

Partnering with Your Client: A Concept that *Works*

The Bottom Line

“Building a partnership between your law firm and your client based on a relationship founded in mutual trust and accountability will result in significant reductions in litigation costs for your client and significant opportunities for your law firm.”

Agenda

- **Background**
- **Primary RFP Objectives**
- **Case Study**
- **Key Principles**
- **RFP Process Dos and Don'ts**
- **Conclusion**
- **Questions**

Background

Litigation process before 2001

- **Each legal proceeding handled by a firm in the jurisdiction in which the lawsuit was filed**
- **Multiple firms handling identical issues**
- **No national counsel coordination**
- **Lack of strategy**
- **Lack of knowledge of our business**
- **Settling cases on the courthouse steps**

Primary RFP Objectives

- **Reduce legal fees**
- **Reduce settlement costs**
- **Relationship**
- **Accountability**
- **Learning our business/strategy**
- **Trust**
- **Improved effectiveness**

Primary RFP Objectives

- 1. Relationship**
- 2. Trust**
- 3. Accountability**
- 4. Learning our business/strategy**
- 5. Improved effectiveness**
- 6. Reduce settlement costs**
- 7. Reduce legal fees**

Case Study

Allianz Life's success story

Key Principles

- **Use effective communication**
- **Establish trust**
- **Be the team (build a long-term relationship)**
- **Know the company and its products/risks**
- **Focus on what you do best**
- **Keep it simple**
- **Have a strategy**
- **Do proactive risk analysis**
- **Establish benchmarking**

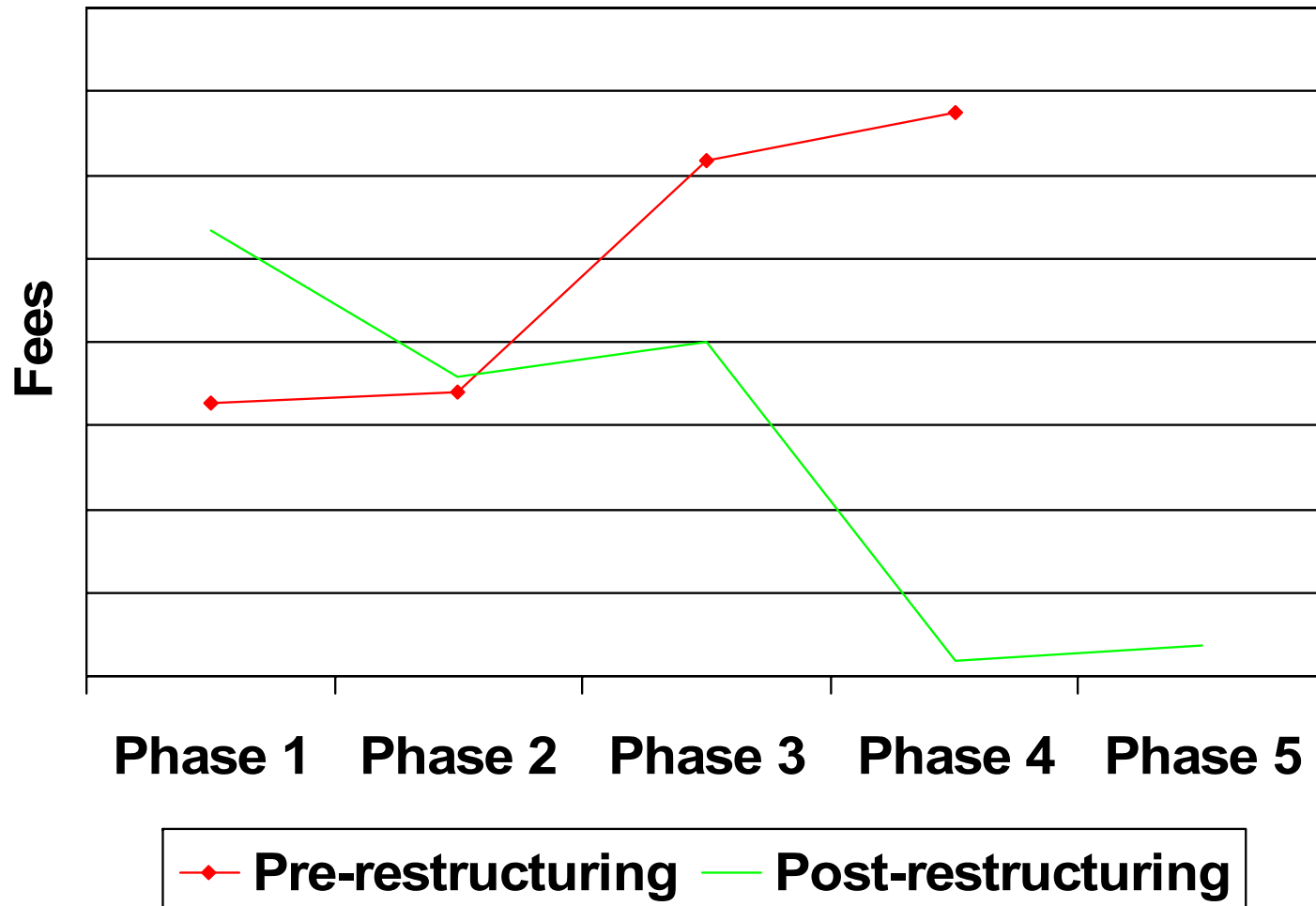
Benchmarking

- **Litigation phases**
- **Total fees**
- **Average fees**
- **Total settlement amounts**
- **Average settlement amounts**

