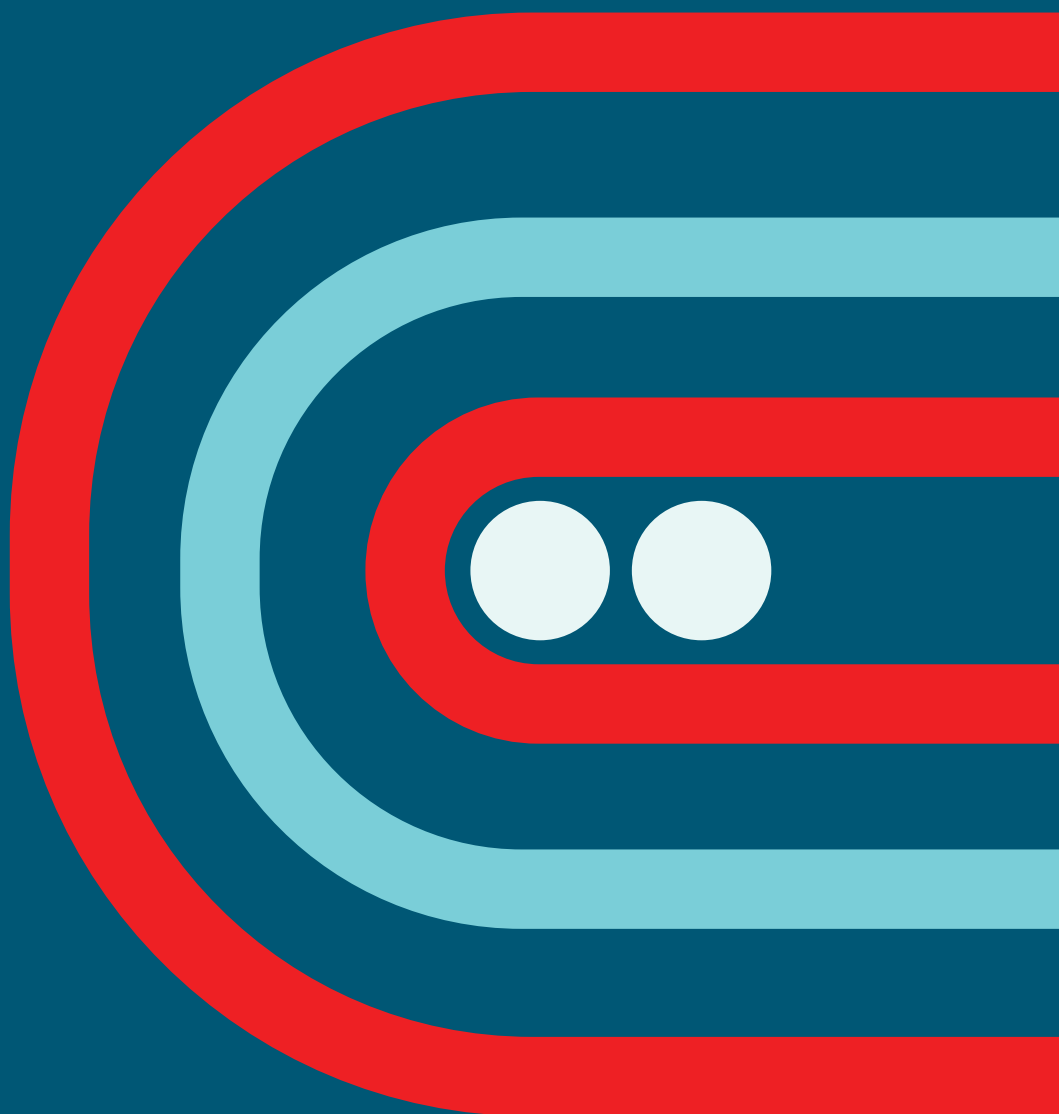


by Nicole Black, Esq.

# Getting Clients





# → Introduction

Why did you attend law school? If you're like most lawyers, you sought the prestige and stability of a degree that would enable you to make a difference. However, you've undoubtedly realized that making the world a better place competes equally with the pressing demands of running a profitable law firm.

While practicing law is a valiant calling, the operational reality of running a successful law firm requires a steady stream of new business. Clients are the lifeblood of your practice, allowing you to sustain your firm and continue providing much-needed legal services.

Fortunately, you don't need legal marketing expertise to attract new clients. Instead, many software tools are available to streamline lead management and client intake, empowering you to focus on what matters most: solving your clients' complex legal problems.

That's where our Benchmark Reports come in. In this annual, three-part Benchmark Report series, we collect anonymized, aggregated data from MyCase and LawPay systems. Using that benchmarking data, we provide key insights and analysis that enable law firm leaders to make effective and informed business decisions.

In part two of our 2024 Benchmark Report series, we review lead metrics focusing on lead conversion time frames by practice area. We also consider the reports run by our customers, comparing the frequency of lead report generation. Then, we analyze how MyCase-developed websites include functionality that improves client service by facilitating streamlined intake communications and simplifying the invoice payment process.

