



*The Smart Way to
Market Your Practice*



LegalMatch

An Introduction

- 1 **The LegalMatch System**
 - Our History and the Acquisition Model
 - Attorney Membership Information: *Our Proven System*
 - Supplemental Online Resources: *A Dynamic Online Community*
 - Financial Resources: *Smart Financing Options*
 - Actual Sample Cases

- 11 **LegalMatch Partners**
 - Partnership Success Stories

- 15 **Testimonials**
 - What Our Clients Are Saying
 - Our Attorney Success Stories

- 26 **Opinions & Press**
 - Rhode Island Superior Court
 - North Carolina State Bar
 - What the Press Is Writing

- 43 **Executive Board**

LegalMatch Find the Right Lawyer.

How LegalMatch Works

Step 1
You present your case

Step 2
Your case is immediately matched with appropriate lawyers

Step 3
You select the right lawyer

98%
Customer Satisfaction

Find a Lawyer Now

City:

State:

Zip:

Fast, Free and Confidential.

LegalMatch: The Benchmark for Attorney/Client Matching Services

TRUSTED
THE #1 CHOICE FOR CLIENTS

Copyright 1999-2005 LegalMatch. All rights reserved. LegalMatch, the LegalMatch logo and the Trustmark are trademarks of LegalMatch, Inc. in the United States and other countries.

[Attorney Information](#) | [Financial Services](#) | [LegalCenter](#) | [Attorney Profiles](#)

Empowering People Online

Established in 1999 with headquarters in San Francisco,

LegalMatch is a Web-based forum that helps potential clients, including small organizations, find an attorney via an online questionnaire and a few simple procedures. Free to clients, we serve two audiences with one service: matching well-informed consumers who are looking for an attorney with attorneys looking for good clients. In addition, LegalMatch helps Member Attorneys present, market and focus themselves with such resources as a personalized Web page. Today, LegalMatch is the leader in attorney/client matching services. We have appeared in articles in many publications including the *American Bar Association Journal*, *Entrepreneur*, and *Real Simple*.

■ The Acquisition Model: How it Works



First...

Consumers enter the secure LegalMatch Web site to describe their matters in a process that mirrors a typical attorney-client screening interview.

Then...

Consumers are matched with attorneys in the appropriate area of law. Attorneys see cases that apply to their practices via online, anonymous access to consumers' intake questionnaire.*

**Matching is based only on criteria selected by consumers and Member Attorneys. LegalMatch never refers or recommends an attorney.*

Finally...

If interested, attorneys respond to these clients with information about their background, experience and fees. Empowering both the attorney and the client with necessary information is our goal.

Attorney Membership Information

How Our System Works for Attorneys

Once LegalMatch accepts a membership application, the attorney pays a flat subscription fee, enabling unrestricted access to all clients in their areas of practice. The fee varies according to each attorney's practice, but is calculated to encourage a long-term relationship.

The Response Process

Once an attorney is interested in a matter, he or she can send a response to the consumer, who is already aware that attorneys will be reviewing his/her case on our secure online system. Consumers also understand that they will receive responses only from attorneys whose practices apply to their particular matter and who have a genuine interest in their case.

LegalMatch Member Attorneys respond to consumers by presenting their credentials, pricing structure and, if they choose, specific comments. This helps the potential client make an informed choice. Although clients may receive attorney responses immediately, LegalMatch recommends to its members waiting 1-5 business days before committing to a case, allowing for more attorney responses.

“At last, the perfect balance between work and life.”



*John N.K., Esq.
LegalMatch Member Attorney
Since 2006*

#1 Online Client Acquisition Tool

LegalMatch's marketing approach utilizes the Web, radio and traditional print media, including professional journals. We offer...

■ *Increased Revenue*

Attorneys raise revenue by working productively in their specialties, while minimizing costly client acquisition methods.

■ *Time Savings*

Attorneys reduce interactions with clients who have no potential while receiving a steady flow of cases whose viability they can assess at their convenience.

■ *Focused Practice*

Thanks to our intake methodology that helps consumers identify appropriate areas, attorneys are offered cases that fit their preferred areas of practice.

■ *Unrivaled Matching Engine*

Efficient client screening automatically allocates cases by legal category, geography and desired attorney experience level.

■ *Timely Information Transmittal*

Instant email notifications about potential cases in the legal area and geographic locations are sent to attorneys' desktops.

■ *Supportive Financial Services*

LegalMatch Financial Services offers small firms a number of flexible ways to finance their membership and build their law practices.

Smart Financing Options

In addition to its matching system, LegalMatch provides resources to support and assist attorneys in growing their practices, as well as in becoming a LegalMatch Member Attorney. Since the financial assistance programs are administered through LegalMatch and/or our partner credit union, eligible new members incur no additional operation expense.

Many small firms and sole practitioners find it difficult to obtain good business loans to expand their law practices. To help address this need, LegalMatch Financial Services offers a host of financing opportunities at low rates, including loans to enable expansion and meet arising business needs. LegalMatch Financial Services have no hidden fees, i.e., “customer service fees,” “merchant club fees,” “application fees,” or “installation fees.”

Membership Financing Plans

LegalMatch offers convenient payment plans for financing membership. We also offer attorneys the opportunity to obtain business loans to cover the membership fee. Our rates and terms are consistent with non-profit credit union rates.

“Finally, I found easy financing for my practice.”



*Diana M., Esq.
LegalMatch Member Attorney
Since 2005*

“Everything I need is available right here.”



Full Law Practice Financing

Investing in essential law office equipment, including space, staff, hardware, software, office equipment, law library, professional dues, and other obligations can be a challenge, particularly for solo attorneys and small firms. Marketing a practice may require advertising and other out-reach efforts to build and maintain a flow of new clients. LegalMatch lenders share our positive view of attorneys and can help provide small business loans at favorable terms and rates to LegalMatch Member Attorneys.

Credit Card Processing Program

Our Merchant Account/Credit Card Processing Program lets attorneys diversify client payment options, including accepting credit and ATM cards, check guarantee, online processing, and e-commerce. LegalMatch can even provide credit card processing equipment.

*Michael E.F., Esq.
LegalMatch Member Attorney
Since 2004*

How Our System Works for
Consumers

Selecting the right legal counsel requires critical evaluations regarding a lawyer's expertise, experience and professional reputation. Most people simply are not qualified to determine a lawyer's experience in a specific area of law, nor have the time to meet and consult with each one of them individually.

When on the LegalMatch Web site, consumers presents their issues into our patented intake system software that matches the consumer's case to the appropriate lawyer(s) in their city or county based on the specifics of their need and the lawyer's location and area of legal practice.

And unlike referral services, LegalMatch believes that informed consumers know best when it comes to choosing the right lawyer for their needs. There is no obligation to hire an attorney, and this service is free to consumers.

Our legacy in developing the preferred methodologies for connecting people who are in immediate need of legal services with the right attorney is unrivaled. Empowering people is what we are all about.



98% of LegalMatch consumers say:
“If needed, they would use LegalMatch again.”

“LegalMatch gave me peace of mind... Like a friend I could trust.”

For Our Member Attorneys and Our Consumers:

A Dynamic Online Community

LegalMatch maintains information-rich and easily accessible interactive resources to benefit Member Attorneys and help educate the public—all at no charge. Member Attorneys are encouraged to visit the site often, and to participate in the blogs and forums.

