

## "My education in finance gave me a unique perspective in the field of law"

In the multifaceted world of corporate law and commercial litigation, few names resonate as prominently as Robert Zarco. His impact on franchise law has been unparalleled—a testament to his journey defined by hard work, perseverance, and a relentless pursuit of justice. An exploration of Zarco's past reveals the narrative of a remarkable ascent towards becoming the pinnacle of his field, culminating in his recent affiliation with Zativa Life Health and Wellness.

Born into a hardworking, immigrant family, Zarco's path to success was not handed to him on a silver platter. The adversities he faced from a young age instilled in him a strong work ethic and a relentless drive that became the foundation of his success.

The roots of Zarco's entrepreneurial journey can be traced back to his childhood—a testament to his innate business acumen. Initiating a landscaping business at the tender age of seven marked his humble genesis, providing crucial insights that would shape his future. Reflecting on this early experience, Zarco articulates, "As a child, I quickly grasped the value of a dollar. Running my own landscaping business was my initial foray into entrepreneurship, imparting lessons of responsibility, customer service, and the satisfaction derived from hard work. Though modest, it laid the potent foundation for my comprehension of business."

Zarco's robust educational background further fortified his exceptional business acumen. Graduating with a Bachelor's in Economics from Harvard University, he subsequently joined the Junior Executive Team at General Motors Corporation in New York. Concurrently pursuing classes from the Master's in Business curriculum at Pace University, Zarco recognized the critical intersection of law, business, and finance, leading him to subsequently earn his Juris Doctor from the University of Miami. This multifaceted expertise in law, business, and finance proved instrumental in shaping his extraordinary career.



"My education in finance gave me a unique perspective in the field of law," Zarco asserts. "Understanding the financial implications of legal decisions, particularly in franchise law, allowed me to offer comprehensive advice, marrying legal acumen with business insight. This holistic approach has been pivotal in building my practice and offering comprehensive advice to my clients." This distinctive amalgamation of business acumen, legal proficiency, and financial acuity distinguishes Zarco in the realm of franchise law, facilitating the establishment of his prominence as one of the nation's foremost franchise attorneys.