

FOR IMMEDIATE RELEASE: April 19th, 2010

**MARTINDALE-HUBBELL AGAIN AWARDS K2LAW
AN “AV” RATING, THE HIGHEST SUCH RATING
AVAILABLE TO ANY INDIVIDUAL LAWYER OR
FIRM.**

Aliso Viejo, California, April 19th, 2010

K2Law (The Law Firm of Kramer & Kaslow) for 25 years has been helping homeowners with their Real Estate Law needs. We are proud to announce that K2Law has again, received an “AV” rating by the Martindale-Hubbell Peer Review Board.

The Martindale-Hubbell Peer Review Ratings system is based on the confidential opinions of members of the Bar and the Judiciary, including both those who are rated and those who are not. Martindale-Hubbell representatives conduct personal interviews to discuss lawyers under review with other members of the Bar. A compilation of these opinions from various sources is necessary to form a consensus, and lawyers under review are sometimes asked to provide professional references to assist with the process. In addition, confidential questionnaires are sent to lawyers and judges in the same geographic location and/or area of practice as the lawyer being rated. Members of the Bar are instructed to assess their colleague's legal ability and general ethical standards.

There are two components to each Martindale-Hubbell Peer Review Rating:

1. **Legal Ability Ratings** - Legal Ability Ratings take into consideration the standard of professional ability in the area where the lawyer practices, the lawyer's expertise, and other professional qualifications. If a lawyer's practice is limited or specialized, Peer Review Ratings are based on performance in those specific fields of law. Legal Ability Ratings are:
 - a. **A** - Very High to Preeminent
 - b. **B** - High to Very High
 - c. **C** - Good to High
2. **General Ethical Standards Rating** - The General Ethical Standards rating denotes adherence to professional standards of conduct and ethics, reliability, diligence and other criteria relevant to the discharge of professional responsibilities. The General Recommendation Rating is:
 - a. **V - Very High** – An attorney or attorney firm will not receive a Legal Ability rating unless he or she has been endorsed for a "V."



When both categories of Peer Review Ratings are confirmed, a lawyer receives a CV, BV or AV Rating.

1. **AV Peer Review rating** — shows that a lawyer has reached the height of professional excellence. He or she has usually practiced law for many years, and is recognized for the highest levels of skill and integrity.
2. **BV Peer Review rating** — an indication of an exemplary reputation and well-established practice. A typical lawyer is in mid-career, with a significant client base and high professional standing.
3. **CV Peer Review rating** — an excellent first Rating and a statement of a lawyer's above average ability and very high ethics.

About K2Law:

K2Law is dedicated to providing quality legal services in a timely and cost effective manner. The firm engages in a sophisticated business practice with an emphasis on real estate matters, franchise law and business litigation.

In 2010, **K2Law** introduced new technology for their Real Estate clients: ***The Eligibility Decision Engine***. Powered by exclusive software unavailable to the general public, the 'Engine' allows our client service coordinators to sit down with the homeowner, to discuss realistic loss mitigation options, as well as proposed new payments. The 'Engine' allows our mitigation team and staff attorneys to give our clients the best chance at settling their loss mitigation case favorably, by pre-screening your file against current guidelines that lenders use internally.

About Philip A. Kramer:

Mr. Kramer's practice emphasizes commercial litigation and trial advocacy, with a concentration on franchise law, banking litigation, and real property matters. He has tried in excess of **200** cases and has appeared on nationally televised programs regarding pre-trial procedure and trial strategy and has appeared as a guest lecturer on topics ranging from constitutional law to trial practice.

Mr. Kramer is a past president of the Los Angeles West Inns of Court, a national organization dedicated to bringing back professionalism and civility into the legal profession. He is also a supporting member of the American Association of Franchisees & Dealers, an organization dedicated to promoting fairness in franchising. **Mr. Kramer** chairs the American Association of Franchisees and Dealers' Speakers and Experts Panel, and is also a member of the American Bar Association Forum on Franchising as well as serves as general counsel to the Hispanic Franchise Foundation, a national not-for-profit foundation dedicated to empowering Hispanic franchise business.



Mr. Kramer received a JD from the Catholic University of America and a BA from Ohio State University.

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