



JIMERSON & COBB, P.A.

July News from Jimerson & Cobb



For those that follow our blog, you know our firm has made a commitment to providing regular scholarly content in our core practice areas. While our newsletters show a lighter side of the firm, our blogs are reserved as the medium which explore the academic (and sometimes pedantic) side of our law practice. We enjoy blogging because we have a deep passion for the law and seek to share our expertise with those who are in need of acute business and legal

solutions. We encourage you to sign up for any or all of our three blogs by clicking [here](#).

For those of you who do not utilize a blog in your business, I encourage you to give it a shot. A blog is a simple, easy to consume communication platform for connecting with and sharing timely and relevant information with customers. It's your portal to control your own imaging and message. Beyond that, it strengthens your web presence and creates a place to talk about new products or services, comment on timely news topics or market trends, and share company initiatives beyond your static website. When done right, blogging can be fun. It can be intellectually rewarding and something you look forward to. Blog writing makes you think... about newsworthy topics, your industry, your customers and the world around you. Blogs are also cost-effective marketing investments. Every post you publish is a long-term asset that helps build brand awareness and promote your expertise, products and services.

Need some help getting started? I've taken the liberty to put together a list of twenty potential topics you could blog about that may help your business to build or strengthen its customer relationships.

1. **Tell your customers what you do** - Why is your business different (and better) than your competition? What are your guiding principles? Perhaps consider giving a written or video tutorial showing how to use your most popular

In This Issue



[J&C Named One of the Best Places to Work in Florida](#)

[J&C Named One of the 50 Fastest Growing Companies for Third Year in a Row](#)

[J&C Celebrates 6 Years](#)

[J&C Blogs](#)

[Florida Construction Law Blog](#)

[Florida Condominium Law Blog](#)

[Florida Business Litigation Blog](#)

[Results Driven](#)

[Client Focus: Glenn Layton Homes](#)

[Firm News](#)



Contact Us

product. Explain how your customers can connect with you to procure your products or services.

2. **Debunk an industry myth or misconception** - Each industry is plagued with myths and fallacies about success or failure, or what does/doesn't work that the industry professionals would like to see vanquished once and for all. Use your blog to debunk some of the most common myths or preconceptions in your industry and set the record straight.
3. **Comment on local or industry scholarly or newsworthy articles** - Recap the development and add your own opinion on the topic. Relate that to your business if you can. Keep your readers abreast of current events that relate to your business and their needs.
4. **Answer questions asked by customers in-store, on social media or on an industry forum in a blog post** - If don't have any to start with, ask yourself what are the most frequently asked questions or areas of confusion your customers have about your product or service? Or, what are some of the most frequently mentioned problems your customers have? Make a list of the top ten and there are all of your blog topics for six months at least.
5. **Write about trends in your industry** - Write about the ways your industry will change this year, or for professional service providers break down the new laws that will affect your niche in the coming year. Post about what you'd like to see fixed in your industry.
6. **Write a personal post** - Tell a story about what's happening in your life or in your business that would be useful or instructive for your readers. Chronicle both your highs and lows, your wins and your struggles. Don't be afraid to show your customers that there are real life, actual humans that run your business. Believe it or not, people want to know one another's story. How and why did you get into business? What training or experiences prepares you to be in your field? What do you like to do when you're not working? What are your favorite community endeavors that you support with your time and/or with your money?
7. **Get even more personal** - What have you read lately that inspired/angered you? Introduce your staff and describe what they bring to the table. Consider sharing what you

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love best and least about being a business owner. Write about the achievements you're most proud of or the formative moments that solidified your core business values. Create videos showing off your company, your family, your community, your office, etc.. Be careful about oversharing, but by all means don't be scared to let your customers know who you are and what you stand for.

8. **Interview an expert** - What people do you know and admire in your industry? If you admire them, chances are that members of your target market do, as well. Contact them and ask them 3-5 questions that you'd like to hear them answer about their lives, their career path, industry issues, or how to solve a particular problem. Publish the interviews as blog posts, adding audio, video or graphics if you have them.
9. **Highlight customer testimonials** - How many times during the course of a month does a customer rave about your products, your store, your service? If the answer is 'never', you have a much more serious problem than a blog. But if you frequently hear great comments, write them down and explain what you did or do to ensure your customers remain pleased.
10. **Gratitude** - When was the last time you expressed your gratitude for your customer support? Put the spotlight on your most active commenters and praise your best customers. Consider sharing your biggest screw up with a customer and how you made it right. Telling your customers or a particular customer how much you appreciate them is a great way to cultivate that mutual loyalty that fuels business growth. Besides, it's just the right thing to do. Always. It's not happy businesses that are thankful. It's thankful businesses that are happy. Gratitude is not only the greatest of virtues, it is the parent of all others.
11. **Publish a presentation or article you gave somewhere else (with permission)** - You've already done the work once, why not get more value out of it the second time around?
12. **Reviewing relevant resources** - Create a list of the 10 books or industry resources that someone in your industry or customer base should read. Given the penchant for increasingly short attention spans in this country, writing in Top 10 list form is an easy way to outline the points you

