CRESTWYN

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CRESTWYN INFLUENCE

The position, published: finished content that carries the firm's position to the physicians it serves.

PREPARED FOR

Larkspur Ridge Law

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Representative and illustrative. Not based on confidential client information.

ABOUT THIS DOCUMENT

The Position, Published

Crestwyn Influence is finished content. It takes the position defined in Crestwyn Distinction and puts it in front of the people it is for, in the firm's own voice. For Larkspur Ridge Law, that position is a single idea: the physician's law firm for every contract of a career.

This sample shows one position becoming three published pieces: a fifteen-second film, an article and a short post. Each line traces back to the Distinction messaging, and each piece stays inside the language the firm agreed to use and to avoid.

This sample completes the sequence that begins with Crestwyn Whitespace™ (where the firm can compete) and continues through Crestwyn Distinction (the position it claims). The pieces are published as the firm rather than under a named attorney.

PIECE	FORMAT	CARRIES
The film	15 seconds, 16:9, narrated	The core message
The article	About 500 words, for the firm's site and newsletter	The employment agreement and the partnership track
The post	Short form, for the firm's professional page	The partnership decision

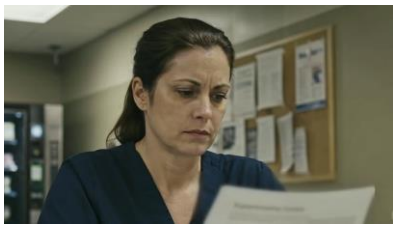
SECTION 1

The Film: “Before You Sign”

Fifteen seconds, one idea: every contract of a career, read before it is signed.



0:00 Every contract



0:03 The first offer



0:05 The partnership



0:08 The sale



0:11 Before you sign

On-screen disclosure: Illustrative sample. Larkspur Ridge Law is a fictional firm. Dramatization: the people shown are AI-generated. Attorney advertising. This film is not legal advice.

Script

TIME	PICTURE	VOICE
0:00	An older physician reads a contract under a desk lamp, late	Every doctor’s career is written in contracts.
0:03	A physician in scrubs reads her offer in a hospital breakroom	The first offer.
0:05	A physician reads a contract in his car, in the hospital garage	The partnership.
0:08	A physician stands in her packed-up office on her last day	The sale.
0:09	The same physician, then the end card: Larkspur Ridge · LAW · We read the contract first.	At Larkspur Ridge, we read every one of them with you, before you sign.

SECTION 2

The Article

Theme: the contract comes first. Why a physician's first contract decides more of a career than the salary line suggests.

The first contract is where the partnership gets decided

Most physicians read their first employment agreement for three things: the salary, the start date and the call schedule. That is reasonable. It is also where the contract is least likely to hurt you.

The terms that shape a career sit further down the page. They are written for a later moment, and they are easy to pass over when the offer is new and the relief of having one is real.

Three of them come back more often than any other.

The compensation formula. A base salary tells you what the first year pays. The formula tells you what every year after it pays: how productivity is measured, when the measure changes, and who decides. Two offers with the same salary can lead to very different incomes a few years in.

The non-compete. It rarely matters on the day you sign. It matters on the day you want to leave, or the day the practice is sold. Its radius, its length and whether it can be bought out decide whether leaving the job means moving your family. Texas law sets specific requirements for physician non-competes, and a clause that may not meet them is worth raising before you sign rather than after.

The partnership track. An offer that mentions partnership "after two to three years" has promised a conversation, not a partnership. What matters is what the agreement says about how the buy-in will be priced, what it includes, and what happens if the offer never comes.

Each of these terms reaches forward. The compensation formula becomes the baseline for your renewal. The non-compete becomes a term in the sale. The partnership language becomes the starting point for a buy-in negotiation you will have in a few years, often with the same people across the table.

That is why we read a first contract with the rest of the career in view. When we review an employment agreement, we are also asking what it will mean at the renewal, at the partnership offer and at the sale of a practice, because those later negotiations are shaped by what was accepted at the start.

Four questions worth asking before you sign any physician employment agreement:

— How is my compensation calculated after the guarantee period, and can the formula change?

— What would it cost, in time and distance, to leave, and can the non-compete be bought out?

— What does the agreement actually say about partnership: the timing, the price and the conditions?

— Who pays for tail coverage if I leave, and does the answer change depending on why?

None of these questions is hostile. Employers expect them, and the answers tell you a good deal about the practice you are joining.

We represent physicians in Texas through every contract of a career: the first offer, the renewal, the partnership and the sale. We read each one before you sign. Where a decision also raises tax or investment questions, we work alongside your financial and tax professionals rather than in place of them.

Larkspur Ridge Law. Attorney advertising. This article is general information, not legal advice, and reading it does not create an attorney-client relationship.

SECTION 3

The Post

Theme: the partnership decision. What a buy-in really commits you to, from the associate's side of the table.

LARKSPUR RIDGE LAW · FIRM PAGE

A partnership offer usually arrives as good news. It is also a contract, and often the largest one a physician signs before selling a practice.

Before you accept, it is worth knowing:

— how the buy-in price was set, and whether you can see how

— what you are buying: a share of the practice, its real estate, its receivables, or some mix

— how you would be paid out if you left, and what happens to your share if the practice is sold

The associate's side of the table rarely has these answers on the day the offer is made. They are fair questions, and the time to ask them is before you sign.

We represent physicians through every contract of a career, from the first offer to the sale of a practice.

Attorney advertising. General information, not legal advice.

SECTION 4

Traceability

Every piece, back to the position it carries.

PIECE	THEME	MESSAGE CARRIED	PROOF RELIED ON
The film	Every contract moment	Core message: we represent physicians through every contract of a career, and we read each one before you sign.	Continuity across a career (proof 3), and the line between legal and financial advice (proof 4)
The article	The contract comes first	The employment agreement read line by line; the buy-in negotiated with the next contract in view.	Proofs 1, 2 and 4
The post	The partnership decision	The buy-in negotiated with the next contract, and the sale, in view.	Proof 2

Language

All three pieces use the agreed phrases: every contract of a career, before you sign, employment agreement, the partnership buy-in, non-compete, represent physicians. None uses any term on the avoid list, including specialist, expert, best, guaranteed or top-rated.

Before this content is used. Larkspur Ridge Law remains responsible for review under the Texas Disciplinary Rules of Professional Conduct (Part VII) before any of this content is published, including the name of the responsible attorney and any filing the rules require. Proof points marked for confirmation in Crestwyn Distinction should be substantiated from the firm's records first. Crestwyn does not provide compliance approval.

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