The LegalMatch LegalCenter is a lively, popular site that helps satisfy the public's desire to learn more about the law. The LegalCenter also provides general suggestions for people looking for, or doing business with, an attorney.

The LegalMatch Law Library provides up-to-date information on more than 220 specific legal areas in an easy-to-navigate format. Each section offers clear, general information, with the ability to search and scan its entire database to determine the area of the law that applies to their matters.

LegalMatch Legal Tips provide informal advice about how to hire an attorney and prepare to make the best use of their time. The friendly Q & A format lets users click for answers to topics including: What to consider when seeking a lawyer; and how to work with your lawyer.

LegalMatch Forums allow people to participate in open discussions. These active, rapidly growing forums, overseen by a LegalMatch staff attorney, enable consumers to ask questions and exchange ideas on issues spanning bankruptcy, business, criminal, employment, family, immigration, personal injury, and property law, along with wills, trusts and estates.

LegalMatch Legal Blogs are a popular way for attorneys to speak their minds and display expertise to potential clients with cases in their practice areas. Currently, our blogs feature discussions on “lemon laws,” expunging criminal records, workplace harassment, mediation, the Diversity Visa Lottery Program, and trademark registration.

Actual Sample Cases

Consumers in need of legal assistance

who visit the LegalMatch Web site are first introduced to the LegalMatch concept. If they choose to proceed, they are then channeled into a sophisticated, user-friendly process that mirrors a typical attorney-client screening interview. Based on the information they provide, including their geographic location, consumers are then matched with the right attorney(s) for their legal issue. LegalMatch Member Attorneys see only cases in their particular area(s) of legal practice. LegalMatch provides more than 225 specific legal issues from which consumers may choose. Following is a typical consumer screening intake document showing how consumer information is obtained and quantified.

■ Bankruptcy

Case Categories: Consumer Bankruptcy

SHORT CASE SUMMARY

“In chapter 13, will lose business, lease expires”

CASE DESCRIPTION (EXCERPT)

I’m in chapter 13. My business lease expires in January 2006. My chp 13 payments are \$5,000 per month. I can’t afford this payment if I lose my business. And I dont want to lose my house. I owe \$200,000 on it.

LEGALMATCH INTAKE

Gross annual income is \$: 50,000

Marital status: Married

If I file for personal bankruptcy, I would like to:

Have all my debts removed from my record / discharged

I want to file for personal bankruptcy because: I will not be able to pay my debts in the future

Type of personal debts and approximate total \$ amounts owed: Credit Card \$: 40,000 / Mortgage \$: 200,000 / Vehicle Loan(s) \$: 70,000 / Personal Loan \$: 60,000 / IRS \$: 20,000

I have the following personal assets, in approximate total \$ amounts: Home \$: 230,000 / Vehicle(s) \$: 1,600/ Cash \$: 1,000

The place where I want to file for bankruptcy is the place I have lived the longest over the past 6 months: Yes

I have filed for personal bankruptcy in the past: Yes. Year: 2004

Occupation: self employed

I have received an individual or group counseling session from an approved nonprofit budget and credit counseling agency within the last 180 days: No

Legal assistance needed for: An individual or individuals

Legal assistance needed in: Memphis TN

Attorney Experience Level: Middle career

CASE ID: C06016390

■ Divorce

Case Categories: Child Custody and Visitation, Child Support, Divorce or Annulment, Spousal Support or Alimony

SHORT CASE SUMMARY

“Seeking Representation During Divorce Proceedings”

CASE DESCRIPTION (EXCERPT)

I need an attorney to advise me of my rights and assist me with the situation that I am currently involved in.

My wife and I were married on 12/24/2002. We have a 3 year old son together. We have spent a majority of our marriage separated and have most recently been separated since 3/10/2006. Currently my wife and child are in Utah.

My wife has filed for divorce in Utah. She is seeking sole custody and alimony in the amount of \$300 per month. Wife does not want to become employed. I am currently paying child support as assessed by the state of UT. This amount is \$266.00 per month. In court paperwork my wife is requesting an increase to \$311 per month.

I am seeking joint custody. I have ample family support and would like the opportunity to assist in raising my son. I have no criminal background and there are no domestic violence issues to speak of.

I need assistance as she has hired attorney and used my means to do so and also seeks me to pay her attorney fees.

LEGALMATCH INTAKE

I am the child's / children's: Father

Occupation: Service Tech



Gross annual income is \$: 22,800

Age of child/children: 3

The other parent or spouse's gross annual income is \$: 9,600

Number of children: 1

The other parent or spouse's occupation is: Part time bank teller

The status of our relationship is: We are separated and a divorce case has been filed

Age: 22

The current \$ amount of alimony / spousal support per month is: There is no spousal support award by the Court

I am seeking legal assistance to: Terminate alimony / spousal support

The most current spousal support amount was awarded by the Court on: There is no spousal support award by the Court

Would you and your spouse consider having an experienced family lawyer mediate your matter?: Yes, I would, but I'm not sure about my spouse

Date of separation: 3/10/2006

Major debts include (with their approximate \$ value): Vehicle Loan(s) \$: 15,000

Other: 900 bank collection payment

Date of marriage: 12/24/2002

Legal assistance needed in: Ogden UT

Attorney Experience Level: No preference

CASE ID: C06131411

Criminal Defense

Case Categories: Felonies, Misdemeanors, Serious Auto Crimes

SHORT CASE SUMMARY

“Charged with One Felony and One Misdemeanor Count”

CASE DESCRIPTION (EXCERPT)

My son was arrested at his residence on May 7, 2006 and charged with “leaving scene of crash with injury, felony third degree” and “leaving the scene of crash, misdemeanor second degree”. Officers claimed that he was involved in this hit and run on May 6, 2006. He supposedly ran into another vehicle and that vehicles driver is claiming neck and back pain.

On May 7, 2006 the officers entered his home, asked questions, looked around, then read him his rights. My son told them that they were not invited in but they entered and started searching the premises with flashlights.

My son has 10 days to call the court to schedule a court date. The latest date he can call is May 16, 2006. Time is of the essence.

My son has two prior misdemeanors both when he was under twenty years old. One was for possession and the other for public intoxication.

LEGALMATCH INTAKE

Personal background information of the accused: Age: 25

Sex: male

Citizenship or residency status: US citizen

Race (if discrimination was a factor): white



Occupation: cook

Annual income \$: 19000

Name and location of the Court: Hillsborough County

What specific crimes are accused: felony leaving the scene of crash with injuries and damage over \$50

I need a criminal defense lawyer because: My friend or relative has been arrested or charged

The accused is currently on probation: No

Date of the arrest: May 6, 2006

Bail has been set at the amount of \$: 3500

Purpose for the next court appearance: No court date set

The accused is currently: Out of custody

Date of next court appearance: No date set

Prior to this incident, the accused had the following criminal history: Number of prior arrests: 1

Number of prior misdemeanor convictions: 1

Legal assistance needed in: Tampa FL

Attorney Experience Level: Mid-career

CASE ID: C06130964



■ Personal Injury

Case Categories: Automobile Accidents

SHORT CASE SUMMARY

“I was hit in rear and suffer whiplash injury.”

CASE DESCRIPTION (EXCERPT)

Four days after giving birth, I was in an accident and suffered a back and neck injury. I suffered headaches, dizziness and back pain. I went to the doctor had a CT scan and was referred to a chiropractor. My neck was found to be pushed forward and out of alignment and the middle of my spine was curved. One of my hips was higher than the other. I was treated for several months, but discontinued treatment because of the cost (\$3,000). I still have continued pain and can't lay flat on my back.

