

Giordano Law

Q&As with Michael C. Giordano, Attorney & Counselor at Law

What is your business? What products or services do you offer? I am a solo practice lawyer providing elder law and life care planning including wills, trusts, advanced directives, estate planning, estate administration, guardianships, VA and SSDI benefit appeals.

What makes your company unique or different from your competition? I think of my practice as more of a ministry than a business, offering every client a very personal and caring experience. I often travel to visit folks who cannot be transported or simply for the client's convenience.

How are you moving your company forward? What are you doing to improve your business? We've, of course, purchased this beautiful, historic building and have almost completed the renovations. I am in the process of designing a new website which will include an online portal where clients can access their important documents and communicate with us in a secure fashion. We're also considering the addition of an online document completion service to help ease costs to clients.

What inspired you to establish your business, or how did your business get started? Having been an insurance attorney for 20+ years, working on corporate and regulatory matters I desired to redirect my career towards serving the interests of the ever growing population of seniors.

What makes you most proud of your company? I'm proud to offer a service with integrity. I find great joy in meeting new people and helping them to accomplish the often uncomfortable task of planning for the needs of aging. I always strive to serve the best interest of my clients by spending time getting to know them and what they need. Many meetings even end with a hug!

What are the benefits of owning and running your own company? After years of working in some of the biggest law firms in the world, it's a pleasure to have the freedom to serve people with an eye on excellence rather the dollar.

If you could give an aspiring entrepreneur one piece of advice, what would it be? Always put the interest of your customer or client your first and the rest will take care of itself.

What marketing tactics have most helped your business succeed? The best marketing is always word of mouth. If you consistently exceed your customer's expectation, they will be willing to recommend your business.

What is the most challenging part of your job? It's a challenge whenever you operate a mostly preventative service. Many people don't want to think about unpleasant experiences like death, illness and end of life decision making. I'm on a mission to help them understand that it's less costly and less stressful to take care of these documents before they're needed.

What is the best part of your job? Meeting seniors and hearing their life experiences is a blessing. They come to learn from me, but I think I come away with some lessons too.

What is the best thing about running a business in or near Mechanicsburg? I value the sense of community and history in Mechanicsburg and, of course, having a strong and committed Chamber of Commerce, as we do in the borough, always makes doing business here a pleasure.



Michael C. Giordano

Why did you become a member of the Mechanicsburg Chamber of Commerce? Being new to this area I thought, what better way to meet and network with all of my neighboring businesses in one fell swoop. It's been great to network, but even greater to quickly form relationships.

What is your favorite Mechanicsburg Chamber event?

Since we're fairly new members and haven't attending many events yet, I'd have to say the Cinco de Mayo



Giordano Law
221 West Main Street
Mechanicsburg, PA 17055
(717) 745-4160
www.giordanolaw.com