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SURVEY PARTICIPANTS

AARON & PARTNERS
ADAMS, ADAMS, BACA & McMILLEN
ARCHON SOLICITORS
ASB LAW LLP
BANKSIDE LAW
BIRKETTS LLP
BRAHAMS DUTT BADRICK FRENCH LLP
BRISTOWS LLP
CARTER PERRY BAILEY LLP
CMM QUAY LEGAL GROUP
COLEMAN & HOROWITT, LLP
CRIPPS HARRIES HALL LLP
DAVIDSON TROILO REAM & GARZA, P.C.
DRINKER BIDDLE & REATH
DUANE MORRIS LLP
ECKERT SEAMANS
GASLOWITZ FRANKEL LLC
HALL SMITH WHITTINGHAM LLP
HANSON RENOUF
KANE RUSSELL COLEMAN & LOGAN PC
KATTEN MUCHIN ROSENMAN
KEMP LITTLE
KIGHTLINGER & GRAY LLP
LATHROP GAGE LLP
LEGAL ACTION WORKSHOP, PC
MEADOWS & MACIE
ROUSE LEGAL
SHAKESPEARES
THE DODD LAW FIRM
VENERUSO, CURTO, SCHWARTZ & CURTO LLP
WF, LLC
WILLIAMS MONTGOMERY & JOHN LTD.
WILSON LAW PARTNERS LLP
WNF LAW, P.L. - WASERSTEIN NUNEZ & FOODMAN

THE QUESTIONNAIRE

Primary Research Group (www.PrimaryResearch.com) publisher of research reports and surveys about law firm management is publishing a report on law firm pricing practices. Survey participants receive a free PDF copy of the report generated from the survey data; the institutional (but not personal) name of participants is listed in the report, but responses are aggregated or not attributed and are confidential. You must complete at least 80% of the questions to qualify for the free report which will give you a good idea of what major law firms think of alternative pricing policies and how they are, or not, deploying them. Primary Research Group reports are available from our website (www.PrimaryResearch.com) and through Amazon, Baker & Taylor, Ingram Digital, Marketresearch.com, Research and Markets, Bloomberg and many other outlets.

1. Please give us the following contact information: Name, Law Firm, Country, Email Address

2. How many partners does your law firm have?

3. How many employees does your organization have?

4. What is the source that accounts for the highest share of your firm's revenues?

Legal work for individuals

Legal work for Small Business (Under \$5 million in sales)

Legal Work for Medium Sized Business (\$5 Million to \$250 Million in sales)

Legal Work for Big Businesses (More than \$250 Million in Sales)

Legal Work for Government and/or Non-profits

5. Which phrase best describes your views on alternative fee arrangements?

Name:

We pretty much avoid them at all costs

It's a passing fad that will fade when the economy recovers

It's a significant change in the legal services industry that we have to adapt to

We want to be ahead of the curve in offering alternative fee arrangements

6. Has your firm ever used a pricing practice known as a holdback arrangement under which clients withhold a predefined percentage of fees and then pay this percentage, or not pay it, according to their level of satisfaction with how a legal matter is concluded?

7. Is your firm currently using any holdback arrangements in its billing?

8. If so, on current and past arrangements, about what percentage of billings are held back?

9. How likely would you be to consider such hold back arrangements in the future?

Highly Unlikely

Unlikely

Possibly

Likely

Highly Likely

10. In general what is your opinion of such arrangements? Do you believe that they might be a valuable marketing and client retention tool?

11. Has your firm ever offered a prepaid deal through which clients are granted some form of discount in exchange for prepayment for a certain number of hours of legal work to be performed in the future?

12. Approximately what percentage of your current cases involve such an arrangement (giving a range is ok here)

13. What is the general range of the discount that you have offered? (Keep in mind that answers are not identified by survey participant)

14. In general what do you think of such arrangements and when might you offer them?

15. About what percentage of your firm's revenues in each of the following years would you say come from alternative fee arrangements?

16. Comment on the following statement. In general we have found that alternative fee arrangements are less profitable than traditional billable hour arrangements.

17. How has your firm altered partner compensation practices to take into account new pricing schemes that emphasize client retention over immediate revenue?

18. About what percentage of your clients have proposed some form of alternative fee arrangement?

2012

2013

2014 (anticipated)

19. Approximately how much has the firm spent over the past three years on seminars, studies, new staff and consultants to research, develop and evaluate new pricing models?

20. Has your firm ever done any research to determine the price elasticity or price sensitivity of demand for its services?

Yes

No

Don't fully understand the concept

21. If so how have you gone about doing so?

22. Has your firm ever worked on the basis of contingency fees through which you earn a percentage of a settlement or judgement?

23. For about what percentage of your clients would you say that corporate or other institutional procurement or purchasing departments are involved in choosing and evaluating your law firm and its performance?

24. If you have encountered purchasing and procurement departments and their role in selecting attorneys, how have you satisfied their requirements? How have they affected your practice?

25. Have your clients become more assertive or intrusive about your cost control and pricing efforts and, if so what form does this take?

26. How does the firm use data, surveying and other metrics to track the level of satisfaction of clients?

27. About what percentage of the revenues at your firm derive from fixed or capped fee arrangements?

28. In general what has been the percentage increase or decrease in such fixed or capped fee arrangements as compared with 5 years ago 2008?

29. Has your firm altered its "tier" rate charging structure in recent years? In particular, have you tried to lower client costs by reducing the cost of matters tended to largely by associates or paralegals?

30. In general describe what you seek and what you avoid in alternative fee arrangements.

31. In your view is there a particular kind of client or circumstance for or in which an alternative fee arrangement can work well for both parties, and enhance law firm prestige and revenue and also lead to greater client satisfaction?