The other party has accepted liability, but made me a low offer that I don't think compensates for my continued need for treatment and/or a lifetime of back problems. I am only 19 years old.

LEGALMATCH INTAKE

Was there a prior injury at the same part of the body?: No

At the time of the accident, the injured party was: the Driver of an automobile

The injured party believes that the other party has insurance that will cover this injury: Yes

The claimed injury occurred at this location: Bellflower

The injured party believes they have insurance that will cover this injury: No

I am seeking legal assistance to: Make a claim for an injury

If the police filed a report, whom did they conclude was at fault for the accident?: The other driver

Current status of the claim is: Demand for compensation made



The claimed injury occurred on this date: 02/12/2005

Number of vehicles involved in the accident: Four or more

There are witnesses to the injury whose names the injured party knows or will know soon: No

Age: 19

If medical treatment has begun, which medical practitioners have been seen?: Medical doctor, Chiropractor

The injured party's vehicle suffered the following damage: The vehicle is totaled / will likely not be repaired

The medical costs to date are approximately: 4,500

Did the police arrive at the accident scene and file a report?: Yes

The status of medical treatment is: Stopped treatment but need to restart

The claimed nature of injuries is: Lower back pain

Upper back pain

Shoulder pain

Neck pain

Headaches

Anxiety

Other: dizziness

There are witnesses to the injury whose names the injured party knows or will know soon: Number of prior arrests: 1

Legal assistance needed in: Los Angeles CA

Attorney Experience Level: Mid-career

CASE ID: C06121752



Partnerships in Empowerment

Legal Groups

LegalMatch is the exclusive lawyer matching provider for the **Utah State Bar Association**. This partnership enables the Bar, with over 7,500 members, to bring a top-tier technology solution to its members. The Utah public gains better access to information about available lawyers, while lawyers can save time and money by gaining direct access to potential clients.



The National Association of Criminal Defense Lawyers is committed to ensuring justice and due process for persons accused of crime or other misconduct. NACDL's more than 12,500 direct members—and 90 state, local, and international affiliate organizations with another 35,000 members—include private lawyers, public defenders, active U.S. military defense counsel, law professors and judges.



As the world's largest trial bar with more than 56,000 members, the **Association of Trial Lawyers of America (ATLA)** promotes justice and fairness for injured persons, safeguards victims' rights, and strengthens the civil justice system through education and disclosure of information critical to public health and safety.



American Lawyer Media, Inc. is the nation's leading source of news and information for the legal industry, publishing 24 award-winning legal trade newspapers and magazines.



The Center for Executive Development (CED) at UC Berkeley's Haas School of Business delivers world-class development solutions for top executives and senior professionals across all areas of the business world in a cost and time efficient manner. A recent course, sponsored by LegalMatch, is "Business for Lawyers", adopted by many top US Law Schools, including Boalt.



Partnerships



November 28, 2005

Dear Member:

I am pleased to announce that NACDL has now established an affinity partnership with LegalMatch, Inc. of San Francisco, California, providing our membership a spectrum of unique benefits and opportunities.

Founded in 1999, LegalMatch pioneered the use of innovative communications technology to link qualified attorneys with appropriate, pre-screened clients in their geographic areas and areas of practice. Through our new partnership, LegalMatch now offers NACDL attorneys a cost-effective, secure way to leverage a Web-based technology to not only find clients who need our services, but also to help build and sustain our practices. Naturally, this partnership reflects our confidence in the company's integrity and in the viability of its acquisition model.

To acquaint our members with LegalMatch and inaugurate the partnership, NACDL has negotiated a preferred discount of \$250 on LegalMatch's standard application fee. In addition, an "early adopter" certificate is enclosed, offering an additional free month of membership to the first 100 individuals who become Members.

I encourage you to visit the LegalMatch web site at www.legalmatch.com/nacdl and familiarize yourself with the company's business model and mission, including its detailed client intake process, and the many member attorney case studies. For NACDL, the LegalMatch solution offers a proven avenue for bringing the accused the representation they want, need, and deserve—while respecting the discretion of both attorney and potential client.

I am confident that our membership will find this affinity partnership to be singularly beneficial and productive.

Sincerely,

A handwritten signature in blue ink, which appears to read "Ralph Grunewald".

Ralph Grunewald
Executive Director
NACDL



October 20, 2005

Dear Bar Association Officer:

As Director of Communications for the Utah State Bar Association, I am closely involved with helping direct legal representation to those in need in Utah. In addition to its regulatory and member services roles, the Bar previously functioned as a referral source for a public seeking to navigate the sometimes murky waters of our legal system, often under the duress of complex, urgent issues.

Our referral service proved problematic. The enormous volume of calls overwhelmed our staff, having them spend hours listening to lengthy stories from frustrated clients. Attorney participation had been flat for a number of years, likely due to less-than-desirable returns from their registration fees. This resulted in budget shortfalls, forcing the Bar to evaluate continued funding of the program. In addition to the negative financial impact on the Bar, member attorneys were missing out on potential revenue, and the needs of many people for representation went unmet—particularly those in the underserved remote areas of our state. Ultimately the Bar terminated our referral service and sought a better way for helping clients find lawyers.

After reviewing various 'legal director' options the directed lawyer advertising forum developed by LegalMatch, Inc. impressed us as a superior, distinct alternative. LegalMatch uses a secure, Web-based interface to inform attorneys and potential clients about one another and to perform screening based on relevant criteria. In contrast to our old system that merely gave names and phone numbers, the LegalMatch services provides more in-depth information to both clients and lawyers. So in January 2004, the Utah State Bar Association undertook a partnership with LegalMatch.

Naturally, in making this commitment, we had to assure ourselves of the integrity and effectiveness of LegalMatch, and its ability to maintain the strictest anonymity and discretion. LegalMatch had to prove that its automated intake process provided pertinent, concise information, enabling our members to make the right advertising decisions based on their practice needs, case load, and suitability. We were also concerned that clients learn

Partnerships

more about an attorney than they can from the blizzard of ads in the Yellow Pages—or from speculation, rumor, and word-of-mouth.

Our experience with LegalMatch has exceeded expectations: Clients and attorneys can now gain meaningful information about one another quickly and easily. LegalMatch has dramatically improved our ability to deliver quality representation to underserved middle-income clients and those in outlying areas. And LegalMatch is proving to be outstandingly cost-effective for the Bar Association and its participating members. LegalMatch has given our members a new, innovative opportunity for building their practices. I recommend that other Bar Associations seriously explore this option for their own membership and would be pleased to discuss it further.

Sincerely,

A handwritten signature in black ink, appearing to read 'Toby Brown', with a long horizontal flourish extending to the right.

Toby Brown
Director of Communications



North Carolina State Bar

April 23, 2004

Participation in On-Line Legal Matching Service

Opinion rules that a lawyer may participate in an on-line service that is similar to both a lawyer referral service and a legal directory provided there is no fee sharing with the service and all communications about the lawyer and the service are truthful.

Inquiry #1:

A commercial Internet company (the company) operates a Website that matches prospective clients with lawyers. A prospective client logs onto the Website where he registers and is given an identification number to preserve anonymity. The prospective client posts an explanation of his legal problem on the Website and consents to contact from participating lawyers. There is no charge to the prospective client for the standard service but, for more individualized and faster service, there is a fee.

