

Ward and Smith's PPP Loan Forgiveness Maximizer Earns LMA Award

October 12, 2020



Ward and Smith is proud to announce that our PPP Loan Forgiveness Maximizer™ won second place in the Southeast Region's Legal Marketing Association ('LMA') 'Your Honor Awards.'

Described as the "Oscars, Emmys and MacArthur Foundation Awards all rolled up in one," the "Your Honors Awards" recognizes products and services produced by legal marketing professionals in the past year. It's a showcase of the "best of the best," according to event organizers.

Ward and Smith was named runner up in the "Innovative Use of Software, Technology, and Other Platforms" category for the Forgiveness Maximizer™, which was launched back in April to help small business borrowers understand the proper uses of their PPP loan proceeds. This project, a first of its kind for the firm, would not have been made possible without interdepartmental team efforts from Accounting, Conflicts, IT, Legal, Marketing, and Staff.

