



## Man With A Plan

When it comes to estate planning, **Matt Dana** of Dana Law has spent his entire adult life building his family-owned business into one of the most respected in the industry.

By Herb Smith

Photos by Tracy Rasinski

**M**att Dana of Dana Law is a pilot, active sports enthusiast and a veteran estate planner respected throughout the country for what he and his firm do, yet he still manages his business like a family; a team with a deep connection to Arizona and the community. Here's one reason why, Matt is an Arizona native, an ASU alum, and a committed sports fan who takes great pride in his family's roots.

A passionate approach to his life and work keeps Matt's firm vibrant and accessible. It's an enthusiasm for helping people and a dedication to learning the laws that drive the success of the firm. And, let's face it, the type of law he specializes in is extremely relevant in this day and age, when protecting wealth and securing the future of your family is one of the most important things you can do.

That unrelenting pursuit of expertise led Matt to enroll in NYU's School Of Law with a focus in Tax, where he is currently achieving further accreditation. That spirit of education fosters an almost competitive-type sport of tax and law prowess in the office.

"We feel like our firm is the 'pro athlete' of law firms. Three lawyers, including myself, are CPAs," Matt told POST. "One lawyer also has an LLM in taxation and two others, including me, are working on LLMs in taxation from New York University. Two of the lawyers also have Master's degrees in addition to law degrees. So, there is not a firm in Phoenix that has this many lawyers, with this many credentials, where the entire firm is committed to estate planning."

It's an office full of professional powerhouses but still, a relaxed and comfortable atmosphere dominates the workplace. The firm is run like a family, which is appropriate because a good portion

of the foundation of the firm is built on his own family's work.

"We are very proud of the fact that Dana Law Firm is truly a family business. A great deal of the success of the firm can be attributed to other family members who work in the firm. My daughter, Kyndall Yates, is my head paralegal. My oldest son, Rilus, will join the firm this summer as an associate attorney," Matt explained. "My next son, Zach, has worked for the firm for three years and will be starting law

how well the estate plan functioned."

When you run a business the right way, with integrity and family values, and provide a phenomenal product, all of which Dana Law Firm does, well, the success will come and you will be in a position where you can enjoy life during your time off. Having fun and supporting the community is very important to Matt. He and Nancy are big time sports fans and supporters of all the teams in the Valley.

**"We feel like our firm is the 'pro athlete' of law firms."**

- MATT DANA

school in September. If that wasn't enough, my wife of 31 years, Nancy, is the receptionist and PR person for our Scottsdale office."

Estate planning can be an intimidating and grueling process so, with the familial nature of the office, it lends to a warmer climate of client interaction. They tend to treat clients as extended members of their family and understand the importance of their role in the community.

"The family element of estate planning is why most of us stay in this business. We have many clients that become our friends," Matt said. "They share intimate details of their lives with us. When they are finished, they feel relief knowing that their affairs are in order. When a client passes and we meet with the kids, the kids see the real fruits and benefits of the planning; then it is like being 'Santa Claus'. It is a very rewarding experience to see the joy and the relief in the loved ones when they learn

"I am a huge sports fan. I have been a Phoenix Suns season ticket holder since 1984. My wife Nancy and I are very involved with the Suns organization and are now proud sponsors of the team. We are also "Playmakers" with the Suns' charities.

"I've been a huge Cardinals fan since they moved to Arizona and we hope to develop a professional relationship with them as well."

Matt and his family are season ticket holders for ASU football, too. No doubt, they work hard and play hard.

Oh, have we mentioned that another passion of Matt's is flying? He's had his pilot's license for almost two decades.

"I started flying in 1993 when it became critical to visit our Prescott, Payson and Sedona offices on a regular basis. I have over 1500 hours of flight experience and own and fly a Cessna 182. I usually fly to Sedona at least once a week."

Dana La



**Looking for a FRESH START?**

Nissan Dealer Ranked #1  
Web Design Micro Sites  
Auto Dealer Services Branding  
SEO, SEM, PPC  
Database Development



David Jackson  
President/CEO  
SELECTED AS ONE OF USAF Magazine's  
50 ENTREPRENEURS TO WATCH

Debra Dufresne  
Business Development



**Fresh Start Studio, LLC.**  
 BBB Accredited Business  
 P.O. Box 2556  
 Tempe, Arizona 85280  
 Phn: 480.703.6377  
 Fax: 480.323.2574  
 info@freshstartstudio.com

www.FreshStartStudio.com | www.FreshMicroSites.com | www.FreshStartTech.com



Matt's life is full. His schedule is loaded every day and to keep all aspects of his life running smoothly he draws on the strength of the solid squad behind him.

"I have practiced for 24 years as a sole practitioner. I always had a dream of building a large law firm. For years, we were at two or three lawyers. Now, the last two years we have grown to six, by the end of the summer we will be at eight and will probably be at ten by the end of next year. So, we are realizing the benefits of many, many years of hard work with blood, sweat and tears. Like any business, we have had good years and bad years. But, through it all, we have always made payroll and have always treated our employees fairly."

It's an old-fashioned, dedicated work ethic that has become refreshing in these tempestuous times. When someone succeeds in this fashion, they have to be doing something right. Here it seems like everything is right.

Matt's been known to waive charges for people just moving into the area and his familiarity with Arizona, long-term experience in the field and the dedication and work ethic his firm shows gives them an advantage in solving issues before they morph into full-fledged crisis.

"The most important thing is peace of mind. Our firm has adopted the moniker: 'if you have a family, you have a reason.' Without proper planning, we have seen close families fall apart with the financial burdens, fighting, contention and other things that come with poor planning. One time we saw an entire estate pass to the state of Arizona because of no planning. The benefits of estate planning far outweigh any potential burdens." Take it from an Arizona native who's built a successful business in his home state and knows everything you need to know about estate planning. He's the man to call when you want to make sure the future of your family is secure. 