The company solicits lawyers to participate in its service. To participate, a lawyer must be licensed and in good standing with the regulatory agency of his state of licensure. A participating lawyer is charged a one-time registration fee that covers expenses for verifying credentials, technical system programming, and other set-up expenses. An annual fee is charged to each participating lawyer for ongoing administrative, system, and advertising expenses. The amount of the annual fee varies by lawyer based on a number of components, including the lawyer's current rates, areas of practice, geographic location, and number of years in practice.

Only participating lawyers can access the information posted by a prospective client on the Website. A local participating lawyer who is interested in a posted case may list his qualifications and send the prospective client an offer message setting forth an explanation of the services he can provide and his qualifications. The prospective client can review offer messages from lawyers and learn more about these lawyers by reviewing the company's on-line lawyer profiles and consumer rating information. If a lawyer has a Website, the prospective client may also visit it. Using this information, the prospective client selects a lawyer and contacts the lawyer at which time the prospective client reveals his identity.

Partnerships

If a client-lawyer relationship is formed between a participating lawyer and a user of the service, it is done without the participation of the company. The company does not get involved in the lawyer-client relationship or in related financial matters such as fees, retainers, invoicing, or payment. May a lawyer participate in this service?

Opinion #1:

Yes, provided there is no fee sharing with the company in violation of Rule 5.4(a), and further provided the participating lawyer is responsible for the veracity of any representation made by the company about the lawyer or the lawyer's services or the process whereby lawyers' names are provided to a user.

This on-line service has aspects of both a lawyer referral service and a legal directory. On the one hand, the on-line service is like a lawyer referral service because the company purports to screen lawyers before allowing them to participate and to match a prospective client with suitable lawyers. On the other hand, it is like a legal directory because it provides a prospective client with the names of lawyers who are interested in handling his matter together with information about the lawyers' qualifications. The prospective client may do further research on the lawyers who send him offer messages. Using this information, the prospective client decides which lawyer to contact about representation.

A lawyer may participate in an on-line legal directory provided the information about the lawyer in the directory is truthful. RPC 241. A lawyer may also participate in a lawyer referral service subject to the following conditions set forth in Rule 7.2(d):

- (1) the lawyer is professionally responsible for its operation including the use of a false, deceptive, or misleading name by the referral service;
- (2) the referral service is not operated for a profit;
- (3) the lawyer may pay to the lawyer referral service only a reasonable sum which represents a proportionate share of the referral service's administrative and advertising costs;

- (4) the lawyer does not directly or indirectly receive anything of value other than legal fees earned from representation of clients referred by the service;
- (5) employees of the referral service do not initiate contact with prospective clients and do not engage in live telephone or in-person solicitation of clients;
- (6) the referral service does not collect any sums from clients or potential clients for use of the service; and
- (7) all advertisements by the lawyer referral service shall: (A) state that a list of all participating lawyers will be mailed free of charge to members of the public upon request and state where such information may be obtained; and (B) explain the method by which the needs of the prospective client are matched with the qualifications of the on-line recommended lawyer.

It appears that the on-line service satisfies all of the conditions of Rule 7.2 except that it is operated for a profit, potential clients are charged a fee if they chose the priority service, and the website does not include a statement on how the names of all participating lawyers may be obtained.

Nevertheless, the company's on-line service is not strictly a referral service and failure to meet all of conditions set forth in Rule 7.2(d) should not prohibit a lawyer from participating. Unlike the passive recipient of a referral from a lawyer referral service, a user of the company's website must evaluate the information and offers he receives from potentially suitable lawyers and decide for himself which lawyer to contact. Thus, the potential harm to the consumer of a pure lawyer referral service is avoided because the company does not decide which lawyer is right for the client.

A lawyer's participation in on-line service is subject to the other requirements of the Rules. Notably, the prohibition on fee sharing with a non-lawyer must be observed. Although a participating lawyer may pay a proportionate share of the reasonable costs of operating the service, the lawyer may not pay the company any portion or percentage of legal fees earned from clients obtained through the service. Rule 5.4(a).

Partnerships

In addition, a participating lawyer is responsible for the truthful content of any information the company provides, via the Internet or otherwise, to prospective clients about the lawyer or the lawyer's services. Rule 7.1; see also Rule 7.2, cmt. [7]. The lawyer is also responsible for the veracity of any representations made by the company on the website or elsewhere about the screening and qualifications of the lawyers who participate in the service and the matching process and may not participate if such representations are untruthful or misleading.

Inquiry #2:

The company provides a satisfaction guarantee. If a dispute arises between the client and a lawyer engaged through the on-line service, a customer services representative from the company will try to resolve the problem. If this fails, the client and the lawyer will be directed to voluntary arbitration. If an arbitration judgment is awarded to the client, the company will pay up to \$1000 (\$5000 for priority service cases) to the client if the lawyer fails to pay.

Rule 1.5(f) requires a lawyer who has a fee dispute with a client to participate in the State Bar's program of fee dispute resolution. How does the guarantee relate to this requirement?

Opinion #2:

The guarantee may not interfere with a lawyer's compliance with the requirements of Rule 1.5(f) to notify a client of the State Bar's fee dispute resolution program and, if the client so requests, to participate in good faith. If the company's guarantee provides a duplicative dispute resolution procedure, it is only beneficial for clients.

Major Search Engines

LegalMatch holds top-sponsored positioning on **Google**, and is a top result for over 12 million law-related searches.



LegalMatch is consistently among **MSN's** top law-related search results. Consumers may find LegalMatch easily by entering common legal terms into the MSN search engine.



Yahoo! is the most visited Web site in the world. Thousands of visitors find LegalMatch through Yahoo when searching for legal related topics.



SuperPages.com by Verizon receives over 16 million monthly visits, allowing consumers to find LegalMatch through law-related queries targeted by category and specific geographic location.



Overture, the world's leading Pay-For-Performance™ Internet search provider, distributes search results across Yahoo!, Infospace, MSN, AltaVista, Lycos, HotBot, and many others.