want to make in a very digestible, user friendly format. It also helps with writers block as you are able to outline the topics in a list format and then go back to fill in the blanks for supportive details. If you have read a good book lately related to your industry, then write a review for it. Reviews aren't limited to the critics at the New York Times. Blog about your experience with a product, book, or service, highlighting both the high points and low points, and whether you would recommend that others use or purchase it.

13. **Case studies** - As compared to a first person testimonial, detail from your perspective how you helped a client solve a problem. Clients hire you to solve a specific problem they're having, whether they do that when they buy your service or your product. List 3-5 most recent problems that you have helped your clients solve. Create a post that talks about the problem and the solution you provided (either with your client's permission, or by making it generic enough to hide the client's identity) that becomes a learning experience for your readers.
14. **Link to or comment on other blogs** - Google other blogs related to your industry or your target market. Add those to your regular blogs to read and take the time each week to read the posts on those blogs. Do you agree or disagree with the post? Have another point of view? Think the blogger was on target but you want to expand on her point of view? Reading other blogs is a great way to generate ideas for your own blog. Plus, the link backs you get from other blogs are great for SEO.
15. **Keep an idea file** - Sometimes a blogging idea or concept will strike you when you don't need (or want) to blog. Begin a blog idea file by creating a folder, box, document or spreadsheet to track your ideas and thoughts. If you're in the zone, go ahead and write the post, and then you can post it to your blog on a day when the idea well is dry.
16. **Create a tutorial** - There's always something you can tell your target market how to do. Create a written, audio, or video tutorial of the process as your blog post. Depending on the complexity of the tasks, the tutorial may need to be created in multiple parts, like Part 1, Part 2, etc., which would make for multiple posts to your blog.
17. **Report from an event** - Attending a professional trade show, conference, or networking event? You can report live

about your experiences at the event on your blog. Talk about the workshops you attended, the vendors you met, the speaker you heard -- the sky's the limit!

18. **Revisit hot topics** - or popular industry figures from years ago and write a post around the idea, "Where Are They Now?"
19. **Quotes** - Find and list quotes from big players in your industry; try QuoteGarden.com or BrainyQuote.com for research. Quotes are a great source of motivation and often a recalibrating source for your mission statements. Use quotes that encourage people to visit your blog to understand rather than visiting to reply.
20. **Tie your topic to a celebrity** - (i.e., "What Taylor Swift Could Teach Us About Plumbing" or, "10 Things I Learned About Great Food from Tim Tebow"). An example of this would be a newsletter I wrote a few years back relating business lessons to lessons learned in Breaking Bad. See the link [here](#).

Now that I've given you 20 post ideas to get your company blog started, I'd love to hear your thoughts on any I might have overlooked. All ideas welcomed. Happy blogging.

Very truly yours,



Charles B. Jimerson

Florida Trend Best Places to Work



Jimerson & Cobb has been named one of the best places to work in the state of Florida by Florida Trend Magazine. After repeatedly being recognized as one of the top 10 places to work in Jacksonville, it is truly an honor to be recognized as one of the best places to work in all of Florida.

Only companies qualifying by both the Employer Benefits & Policies Questionnaire and the Employee Engagement & Satisfaction Survey were eligible for this award. Our employees were surveyed on policies and procedures affecting 8 Core Focus

Areas that include leadership and planning, corporate culture and communication and communications and role satisfaction. As evidenced by our satisfied workforce, our employees value

the lengths we go to and all we do to make everyone feel empowered and fulfilled. J&C strives to create a rewarding and engaging environment in the workplace. The only way to do great work is to love what you do and respect who you do it with.

Check out the list in Florida Trend's upcoming August issue.

JBJ 50 Fastest Growing Companies

For the third year in a row, J&C has been named one the Jacksonville Business Journal's 50 Fastest Growing Companies in Northeast Florida. For a company that has only been in business six years, earning this distinction for the third year in a row is something we are surely proud of. J&C is also the only law firm featured in this year's list. This award exemplifies our philosophy that a great attitude becomes a great day, which becomes a great month, which becomes a great year, which becomes a great life.



