 2) One Issuing Agent Contract or 2 Updates to an existing contract;
- 3) 4 Releases for those “difficult” customers OR replies to 4 Attorney General OR 4 Better Business Bureau Letters, OR a total of 4 of any combination of the foregoing;
- 4) 10% Discount off all flat-rate legal fees; 20% Discount off hourly legal fees (Standard rate of \$250/hour reduced to \$200/hour);
- 5) Plus, but only for the first 55 respondents to my brochure dated October 1, 2011, for you and your spouse:
 - a) One Simple Will;
 - b) One Living Will; and
 - c) One Durable Power of Attorney.

§II If you do not need one or more of the items listed above at §I, Paragraphs 1 through 3, we can mutually agree to substitute in exchange for one of those promised services another service based upon your particular needs. In such an event, I will send you written confirmation that I am providing that agreed service in substitution and agreed modification of the service promised at §I, Paragraphs 1 through 3 of this Retainer Agreement.

§III By accepting a \$555 retainer from you and no more than 555 dealers or automotive clients, I am reserving my time and overhead to be available to provide you the above promised services—to work on and respond to your issues and questions—and not to take on other cases that I otherwise would be able to accept, which is why the \$555 retainer is nonrefundable.

§IV Filing fees and any additional costs are, of course, excluded from the \$555 retainer. Additional costs include court reporter fees; court filing costs; mileage for travel (current IRS rate); extraordinary (+20 pages) photocopying costs and legal services not described above (unless, as stated above at §II, substitution of one or more service was agreed upon in exchange for one or more of the described services). Costs may be billed as spent, or I may request that you pay for anticipated costs in advance.

§V The purpose of the agreed upon retainer of \$555 is to provide the services described at §I or §II above. If you need me to

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appear in court or otherwise meet with you outside of my office, or to answer a lawsuit, or otherwise want to broaden the services that I promise to you in this Retainer Agreement, additional legal fees may be required.

§VI However, as part of "The \$555 Deal," you are entitled to 10% off all additional flat-rate legal fees and 20% off all additional billable-hour legal fees. Until December 31, 2012, I agree to keep my normal billable-hour rate at \$250, and thus your rate for additional billable-hour legal services would be \$200/hour.

§VII If you do indeed need additional legal services beyond those promised to you in this Retainer Agreement, and my schedule does not permit me at that time to handle a matter for you, I may recommend to you another attorney in whom I have confidence to competently and wisely handle your matter.

§VIII You agree that jurisdiction and venue for any dispute or case (we certainly hope not) regarding this Retainer Agreement shall be within Dauphin County, Pennsylvania.

§IX Open enrollment for this exceptional deal is from September 1, 2011, through December 31, 2011. If you have any questions, do not hesitate to call: 1-877-4-CARLAW (1-877-422-7529).

§X I truly hope and believe, as I wrote in the November 2008 edition of the *Pennsylvania Dealer News* following the tanking of the economy in October 2008, that together "we of the automotive industry" will "do our level best to help one another to survive this most difficult of challenging times." Now three years on, times are still tough, and I hope this arrangement between you and Zulli Vehicle & Traffic Law and other clients of the automotive industry will prove beneficial to you, your business and the automotive trade practice community.

At your service,

Philip L. Zulli, Esq.

Please provide the information below, and kindly sign below in **blue ink** and return this letter to me (after making a copy for your records) with payment, indicating your acceptance and agreement to the terms and conditions of this \$555.00 Retainer Agreement.

Name _____ Email _____

Company _____ Website: _____

Business Street Address _____

City _____ State _____ Zip _____ +4 _____

Bus. Phone _____ Cell Phone: _____ Fax _____

Vehicle Salesperson License #: _____ VD#: _____ OIS# _____

Agent / DIN / or Messenger #: _____ PennDOT Contract #: _____

Credit Card Info: Visa; MasterCard; or Discover # _____

Expiration Date _____ 3 digit code _____ Driver License # _____

Phil: I want to be sure that I am one of the 555 dealers. Enclosed is my check for \$555 or please immediately charge my credit card a one-time one-year nonrefundable retainer of \$555 to include the services identified above at §I, Paragraphs 1 through 4, and, if I am one of the first 55 respondents by October 31, 2011: 1 Simple Will, 1 Living Will and 1 Durable Power of Attorney.

I AGREE TO ALL OF THE FOREGOING ABOVE-STATED TERMS AND CONDITIONS OF THIS \$555 RETAINER AGREEMENT:

Signature: _____ Date: _____

Type or Print Name: _____

FAX TO: 717-566-2373

MAIL TO: Philip L. Zulli, Esq.
Zulli Vehicle & Traffic Law
155 Grandview Road
Hummelstown, PA 17036