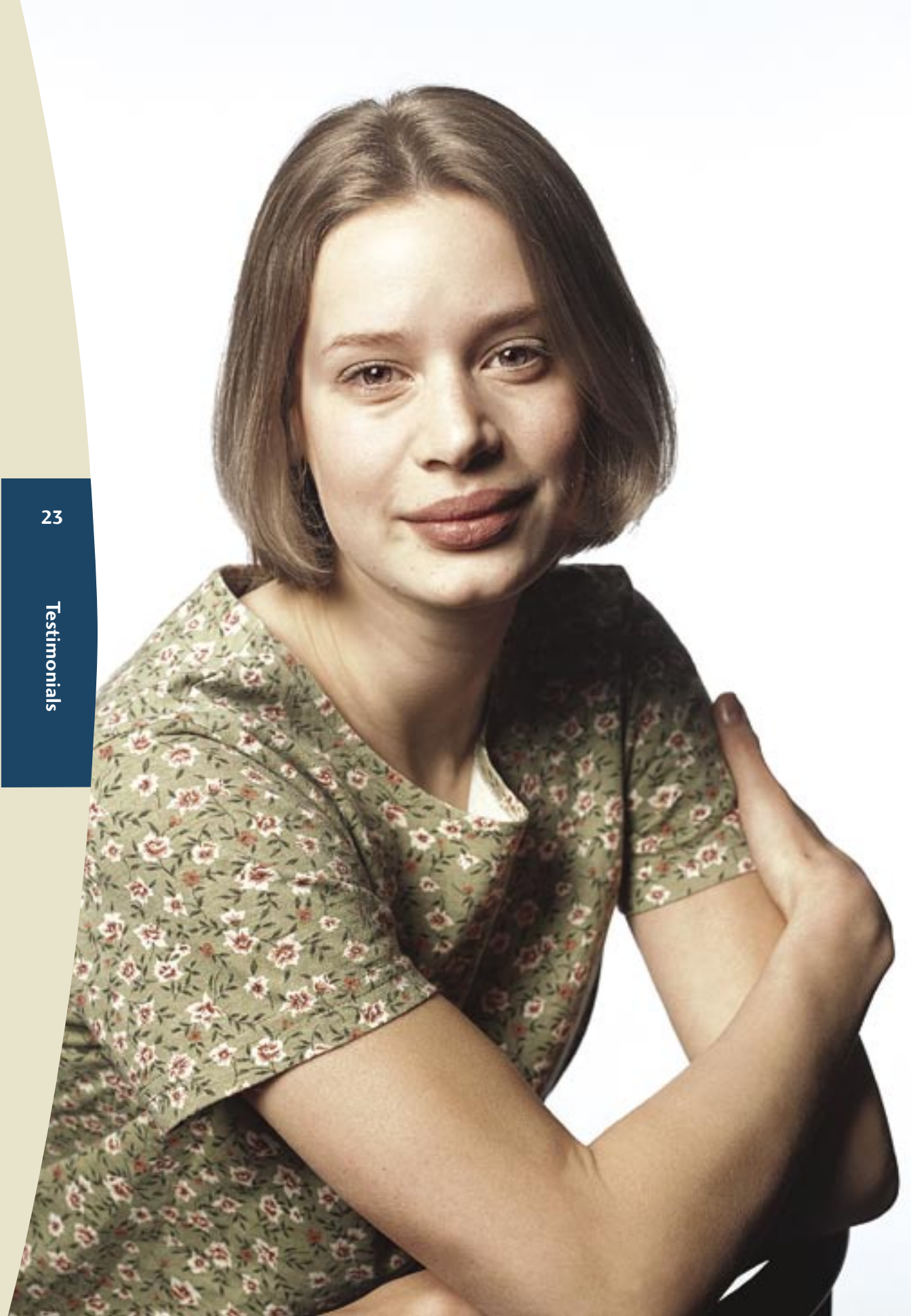


Yellowpages.com is one the Internet's most frequently accessed business directories. LegalMatch is a top listing for any law-related query on Yellowpages.com.



MyPoints is the ultimate destination for free rewards, featuring a database of more than 10 million members.





“I really needed a way to find an attorney who had experience with my specific situation.”

– Doris C., Virginia –

When Doris C. of Virginia needed a Maryland family law attorney in order to reexamine her residential custody agreement for her 8 year old son, she had few places to turn. “Though I was born and raised in Maryland and lived there for 32 years, I didn’t want to go back to my old attorney there. Some of my friends recommended attorneys, but in many cases I wasn’t able to access information regarding their background or credentials to see if they would be a good fit for me. What I really needed was a way to search for attorneys who had legal experience with my specific situation,” recalls Doris.

With the holidays rapidly approaching, Doris wanted to get the process rolling, and after submitting her request on LegalMatch, an attorney quickly responded. “I didn’t want a drawn-out, acrimonious battle and my LegalMatch lawyer was sensitive to this request while helping me to negotiate new agreements for the holidays and next summer.” Though her case is still pending, Doris feels reassured that through her attorney and LegalMatch, her case is now in the “hands of professionals.”

“Within an hour, I got three responses from attorneys... Basically, LegalMatch saved us.”

– Cindy M., Seattle –

Cyndie M. and her husband John needed help fast. The situation for John’s three children, staying with their mother and her new partner, had become “unlivable.” John and Cyndie needed to find a custody lawyer immediately. In the meantime, they brought John’s eldest daughter into their home, as she’d requested.

An information technology professional with savvy Internet skills, Cyndie did a quick online search and randomly found a family lawyer who focused on representing fathers. She and John were shocked by their experience.

“The meeting was just horrible,” recalls Cyndie. “The lawyer told us we could easily go to jail. He said we didn’t look like the parenting type. After he told us we owed him \$55 for the ‘consultation,’ we left in tears.”

Cyndie returned to her computer. This time, she found LegalMatch. “I noticed that there was a special service that could get my case pushed through fast,” says Cyndie. “I also noticed that there were actual phone numbers listed on the site. These factors made me think LegalMatch was worth a try.” Cyndie chose to utilize LegalMatch Priority Service. “Within an hour, I got three responses from attorneys. I read all the information in each of their profiles and even exchanged emails with each attorney to really get a sense of who would be best for us. In the end, I felt the most comfortable with Hugh D. Basically, LegalMatch saved us,” Cyndie says. “I totally believe in Hugh and feel very confident about the future of our children.”

– Chris G., San Pedro –

Chris G. had decided to move from the Bay Area to Los Angeles for a new job. Several months before he needed to move, he found an apartment and put down a deposit of \$10,000 to hold it. He also signed a lease that would commence in 90 days, binding him to a two-year tenancy. But very shortly after Chris made these arrangements, his plans changed and he decided to stay in the Bay Area. Although the landlord still had nearly three months to re-market the property, he insisted on keeping Chris' deposit and collecting the rent money for the next two years.

An online search led Chris to LegalMatch. "I submitted the matter to LegalMatch," Chris recalls. "In one day,

I had attorney responses to choose from." Chris' LegalMatch attorney knew that in California, a lease spanning two or more years must be signed by the landlord and delivered to the tenant. In Chris' case, this had not taken place, and therefore the landlord could not collect the future rent Chris had agreed to.

"Were it not for my LegalMatch attorney, I might have been on the hook for \$60,000," says Chris. "And he did the job with integrity. He laid everything out on the line for me and told me where I stood. The whole process was streamlined, and I had a great experience."

– Mary D., New Jersey –

When Mary D., a New Jersey resident, suffered a temporary disability which made it impossible for her to work, she thought she would use the time off to heal. "I was completely unprepared when I was fired by my employer," she recalls, "and completely at my wits' end as to what to do about my situation." Mary knew that it was illegal in New Jersey to fire an employee when under a temporary disability, but had few places to turn.

"I needed a service that would not only allow me to find an attorney with experience in labor law, but would

provide me with a number of options as well." Mary found LegalMatch, and after presenting her request, had numerous responses within 24 hours. "The attorney I chose has been fantastic from day one," says Mary, "and though my case is still pending, I feel confident there will be a positive outcome. I wouldn't hesitate to recommend my attorney and LegalMatch to anyone who felt they were in a bind." As a result of Mary's lawsuit, two additional witnesses have now filed separate lawsuits against the employer.



“A continuous flow of potential clients allows us to be selective.”