Ranking is based on the company's increased revenue percentage as audited and verified by accounting firm Ennis, Pellum & Associates. Award winners will be honored at a July 16 luncheon at the World Golf Village in St. Augustine, where the list will be unveiled in order of revenue growth.

The List of 50 Fastest Growing Companies will appear in the July 20th weekly and digital editions of the JBJ and in the annual Book of Lists. Be on the lookout for the upcoming issue!

J&C Celebrates 6 Years



On June 24, Jimerson & Cobb celebrated six years in business. In those six short years, our firm has grown significantly. We've created a firm that will endure and that has evolved beyond just the efforts and visions of a few.

This year also coincides with our move to Jacksonville's Wells Fargo building. As we settle into our new space in the heart of downtown, we do so with eagerness and

anticipation of our future.

We are thankful for our blessings, proud to serve our loyal clients and look forward to helping many more.

J&C Blogs

As we continue to promote our three separate blogs, we will feature several of our favorites in an email each quarter.

- [Florida Construction Law](#)
- [Florida Condominium Law](#)
- [Florida Business Litigation](#)

Sign up to receive one or all three via RSS feed or email through each site! We hope this regrouping will help our readers better find what they're looking for.

Florida Construction Law Blog

Oral Warranties: Are They Enforceable?

By: [Austin B. Calhoun, Esq.](#)

Warranties are a valuable part of a construction contract. A multi-year warranty is more valuable than a 1-year warranty. A contractor's offer to provide a multi-year warranty may induce an owner to select that contractor and enter into the contract. Often, multi-year warranties are included in the written contract, or separate written warranty policies are provided at the end of the project. However, not all construction contracts are written, and contractors don't always provide a written policy at the end of a project. This raises the question: are oral multi-year warranties enforceable? They may not be.

Click [here](#) to read the full blog post.

Changes to Chapter 558: Florida's Construction and Design Defect Statute

By: [James O. Birr, Esq.](#)

Click [here](#) to read the full blog post.

Protecting Property Interests, Maximizing Just Compensation and Entitlement to Attorney's Fees in Eminent Domain Actions and Government Takings: Part I

By: [Hans C. Wahl, Esq.](#)

Click [here](#) to read the full blog post.

Florida Condominium Law Blog

Right of Access - Abandoned Condominium Units in Florida

By: [Christopher M. Cobb, Esq.](#) & [Brittany N. Snell, Esq.](#)

A Florida condominium association believes a unit is abandoned and is worried about the condition of the unit. The association also wants to collect assessments or rent but there is a superior lienholder, like a first mortgage on the condominium unit. Section 718.111(5), Florida Statutes, provides Florida condominium associations some authority to inspect, maintain, and even lease the abandoned condominium unit.

Click [here](#) to read the full blog post.

Florida Business Litigation Blog

Banks Have No Duty to Perform Reasonable Underwriting or Loan Processing Under Florida Law

By: [Charles B. Jimerson, Esq.](#)

Occasionally a borrower's counsel or counsel for an institution that has served as a lending partner in some capacity will get crafty in trying to shift the blame for bad business transactions to the originating and lead

lending institution by asserting claims against the original lender for not performing like a reasonable and prudent bank can be expected to perform in the administration of a loan. The claims come in many forms, but they are all predicated on the same fundamental premise: if the bank had performed a better/reasonable underwriting or processing of the original loan, then the losses that ultimately occurred would have been prevented. Fortunately for banks, these types of claims are unsustainable in Florida law. There is no tort duty for banks to process loans competently. See *Silver v. Countrywide Home Loans, Inc.*, 760 F. Supp. 2d 1330, 1339 (S.D. Fla. 2011) and this blog post for a further explanation of why.

Click [here](#) to read the full blog post.

Second Mortgages Cannot be Voided in Chapter 7 Bankruptcy Proceedings

By: [Brandon C. Meadows, Esq.](#)

Click [here](#) to read the full blog post.

Corporations or LLC's Cannot Amend Bylaws to Impair Vested Shareholder Contract Rights

By: [Charles B. Jimerson, Esq.](#) & [Brittany N. Snell, Esq.](#)

Click [here](#) to read the full blog post.



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Results Driven

Community stewards by night; see what we do for our clients in our day job.

*Retained by owner for contractor abandonment of construction project. Participated in oral argument opposing motion for separate trials in inverse condemnation case.

*Engaged technical experts in complex commercial litigation case after nationwide search.