## TOPICS COVERED

- 1. How our customers use technology to expand their firm's reach by making decisions that increase their client base and support long-term growth**
- 2. How law practice management and payment processing software increase efficiency and profitability for our customers**
- 3. How customers use our software to streamline their firm's workflows and maximize productivity**

## Lead Conversion Time Frames

First, let's take a look at lead conversion data for 2023. Determining the time frame from lead intake to new client conversion provides insight into the efficiency and effectiveness of your firm's lead generation process. The faster your firm converts prospective clients into paying clients, the better your firm's bottom line.

Each practice area's conversion rate will vary, so we've divided this data accordingly. The practice area with the fastest conversion rate is personal injury, with only three days between lead intake and conversion to client, while bankruptcy and immigration are tied for the longest lead conversion time frame—16 days.

These variances may be due, in part, to the more proactive marketing tactics and lead nurturing processes of personal injury law firms, which shorten conversion time. Additionally, the relative complexity of immigration and bankruptcy matters requires prospective clients to gather significant documentation and information to assist with the initial process of determining whether the client is a good fit for the firm.

## Lead Conversion Time Frames in 2023

PRACTICE AREA	AVERAGE NUMBER OF DAYS FROM LEAD INTAKE TO CONVERSION IN 2023
Personal Injury	3
Criminal Law	5
Real Estate	8
Family Law	11
Matrimonial	11
Bankruptcy	12
Trust and Estate (includes Probate)	15
Immigration	16
Employment	16





## Consultation Appointments Scheduled

Prospective clients often seek a consultation before retaining legal services. As part of this appointment, you will establish your qualifications and expertise while also laying the groundwork for a successful client relationship.

However, initial consultation meetings are not always necessary and are more common in practice areas where potential clients “shop around” before retaining a lawyer. In keeping with lead conversion rates discussed previously, practice areas that require significant documentation for case intake analysis will also tend to involve consultation appointments so that attorneys can better assess whether their firm can provide representation.

Considering those factors, you’ll see that the practice areas requiring more documentation and interaction up front may require consultation appointments more frequently.

On average, across practice areas, 14% of prospective clients attend consultations before retaining a law firm. Trust and estate clients are the most likely to do so (27%), followed by immigration (21%). The practice areas with the smallest percentages are personal injury (7%) and criminal law (8%).

### Consultation appointments scheduled in 2023

PRACTICE AREA	# OF LEADS	# OF CONSULTATIONS	% ATTENDING A CONSULTATION
Personal Injury	36,255	2,559	7%
Criminal Law	138,379	11,337	8%
Real Estate	29,738	2,818	9%
Employment	29,741	2,596	9%
Bankruptcy	39,050	3,670	9%
Family Law	141,216	17,422	12%
Matrimonial	62,873	7,947	13%
Immigration	110,704	23,330	21%
Trust and Estate (includes Probate)	85,231	23,249	27%
<b>OVERALL</b>	<b>1,577,295</b>	<b>213,132</b>	<b>14%</b>

## First Payment Time Frames

Law firms receive initial payments in many forms and time frames. Sometimes, the first payment is collected at consultation appointments, either as a flat fee or retainer when a firm is hired. Other times, the first payment is received after an invoice is issued.

The lead intake to first payment time frame tends to be shorter for practice areas with more consultation appointments. Immigration law is a good example. In the previous section, we learned that 21% of immigration clients attended a consultation appointment, and the average time between lead intake and first payment is 13 days, one of the shortest time frames in the following chart.

The average time frame for all practice areas is 38 days, with personal injury coming in last with an average of 184 days. This may be due to the unique nature of payment structures for personal injury plaintiffs matters, where firms are retained on a contingency fee basis, and clients typically only have to pay for expenses as they're incurred. As a result, very few clients receive invoices from law firms for legal services rendered, thus accounting for the outlying time frame that is much lengthier than the others.



### First Payment Time Frames in 2023

PRACTICE AREA	DAYS
Personal Injury	184
Employment	48
Trusts and Estates (includes Probate)	36
Bankruptcy	28
Other	25
Civil	21
Matrimonial	20
Real Estate	19
Family Law	17
Criminal Law	13
Immigration	13
Traffic	8
<b>AVERAGE</b>	<b>38</b>