– Larry G. Esq., Woodland Hills, CA –

Education

BA, Oral Roberts University
Major: Business and Political Science
MBA, University of Southern California
JD, Pepperdine University School of Law

Area of Practice: Employment Law

In practice since 1989
Number of Partners in Firm: 2
Licensed to practice in CA

Larry has built a successful practice specializing in employment law, achieving more than \$20 million in verdicts, settlements and arbitration. When Larry joined LegalMatch, he wondered what impact membership would have on his practice. After a few months, he had his answer: “LegalMatch has provided a continuous flow of potential clients, which allows us to be more selective about the cases we take on.” Besides allowing Larry to focus on employment law, LegalMatch has improved the quality and calibre of the cases he accepts. Finally, LegalMatch enables Larry to spend less time on business development. With results like these, it’s no wonder that Larry recommends LegalMatch to any attorney looking to add efficiencies to his or her practice.

“There is always a heavy influx of potential clients in the LegalMatch system to pick and choose from.”

– Alicia H., Esq., Salt Lake City –

Education

BA, University of Texas, American Studies
JD, University of Baltimore School of Law

Area of Practice

Family Law

In practice since 1995

Number of Partners in Firm

Sole Practitioner

Licensed to practice in MD, UT

Greater Salt Lake area family law attorney Alicia H. signed on with LegalMatch in April of 2004 through LegalMatch’s partnership with the Utah State Bar. At nearly the same time, she unexpectedly found herself facing a possible life-threatening cancer diagnosis. Not surprisingly, Alicia wanted to cancel her LegalMatch membership to focus on her health and her family. LegalMatch’s Marketing Manager Supervisor, Teejay Clemena, discussed various options with Alicia, and the two decided that

Alicia’s practice might be a source of inspiration and strength in the future.

Alicia agreed to move forward with her LegalMatch membership. Nearly a year later, Alicia is healthy and has engaged almost 20 cases through LegalMatch. Alicia is a positive advocate for her clients, often seeking alternative ways to make the family law process run more smoothly for all parties involved. Alicia specifically recommends LegalMatch because of its landmark partnership with the Utah State Bar. “There is always a heavy influx of potential clients in the LegalMatch system to pick and choose from,” says Alicia. An avid outdoorswoman and mother of two girls, Alicia anticipates that she will continue to use LegalMatch as a primary marketing tool in her practice.

“LegalMatch has allowed me to begin specializing in my preferred area of practice.”

– Tina D., Esq., Bridgeport, CT –

Education

BA, University of New Haven, Law Enforcement Science

JD, Quinnipiac University School of Law (NY)

Area of Practice

Criminal Law

In practice since 2004

Number of Partners in Firm

Sole Practitioner

Licensed to practice in CT

“A small law firm with a big heart” is the motto Tina D. bears in mind when advocating on her clients’ behalf. As a newer attorney, focusing on criminal defense in both federal and state courts, she is able to control her case load in order to make sure each client gets the personal attention they necessitate, making appointments on the spot and returning calls within minutes or hours. Says Tina, “My experience in

the Public Defender’s Office has helped me to negotiate for my clients fairly without taking unfair settlements while simultaneously counseling my clients so that they can learn from their mistakes.”

In a little over six months Tina D. has engaged over 22 clients and has generated nearly \$40,000 in revenue! “LegalMatch has allowed me to begin focusing on my preferred area of practice right away, without having to take cases in areas I am not interested in.”

Tina is building a solid client base while focusing her practice in the areas she loves. What has resulted is a sense of balance between work and play. With the added revenue, Tina is now in the position to purchase her first home and pay off her student loans.



Important Opinions & Findings

Rhode Island Supreme Court Ethics Advisory Panel
Opinion No. 2005-01 Request No. 885
Issued February 24, 2005



FACTS

An Internet company called Legal Match.com (hereinafter LM.com) has solicited the inquiring attorney's law firm to advertise the law firm's services on its website. LM.com provided the inquiring attorney with a description of its website and services. According to that description, LM.com's services are described as follows:

Attorney Services:

LegalMatch is an internet based advertising forum for attorneys. An interested attorney can purchase an annual membership that provides them with the following advertising services: (1) hosting a Profile page on the LM site (much like a personal web site) where the attorney can provide a picture, contact information and specifics about his or her practice such as education, past experience, memberships, specialization or certifications (if any, and any other personal or professional information that the attorney may choose to provide; (2) unlimited ability to post advertisements of specific services on the site [coming soon]; and (3) access to anonymous requests for legal services posted by consumers.

Attorneys can register to access requests in any states and practice areas where they choose to advertise their services. ALL requests are accessible to ALL attorneys who have registered to receive them. Attorneys can reply to as many requests as they choose. Upon reading a requests, attorneys have the option of posting a reply, showing interests in the matter and providing a link to their profiles and contact information.

Client Services:

LegalMatch helps consumers in need of legal services find the right attorney. Consumers coming to the site can (1) view general information about hiring attorneys; (2) read basic legal content in the areas of their interests, (3) browse posted attorney advertisements in any area of law [coming soon]; and/or (4) post an anonymous request for legal services. The consumer is able to contact any attorney or all attorneys who have posed advertisements or replied to the consumer's request. LegalMatch encourages consumers to talk to several attorneys before retaining one to represent them. All attorney-client relationships are formed off-line and without LM participation.

LM.com's mission statement reads:

Our Mission – The Anti-Referral Service!

LegalMatch's mission is to improve access to legal services by providing people in need of legal services with sufficient information about their options to allow them to make an intelligent, educated decision about their legal representation. LegalMatch NEVER (1) refers to or recommends any specific attorney or (2) uses any discretion, beyond attorney registration, in routing requests to attorneys. Site content clearly states that LM is not a referral services and never recommends any specific attorney. Consumer views of all attorney communications, including the attorney response to a request for legal services and the attorney profile, clearly state: "Advertising Material."

ISSUE PRESENTED

The inquiring attorney asks whether the proposed arrangement with LM.com complies with the Rhode Island Rules of Professional Conduct.

OPINION

The Panel concludes that (a) the annual membership fee represents the reasonable costs of advertising permitted by rule 7.2(c); (b) the arrangement is not a referral service; (c) payment of the annual fee to LM.com is not impermissible fee-sharing with a nonlawyer; and (d) a participating lawyer's reply to

a consumer's request for legal services is not a prohibited solicitation. The Panel concludes that the proposed arrangement with LM.com is permissible under the Rules of Professional Conduct.

REASONING

Rule 5.4(a) and Rule 7.2(c) are pertinent to this inquiry. With three narrow exceptions which have no relevance to this inquiry, Rule 5.4(a) prohibits lawyers from sharing fees with nonlawyers. Rule 7.2 (c) states:

(c) A lawyer shall not give anything of value to a person for recommending the lawyer's services, except that a lawyer may pay the reasonable cost of advertising or written communication permitted by this rule and may pay the usual charges of a not-for-profit lawyer referral service or other legal service organization.

In Ethics Advisory Panel Opinion 2004-4, the Panel advised a lawyer that it was ethically impermissible to advertise on a company's drunk-driving defense Internet site. The strategy of the on-line company was to enlist one drunk-driving defense attorney from each state who would receive legal work from potential clients using the website. The company had solicited the inquiring lawyer to be the exclusive drunk-driving defense attorney for the State of Rhode Island. Under the plan, a participating attorney would pay the company an initial setup fee, plus a \$15,000 consulting fee for every \$100,000 the attorney received in gross fees as a result of e-mail and telephone communications generated through the website.