*Drafted a Joint Check Agreements and oversaw disputed payment process for a large Georgia material supplier.

*Conducted site inspection for construction defect matter.

*Filed a Motion to Compel

*Retained to litigate various rights of an owner against the holder of a 60 year lease of real property.

*Mediated business litigation dispute over novel business concept.

*Successfully obtained a Continuing Writ of Garnishment to collect past-due condominium assessments.

*Settled commercial construction lien matter.

*Successfully defended subpoena objection on discovery seeking disclosure of information subject to

*Successfully negotiated a settlement in a contested construction payment case.

*Negotiated settlement between landlord and tenant for damages resulting from breach of lease agreement.

*Deposed architect in condominium defect case.

*Negotiated settlement of in favor of developer accused of selling land subject to hidden encumbrances.

*Successfully settled FLSA claim.

*Engaged to contest ad valorem tax assessment on real property

Arbitration on behalf of an automobile lender in a case brought against the dealer and the lender by an automobile purchaser. The lender's liability is merely alleged to be derivative of the dealer via the "Holder Rule."

*Retained by owner for defective wood floor installation. Successfully negotiated a settlement in an ADA violation case.

*Obtained a money judgment in the full amount of past due condominium assessments, late fees, attorneys' fees, and costs.

*Engaged to represent commercial landlord in compelling right of inspection and access to financial records from non-performing tenant.

*Conducted site inspection for construction defect matter.

confidential settlement agreement.

*Filed a Motion to Compel Arbitration in a case involving a commercial contract dispute.

*Prepared promissory note and mortgage modification package on behalf of a regional bank.

*Defended deposition of corporate representative in litigation involving federal construction project.

*Domesticated Tennessee judgment in Florida and initiated post-judgment collections against judgment-debtor.

*Successfully settled FLSA claim.

*Assisted client with project closeout and conduct full delay damages analysis with expert witnesses.

in Duval County.

*Retained to defend a claim of embezzlement brought by an LLC against its minority member.

*Retained by mold assessor in administrative action.

*Filed comprehensive motion to compel in multi-million dollar arbitration based upon Plaintiff's failure to comply with many discovery obligations.

*Obtained a favorable mediated settlement agreement on behalf of a local business owner in a shareholder dispute.

*Engaged to represent unit owner against condo association in arbitration proceedings to contest the first member election upon developer turnover.

*Conducted site inspection for construction defect matter.

Client Focus: Glenn Layton Homes

A monthly feature on one of our valued clients.



Glenn Layton Homes is "Building your Coastal Lifestyle" and coastal-style custom homes throughout Jacksonville and Northeast Florida. Glenn Layton Homes is a top custom home builder in Jacksonville Beach, FL and is the builder of the 2013 HGTV Smart Home in Paradise Key South Beach, Jacksonville, Florida. The team at Glenn Layton Homes focuses on design excellence, attentiveness to customers' desires and a strong commitment to customer satisfaction.

For Glenn Layton Homes, the Coastal Lifestyle includes indoor and outdoor living, entertaining family and friends in well-designed rooms, incorporating unique style and design into your home, efficient planning to live more with less. They firmly believe that you don't need to "travel" away from home to live your dream.

Jimerson & Cobb is proud to represent [Glenn Layton Homes](#) and wishes it continued success throughout the year.

Firm News

Curiosities, ruminations and various eccentricities of firm biz.

4th of July Party

Our office enjoyed a spirited Fourth of July party for staff and their families. Festive balloons and decorations set the mood while we enjoyed some delicious barbecue from Mojo's. We also enjoyed some good old-fashioned competition with family focused bingo. Our very own Samantha Trance served as our bingo caller. After a beautiful sunset, we had a fantastic view of the fireworks from the vantage of our new office overlooking the St. Johns River.

Even the firm's mascot, Lil' Hickory, got into the patriotic spirit!

Brandon Meadows provided us with some adorable snaps of his son, Noah, having a great time with the balloons! Baby Noah sure is a firecracker!



Annual Miniature Golf Tournament

This is always our favorite event every year. We had 12 participants and 13 holes this year! This year's theme was music, and each hole was designed to integrate either a musical genre or band. Everyone got in the spirit and showed lots of construction creativity and skilled project design. Just a sample of themes/bands included southern rock, gangsta' rap, and Jimmy Buffet. A couple of holes even featured themed cocktails, which helped everyone play a little better.

Chris Cobb was the individual stroke play winner and the winning team included Chris, Stephanie Stubbs, and Brandon Meadows!



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