

# WOMEN IN BUSINESS



(l-r) E. Paige Freitag  
and Erin M. Martoglio.  
Photo by Martin Boling

## Freitag & Martoglio, LLC

E. Paige Freitag, Erin M. Martoglio, Founding Partners

Although they have only been law partners since March, E. Paige Freitag and Erin M. Martoglio have more than 25 years of legal experience between them. When the two women decided to combine Freitag's knowledge of elder law with Martoglio's experience in business and contract law—creating their new firm Freitag & Martoglio, LLC—they envisioned a law firm that would offer clients an integrative approach to legal services. For example, while a client may seek the firm's adeptness in one area, they may discover that it overlaps with several others, all of which can be given attention within Freitag and Martoglio's areas of expertise.

"We try to deal with each client's needs holistically and incorporate as much together as we can between personal and business life," Martoglio explains. "A client may come to us for estate assistance, but, in reality, the estate is impacted by his business."

It's this holistic approach to legal services that allows Freitag and Martoglio to combine all of their practice areas to best serve their clients. Those areas include elder law; business formation and transactions; contract review and drafting;

estate planning; probate; trust and estate administration; asset protection; Medicaid planning, application, and appeals; guardianship; and commercial leasing and real estate.

"We both share a common goal to provide value to our clients in all that we do," says Martoglio. That starts when clients walk into their office. Freitag and Martoglio recognize that people don't often associate attorneys with positive moments in their lives. Often, the call to an attorney is born out of unfortunate necessity. For this reason, Freitag and Martoglio want their office to feel warm and inviting to clients who visit, regardless of the circumstance that brought them together. "People don't always see attorneys under positive circumstances," Freitag says. "We want our physical space to be as warm and inviting as the way in which we deal with clients."

E. Paige Freitag began practicing elder law in 2009. She quickly realized that evolving regulations necessitated that elder law practitioners focus wholly on this area, which encompasses issues such as trusts, guardianship, estate planning, and special needs, in addition to the myriad

rules and regulations that govern Medicaid. "I realized in 2009 that this is not an area you can dabble in," Freitag says. "Someone who practices elder law has to be dedicated to remaining up to speed with constantly changing rules and regulations."

Freitag's first goal is to educate clients on the issues that concern them. "For example, there are so many misconceptions about long-term care," Freitag says. "Whether you stay at home or go into a long-term care facility, you need comprehensive information, and you need it upfront."

Elder law doesn't apply only to the elderly—it's about issues that affect their families as well. And it's something we all need to think about sooner rather than later. "We're all going to go through this phase of life," Freitag says. "It's part of life, and I want to do all that I can to help the elderly."

Erin Martoglio was a business management consultant before she decided to attend law school. She now sees that background as an asset in her law practice.

"I try to draw on my consulting experience to help clients, regardless of where they are in their business cycle," Martoglio says. "I love helping people through complex contracts."

One thing Martoglio concentrates on is encouraging clients to plan ahead to reduce possible conflicts from arising in the future.

Martoglio's brother created the firm's logo, a very detailed yet whimsical owl, to represent the women's goal, which is to share their wisdom and devote themselves to offering thoughtful and creative solutions to their clients.

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