The Panel concluded that the arrangement violated Rule 7.2(c) in that the \$15,000 consulting fees were payments for recommending a lawyer's services. The Panel also concluded that the arrangement violated Rule 5.4(a) because participating attorneys shared fees generated through the website with the on-line company, a nonlawyer.

Turning to the instant inquiry, the Panel is of the opinion that the arrangement with LM.com is permissible. The arrangement with LM.com is not an impermissible feesharing with a nonlawyer under Rule 5.4(a). A participating attorney pays an annual membership to LM.com. The fee to LM.com is a flat fee which buys advertising and access to requests for legal services posted by con-

sumers. Unlike the fees in Ethics Advisory Opinion No. 2000-04, the annual fee is not a percentage of, or otherwise linked to, a participating attorney's legal fees.

The proposed arrangement is not a referral service. LM.com does not recommend, refer, or electronically direct consumers, i.e. potential clients, to a specific attorney; and all requests for legal services by consumers are accessible to every attorney who registers to receive them. After viewing the various advertisements on the website, or upon receiving a lawyer's reply to a request for legal services, a consumer contacts a participating attorney directly. Attorney-client relationships are established off-line and without LM.com's participation. On the basis of these facts therefore, the annual membership fee does not appear to the Panel to be a payment "for recommending the lawyer's services" prohibited by Rule 7.2(c).

Indeed, the Panel believes that the annual membership fee to LM.com represents the reasonable costs of advertising which Rule 7.2(c) permits. Of course, in posting a profile page on the LM.com website, the inquiring attorney must comply with the various advertising rules set forth in other provisions of Rule 7. See e.g. Rule 7.1 (communications about lawyer's services must not be false or misleading); Rule 7.2 (copies to be filed with disciplinary counsel; communication to include name of at least one lawyer responsible for content; lawyer to disclose whether cases are referred to other lawyers and whether client pays costs if case is taken on "no recovery – no fee" basis. Rule 7.4 (communications relating to fields of practice); Rule 7.5 (firm names and trade names).

Finally, the Panel does not believe that participating attorneys violate Rule 7.3 when they reply to consumers' on-line requests for legal services. The request for legal services is initiated by the client, and the participating lawyer's reply is not a prohibited solicitation under Rule 7.3.

Based on the information submitted by the inquiring attorney, the panel concludes that (a) the annual membership fee represents the reasonable costs of advertising permitted by rule 7.2(c); (b) and the arrangement is not a referral service; (c) payment of the annual fee to LM.com is not impermissible fee-sharing with a nonlawyer; and (d) a participating lawyer's reply to a consumer's on-line request for legal services is not a prohibited solicitation. The Panel concludes that the proposed arrangement with LM.com is permissible under the Rules of Professional Conduct.

■ Lawyers Use Web to Help Clients Find LegalMatch

In Business Las Vegas

January 6, 2006

By Alana Roberts, Staff Writer

excerpt

Some lawyers are turning to nontraditional ways of getting their names out there to potential clients.

One venue is online, where, San Francisco-based LegalMatch, helps lawyers market their services to potential clients through a Web site, www.legalmatch.com. The service allows consumers who are looking for a lawyer to type in the details of their case, and the Web site sends the information to lawyers who work in the client's area. The lawyers can then decide whether they want to take the case or not.

Laurie Ziffrin, chief executive of LegalMatch, said the company has been operating since 1999 and has participating lawyers in all 50 states. Company leaders declined to say how many lawyers it has in Nevada but said more than 84,000 Nevada residents have visited the Web site since 2001 and more than 7,000 Nevada residents have filed consumer cases with the Web site.

The lawyers pay to be listed on the Web site, but the service is free to consumers, Ziffrin said. The company does a background check on the participating lawyers, she added.

"It's free for them to come and do intelligent research," Ziffrin said. "If you take a look at the traditional vehicles people use, the yellow pages and word of mouth, those are very static, one-way flow of information (forms of advertising). You don't know if that lawyer is licensed in that state, you don't know if the attorney is taking new clients or is in good standing with the bar."

She said the privately held company earned between \$10 and \$20 million in annual revenue and the company has increased its attorney participation by 15 percent this past year.

Don Keane, vice president of marketing for LegalMatch, said the Web site speeds the client intake process. He said the form potential clients fill out is

detailed enough so that lawyers can quickly make a decision on whether to take a potential case.

“The lawyer is alerted through e-mails,” Keane said. “One of the significant advantages we afford the attorney is to decrease the amount of time they spend finding clients. Attorneys are all about billable hours.”

He said once there is interaction between the lawyer and the client, those interactions are protected by attorney-client privilege. The Web site is private and no one looks at the consumer’s information except for participating lawyers who practice nearest the client, he said.

David Clark, assistant bar counsel for the State Bar of Nevada, said the group oversees attorney advertising. He said he has heard about LegalMatch, but that the organization doesn’t have any complaints about the way it operates.

The service offers a small law firm or a solo practitioner an affordable alternative to other forms of advertising, Keane said.

“Our focus is on the solo and small attorney business,” he said. “Most solo attorneys struggle to get their names out, because they don’t have all sorts of money. It’s not uncommon for these smaller attorneys to be forced to be generalists, taking any case that comes through the door. What we do is allow the attorney to focus their practice. They’re partnering with us to funnel cases that are specifically focused to their practice.”

Gregory Cortese, a Las Vegas lawyer, said as a solo practitioner client intake is a challenge that LegalMatch makes easier. Since signing up with the service in August he has earned back the investment he made with leads from potential clients each month. He said he pays each month toward an annual membership fee.

“The budget for advertising is really not there,” Cortese said. “This provides a unique way of getting contact with clients through the Internet, rather than just doing a yellow pages or a billboard ad. It is somewhat costly. However, I have already made that back.”

■ LegalMatch Gets New Lease With Siebel CRM

SearchSMB.com

November 23, 2005

Feature Story

By Linda Tucci, Senior News Writer

Laurie Ziffrin recites legal services industry stats with glee. It's a \$70 billion market; 4 million people each month use the Internet to find legal help; by 2007 the number of consumers and small businesses that boot up to find a lawyer is expected to climb to 7 million. "We love those numbers," said Ziffrin, CEO of LegalMatch, a San Francisco online company that connects lawyers with potential clients.

Founded in 1999, when many lawyers were still advertising in the Yellow Pages, LegalMatch was quick to realize the power of the Internet in matching two markets -- small-firm attorneys and consumers seeking legal help. For consumers, searching LegalMatch, a company with about \$15 million in annual revenue, is free. Annual membership fees for attorneys run from \$2,400 to \$100,000, depending on the type of law they practice and their location.

These days, LegalMatch is focused on a new set of statistics, related to its new customer relationship management (CRM) system. Since implementing CRM 18 months ago, the company has seen attorney membership grow by 20% a year and consumer visits increase 40%.

"Many of those metrics are tied to our improved efficiencies, based on our use of CRM. It doesn't take us long to identify trends and make improvements," said Don Keane, vice president of marketing at. One of the biggest factors was the CRM implementation, which uses Siebel Systems Inc.'s OnDemand product.

The CRM software, coupled with a business intelligence (BI) system the firm developed internally, allowed LegalMatch to correlate by geographic region the type and volume of customer cases submitted on the site with the number of member attorneys and their legal expertise.

