



LAWREX.com

LAWYER REFERRAL EXCHANGE

LawRex.com

The first and only online, secure,  
and equitable lawyer-to-lawyer  
referral system



## What's the big idea?

**Lawyer Referral Exchange LLC, or LawRex, was created by attorneys for attorneys because ...**

... existing online services can be predatory, unethical and expensive

... third-party advertising and marketing companies overcharge and

... most importantly, quality legal cases are regularly turned away because they are outside practice areas or jurisdictions, attorneys have a conflict of interest, are unable to locate a good referral or don't have time for the case.



## Who are we?

**Isis M. Bous**

is corporate attorney with 9 years experience in the DC Metro Area

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**David. A. Barrett**

is a civil litigation attorney with 5 years social media experience

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**Joe M. Bous**

is entrepreneur with 17 years experience in building and running technology companies worldwide



## A new approach

LawRex  
approach



LawRex referrals originate exclusively from lawyers

Lawyers are in the best position to identify quality cases when talking to clients

Often the lawyer cannot handle the matter for a variety of reasons

LawRex network creates an incentive for lawyers to refer these potential cases



## The right legal referrals at the right time

**Focused Leads** – Lawyers register for specific practice areas and jurisdictions

**Equitable** – Points based system rewards effort

**Pipeline Management** – Lawyers can scale up when they are able and have a desire to develop new cases

**Other services deliver unfocused cases with no accommodation for pipeline management**





## Higher-quality legal referrals



LawRex uses a referral rating system that allows lawyers who receive referrals to rate their quality

LawRex enlists legal professionals to help clients find legal counsel

LawRex referrals are prescreened by attorneys

Referrals from LawRex are more likely to generate clients who are ready to hire



## Listing referrals are fast and easy



Low Time Commitment - Posting to LawRex takes less than three minutes

Comprehensive Service for Attorney's Clients - Instead of turning a client away or spending valuable time calling around to find a lawyer, all clients needs can be satisfied

Automated Point Credits - Posting referrals to LawRex boosts your ability to search for and secure your own referrals



## Is it on the up and up?

**Ethically Sound** - LawRex was designed and is operated by lawyers to provide a solution to the ethical flaws of the other online services.

**Secure** - LawRex provides a secure online forum that allows lawyers to refer cases as they are ethically, but inefficiently, doing already.

**Vetted** - LawRex has been reviewed by several state-employed ethics lawyers and they have all found LawRex to be ethically sound.

Ethics and professional rules vary from state to state and it is imperative that lawyers review the rules for their jurisdiction before they participate in any marketing or referral service, including LawRex. LawRex is not a law firm and it cannot give legal advice.





## Does it make good *cents*?

Acquiring new clients through advertising, directories, legal matching services, etc., is costly and ineffective



Whether it is a state run referral service, nonprofit legal referral service or online match or listing service, the costs for lawyers can exceed \$300 a month and in some cases be more than \$1,000 per month per new client

Any attorney barred and in good standing can sign up and use LawRex for FREE! Only pay for premium access.



## How does it work?

### Register

A lawyer licensed to practice law and in good standing submits the short online application. Once verified, the lawyer is granted access to the network and is given an initial allotment of FREE LawRex points

### List referrals

A member who becomes aware of a case which she believes has merit but is unable to take, gathers a few details about the potential client and case and asks if the potential client would like to be contacted by another lawyer who might be better able to handle the case. The lawyer enters the information into the LawRex network, selects the amount of time the referral will be available, the minimum number of karma points the lawyer would like to receive and the referral fee and terms, if any

### View referrals

Lawyers who signed up for the legal category and jurisdiction of the referral will be notified via email and encouraged to visit the LawRex website to view and express interest in the referral



## How does it work? continued

### Receive referrals

Upon expiration, the Contributor is notified of the attorneys who Petitioned for the referral. The Contributor then has the opportunity to review their profiles and may select any attorney from the list based on any criteria the Contributor feels appropriate. The selected attorney will be provided with the Contributor's name, contact information and further details about the referral via the LawRex network.

### Earn points

The points used by the Petitioning attorney who receives the referral will automatically be moved over to the Contributor's account. The Contributor will then be able to use those points to express interest in referrals listed by other members of the LawRex community.

### Rate referrals




The attorney who was awarded the referral will have an opportunity to rate the quality of the referral received. Ratings are aggregated and included in the Contributor's profile. The Contributor may provide a one-sentence response to any referral rating.



## Can you believe it?



*It's simple! The more quality referrals you place on the LawRex Network, the faster your points will accumulate. The more points you have, the greater your chances to successfully obtain referrals from others on the network.*

-  In this economic environment, securing quality cases for as little cost as possible is more imperative than ever. LawRex can be useful to all lawyers; whether in big firms, small firms, solo or in house
-  We believe that LawRex will be a great benefit to the legal community and we are thrilled at the opportunity to make this resource available to all lawyers
-  We encourage you to take a moment and sign up for a free LawRex account, integrate this tool into your practice, and tell other lawyers about us