## Number of Lead Reports Run

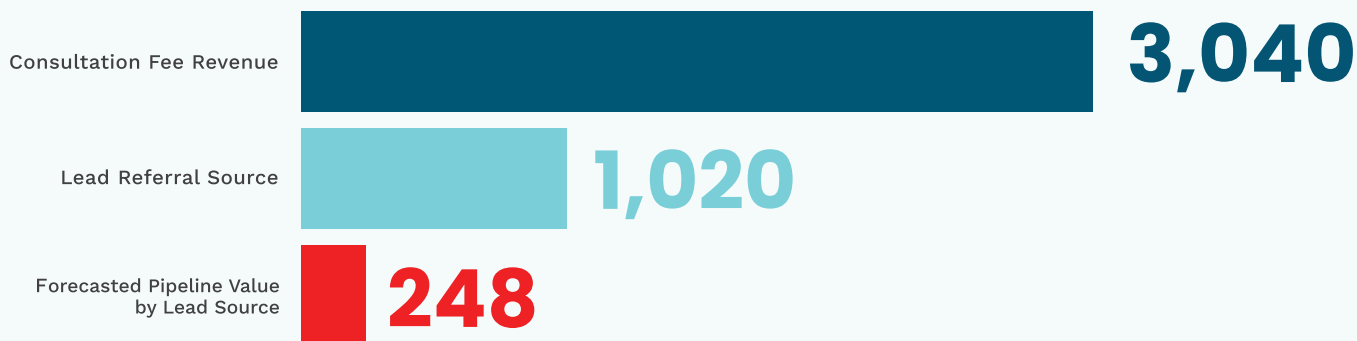
Lead pipelines can provide useful insights when carefully tracked and analyzed. Reviewing lead sources, conversion rates, and conversion time frames can be very informative, which is why lead reporting can be invaluable.

By regularly running lead reports, tracking historical patterns, and thoroughly understanding the effectiveness of different marketing initiatives, lawyers can better make strategic, impactful decisions about future lead generation efforts.

To understand how our customers used the lead reporting features in MyCase, we analyzed data relating to the frequency of reports run over a 15-day period. The number and type of reports run varied significantly, with an emphasis on the bottom line seemingly driving the choice of reports.

We learned that by far, our customers were most interested in tracking revenue derived from consultation fees, with over 3,000 reports generated over a two-week timeframe. The lead referral source was also an important data point for our customers, and over 1,000 reports of this type were run. Lead forecasting came in last, with nearly 250 reports created that tracked the predicted pipeline value of leads over time.

## Number of Lead Reports Run Over 15 days



## Leads Obtained From MyCase Websites “Contact Us Form”

Law firm websites play a pivotal role in the lead generation process. Websites serve as a virtual front door for law firms and set the tone for all client engagements. The careful design and integration of websites with the systems used to run a law practice are critical to a streamlined and trackable lead management system.

Understanding how and where leads come from is essential, as is including features that make it easy for potential clients to connect with your firm. Built-in, intuitive website intake features allow visitors to provide the information needed to determine whether the prospect is a good fit for your firm’s services. From there, the information provided can move the lead through the intake process to ensure a smooth conversion from a lead to a paying client.

Our data shows that our customers with **websites designed by MyCase** that include embedded “Contact Us” forms receive a significant number of leads annually. The total number of leads obtained by these customers in 2023 was over 100,000.

Another important lead generation tool is a client intake form embedded on a law firm’s website. Using this feature, prospective clients can quickly and easily connect with law firms they consider hiring anytime, day or night.

This intake process is further streamlined when the forms are dynamic and have **conditional logic built in**. Relevant contact and case-related information can be collected efficiently, minimizing the required inputs and ensuring the questions asked are tailored to the client.

You’ll see in the accompanying chart that our customers heavily utilized the client intake form functionality available in MyCase, with over 368,000 intake forms shared with clients in 2023.



### MyCase website features utilized in 2023



100,793

Number of Online Leads Entered Into System (Contact Us)



368,290

Number of Client Intake Forms (Intake Forms) Sent or Shared With Clients in 2023





## Payments Received From MyCase Website “Universal Payments” Link

Another website feature our customers regularly take advantage of is the “Universal Payments” link powered by LawPay, which allows our customers to receive payments without issuing an invoice. This link can be sent to clients via email or text message or embedded on a firm’s website.

It allows law firm clients to immediately pay using a debit or credit card upon receiving the link, and all payments received are automatically accessible in MyCase. In other words, getting paid is faster and easier than ever with “Universal Payments” links.

**Payments received from  
MyCase-developed websites  
“Universal Payments” link in 2023**

# 15,265

Given the inherent simplicity and user-friendly approach of embedded payment links, it’s no wonder that our website customers frequently took advantage of this convenient payment option in 2023. Over 15,000 payments were collected from “Universal Payments” links on MyCase-developed websites alone!

## → Conclusion

The lead management data and analysis provided in this second part of our 2024 Benchmark Report series highlight several key takeaways, including:

1. Tracking lead conversion rates across practice areas and comparing them to benchmark data enables you to understand better the efficiency of your firm's lead management processes.
2. Lead management reports are valuable tools for assessing the effectiveness of your firm's legal marketing efforts.
3. Incorporating client-friendly functionality on your law firm's website enables you to increase online leads and provide flexible, easily accessible payment options.

Using the industry benchmarks from this report, you have the insights needed to assess your law firm's legal marketing efforts and lead management processes. This data enables you to determine how to streamline your law firm's intake processes further, leading to maximized growth and scalability.

To put this into action, try the top-rated legal practice management solution and the leading legal payment solution—MyCase and LawPay. With this integrated family of software, you can drive outstanding outcomes for your clients, increase profitability, and ensure long-term financial success for your practice.



**Learn more about how MyCase  
can help you do more of what  
makes you great.**

**Start Your Free Trial**