Small and medium-sized businesses are embracing CRM, said analyst Laurie McCabe, vice president of SMB business solutions for research firm Access Markets International -Partners in New York. Software applications in the SMB

Opinions

space are expected to grow 33.5% from 2004 to 2009, and CRM applications will grow 27% during that time, according to McCabe. There is no shortage of vendors capitalizing on that prediction, from the field's big players like Salesforce.com and NetSuite to vendors that service a particular area of CRM, like marketing automation or partner management.

A company like LegalMatch, whose business requires Web analytics, has a good deal more technical savvy than the average \$15 million company, said McCabe, and that allowed it to customize its applications. But CRM vendors increasingly are adding BI capabilities to their products, knowing many companies don't have the resources to build their own. "The typical kind of small and medium-sized customer," McCabe said, "will probably go for something that will give them 90% of what they need out of the box."

■ Search Party: If You Need to Find a Good Attorney, Forget the Yellow Pages and Hop Online.

Entrepreneur
March 2004
By Jane Easter Bahls

It's rough enough when your business is facing a legal problem that needs attention right away. What makes it far worse is having no idea where to turn for legal advice from someone who knows small-business law.

Founded in 1999, with its Web site launched in 2000, LegalMatch is far more precise than just asking around or, worse, flipping through the Yellow Pages. It goes several steps beyond the referral services offered by state and local bar associations, which typically listen to the client's problem and suggest one to three lawyers in the broad practice area-whomever's next in the rotation.

To use the site, you fill out forms describing your legal problem, providing information you'd normally cover in an initial consultation. The information is posted anonymously for review by subscribing attorneys in your locale. Interested attorneys then bid on the work, providing a profile that describes their educational backgrounds, experience, references and the fees they'd charge. This allows side-by-side comparisons without you having to visit half a dozen law firms. It's free of charge for clients, unless you want to pay for priority service.

LegalMatch screens attorneys not only by ensuring their good standing with their state's bar association, but also by evaluating their profiles and conducting a subjective interview. Potential attorneys are required to provide references, and, as on eBay, you can read other clients' ratings of each attorney's performance, plus the lawyer's comments on those ratings. For common legal matters, there are classified ads for flat-fee legal services, also with lawyer profiles and client ratings.

It's an idea whose time has come, says the Utah State Bar's Toby Brown. The organization is replacing its lawyer referral service with LegalMatch—a move that Brown contends will streamline the process for both attorneys and clients and give both sides more information upfront than they've had before.

Opinions

“We’re not wasting anyone’s time by going over the same information,” Brown says. “A lawyer doesn’t have to spend an hour with a client to say ‘I’m not the right lawyer for you.’”

Critics worry about the issue of attorneys paying middlemen for referrals—a practice many bar associations have prohibited. Others fault the company for refusing to disclose the names of its lawyers.

Despite these concerns, LegalMatch brought in \$10 million in 2003, double its 2002 earnings, and the company expects to double its sales again in 2004.

■ Arranged Rainmaking

ABA Journal
January 2004
Feature Story
By Steve Seidenberg

Last May, Roxanne Mosley's fledgling law practice was struggling. So she signed up with LegalMatch, a Web-based business specializing in hooking up interested clients with qualified attorneys. Shortly thereafter, she says, things began to change.

The Sacramento, Calif., solo practitioner says she's had to move to larger quarters and hire an assistant to help her keep up with the all the work generated by LegalMatch. Mosley estimates she now gets between 70 percent and 80 percent of her clients as a result of the company's arranged introductions. "The results," she says simply, "have been phenomenal."

Here's how it works: Potential clients go to the LegalMatch Web site and answer a number of questions about their problem and the type of lawyer they are looking for (i.e., area of expertise and experience level). This information is then sent to subscriber attorneys. If the case looks interesting, an attorney sends, usually via e-mail, a bid and a bio to the potential client. The potential client can then review the bids submitted by lawyers and decide which one to hire.

At the close of the case, LegalMatch offers clients an online evaluation form where they can rate their lawyer's performance: the results are then attached to the lawyer's LegalMatch profile.

The Team Working for You



Laurie Ziffrin, Chief Executive Officer

Laurie brings to LegalMatch more than eighteen years of operational, fiscal and corporate leadership experience. Most recently, Laurie headed customer service, training and quality assurance groups at Wal-Mart's online division. There she implemented several new product and service development initiatives that helped significantly enhance the customer experience. Previously, Laurie served as Director of Operations for Prenax, Senior Director of Operations for Brigade Solutions, and Senior Director of Client Services for Positive Communications, a nationwide provider of wireless messaging products and services.

Laurie holds a B.A. in Administration and Public Relations from the University of Kansas and an M.A. in Marketing and Corporate Communication from Webster University in Kansas City.



Anna Ostrovsky, Chairperson and General Counsel

Anna comes to LegalMatch from PricewaterhouseCoopers, the world's leading professional services organization. There she held several roles, including tax and legal advisor to high technology companies doing business overseas. Before joining PricewaterhouseCoopers, Anna served as both marketing and business development manager for two import/export companies. Additionally, Anna managed her own consulting practice.

Anna has a B.S. in Economics and a J.D., both from the University of California at Berkeley.

Eric Briese, Chief Financial Officer

As a Certified Public Accountant for more than twenty years, Eric has consulted businesses in a wide range of industries from technology to manufacturing. Prior to joining LegalMatch, he served as partner and administrator for his accounting firm of McLoughlin, Briese & Co., LLP in San Francisco and Marin County. Eric is a member of the American Institute of Certified Public Accountants and the California Society of Certified Public Accountants. He also has extensive experience in managing computer hardware and software applications, in particular finance, accounting and business management systems.



Eric holds a B.S. in Industrial Administration with an emphasis in accounting from Iowa State University.

Doug Ott, Vice President of Membership and Strategic Alliances

Doug has more than eighteen years of experience in high tech sales, business development, and marketing for U.S. and international companies. He has held several senior management roles, including Director of Business Development for Think Twice and European Sales Manager for eFax. While at eFax, Doug successfully launched the company into the German marketplace. Additionally, he spent five years overseas as a Sales Manager for AMS Computech, a major German distributor in Munich.



Doug earned a B.S. in Business Marketing from California State University, Chico.



Donald Keane, Vice President of Marketing

Don brings to LegalMatch more than fifteen years of brand and business building experience from leading technology and consumer packaged goods companies. Prior to LegalMatch, Don directed the U.S. in-store marketing organization for Intuit, Inc. While at Intuit, Don developed and launched the company's industry-leading category management programs, implemented at top retailers, including Best Buy, Staples, OfficeMax and Wal-Mart. Don has also held executive and senior marketing positions at General Mills, Rust-Oleum, OmniSky/Earthlink and Knowledge Adventure.

Don is a graduate of the Anderson Graduate School of Management at the University of California, Los Angeles with a Master of Business Administration, Marketing. He holds a B.A. in Political Science and English from Hamilton College in Clinton, New York.



Matt Griffith, Vice President of Operations

Matt brings to LegalMatch a solid and extensive background with almost a decade of experience in the legal industry and operations. Prior to joining LegalMatch, he was with a leading criminal defense, intellectual property and civil litigation law firm in San Jose, California. In Matt's previous position as LegalMatch Director of Operations, he was instrumental in introducing and implementing numerous processes that continue to benefit both consumers and member attorneys.

Matt holds a bachelor's degree in Criminal Justice Administration from San Jose State University.



642 Harrison Street, 3rd Floor
San Francisco, CA 94107
415-946-0831
www.LegalMatch.com