



**Edward Reyes, Esquire** was born in New Jersey, but has been a resident of Tampa, Florida since he was 3 years old. He ascends from a large, boisterous Cuban family where he says that “Every event is a big event.”

Edward graduated from Leto High School where he would meet his wife. It was in high school when he would get his first “aha moment” after the birth of his first child, now 21. This event would set the fire in his belly, which may seemingly never be put out. Reyes is a passionate person devoted to family, friends, and clients.

Reyes is the kind of person who notes opportunity at every turn. When he was in his early twenties, he got into a car accident that had him heading into a chiropractor’s office every week for therapy. He was intrigued by caring for others and the office business model, so he considered becoming a chiropractor. He told his wife that he was going to sell everything and head

to New York to go to chiropractic school, but his wife convinced him to slow down and see what was already here in Tampa. He instead studied to become a massage therapist, which he was hesitant about, but quickly realized it was therapeutic and necessary.

Before he had become licensed as a massage therapist, he was involved in hiring doctors and administration for the office in which he worked. He learned the ins-and-outs of how the business was run, which compelled Reyes to want to open his own practice. He began to purchase used medical equipment and furniture from offices closing down—storing it for future use. While amassing his furniture collection, he started working at another office where he learned medical coding and billing practices. Once he had that experience under his belt, he sold the equipment and furniture to open his own business.

Utilizing his knowledge for running a doctor’s office, and the cash to fund the operation, he eventually grew his physician practice to three physicians and a myriad of therapists. While owning his practice, he saw the potential for exercise and rehabilitation as well, so he purchased a gym not far from his clinic where physical therapy could be employed. The passion for starting businesses got him interested in real estate, so he got his license and opened a small real estate firm.

While working in real estate and maintaining a busy practice, he saw yet more potential in the personal stories of the patients, and decided that he wanted to pursue a law degree. There was only one problem... he didn’t have a college degree! His life began to become too busy and cumbersome, so he sold the clinic as well as the gym to focus solely on real estate so that he could attend undergraduate classes while supporting his family. At the age of 31, Reyes went back to school where he would earn a degree in Business Administration from USF. He then attended Western Michigan University Cooley Law School where he would earn a JD. He recalls leaving class to broker deals—the utter insanity of it all. “Law school changed the way I thought about everything. It was beyond difficult,” Reyes recalls.

But he did it. He focused on the long game and accomplished his dream. Because of his natural inclination toward business ownership, he knew that he would have his own practice. Edward said, “The moment he got the results of the bar, I posted the results online and someone asked if he wanted a client!”

Within the first week of becoming a licensed attorney, he had to open an office and hire his first staff person. He opened his practice Sept 19, 2017. Ever since that day, Reyes continues to bring in clients through his personal touch and love of people. He posts to Facebook each week to offer advice and motivational connections to his friends. His family continues to be his number one focus. By instilling and demonstrating a strong work ethic and drive, his two children are following in his footsteps to become strong individuals in their own right. “I involve my kids. I take them to community events. They both have strong personalities and entrepreneurial spirit.”

After years of hard work, Reyes and his family are finally able to take a breath and relax a bit. They are even taking vacations, which is something that they never had time for. He notes the work hard/play hard mentality and the lesson within—finding that balance.

“At the end of the day, I want to be able to walk in a room and people to say, ‘I know him. He’s a good guy. He helped my family.’”