

# Law Firm Experiences Complete Revamp

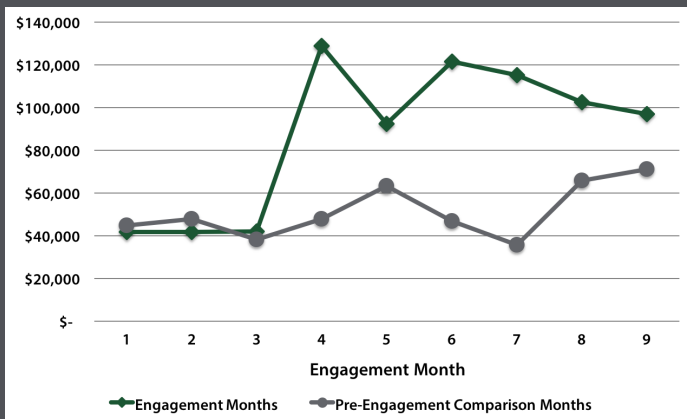
## CSR's methodology breathes new life into single-shingle firm



Beginning of engagement



### REVENUE COMPARISON



### THE SITUATION

- ◆ The firm started with a solo practitioner and seven (mostly underperforming) 1099s. Because his inexperienced staff had been maintaining the firm's finances, the systems were in complete disarray.
- ◆ The firm was bursting at the seams in a rented space.
- ◆ There was no budget, no revenue forecasts, and no accountability.
- ◆ Sales efforts were sporadic and A/R was >90 DD.
- ◆ While one of the 1099s had been identified as a possible equity partner, the head attorney didn't have the time to get the transaction executed and the potential partner was preparing to leave.

### RETURN ON INVESTMENT

**\$36K** total retainer fees  
 ↓  
**\$321K** revenue growth  
**(8.9 X)**

### IN THEIR WORDS

*CSR has really gotten my team excited about business development – Managing Partner*

*The CSR pipeline tool has helped me follow up with existing clients, capture additional business, respond to new business requests, and maximize new revenue realization. – Attorney*

*The CSR team holds me accountable to the business development goals I've set. – Attorney*

### ONGOING STRATEGIES

- ◆ Sourcing and hiring additional attorneys and paralegals.
- ◆ Implementation of practice management software.
- ◆ Increasing billable hours.
- ◆ Implementing details from new strategic plan

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