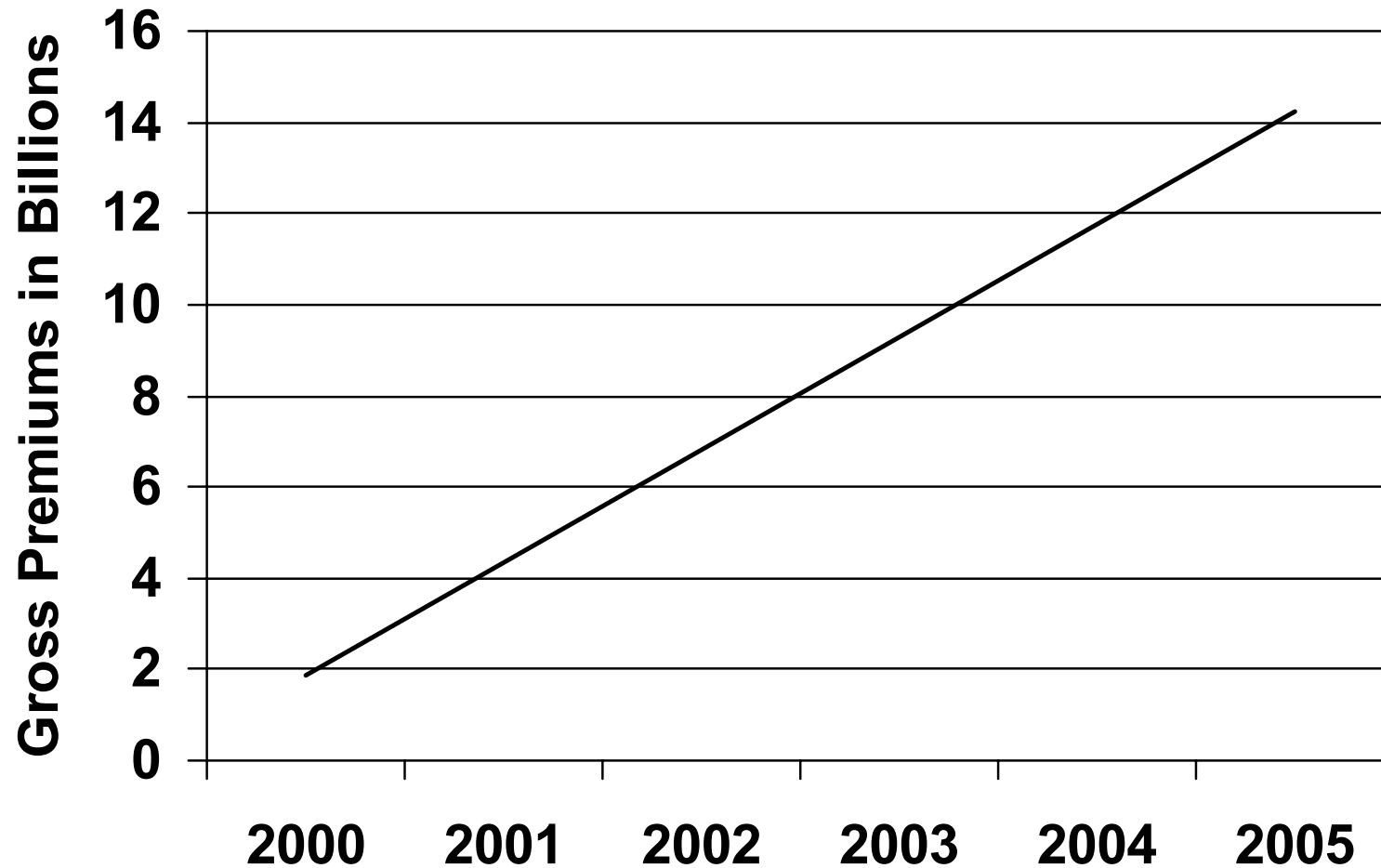
Litigation Phases

Phase	Est. Budget	Actual Fees	Est. Date Completed
Phase 1: Evaluation			
Phase 2: Response and Preparation			
Phase 3: Motions			
Phase 4: Trial Preparation			
Phase 5: Trial			

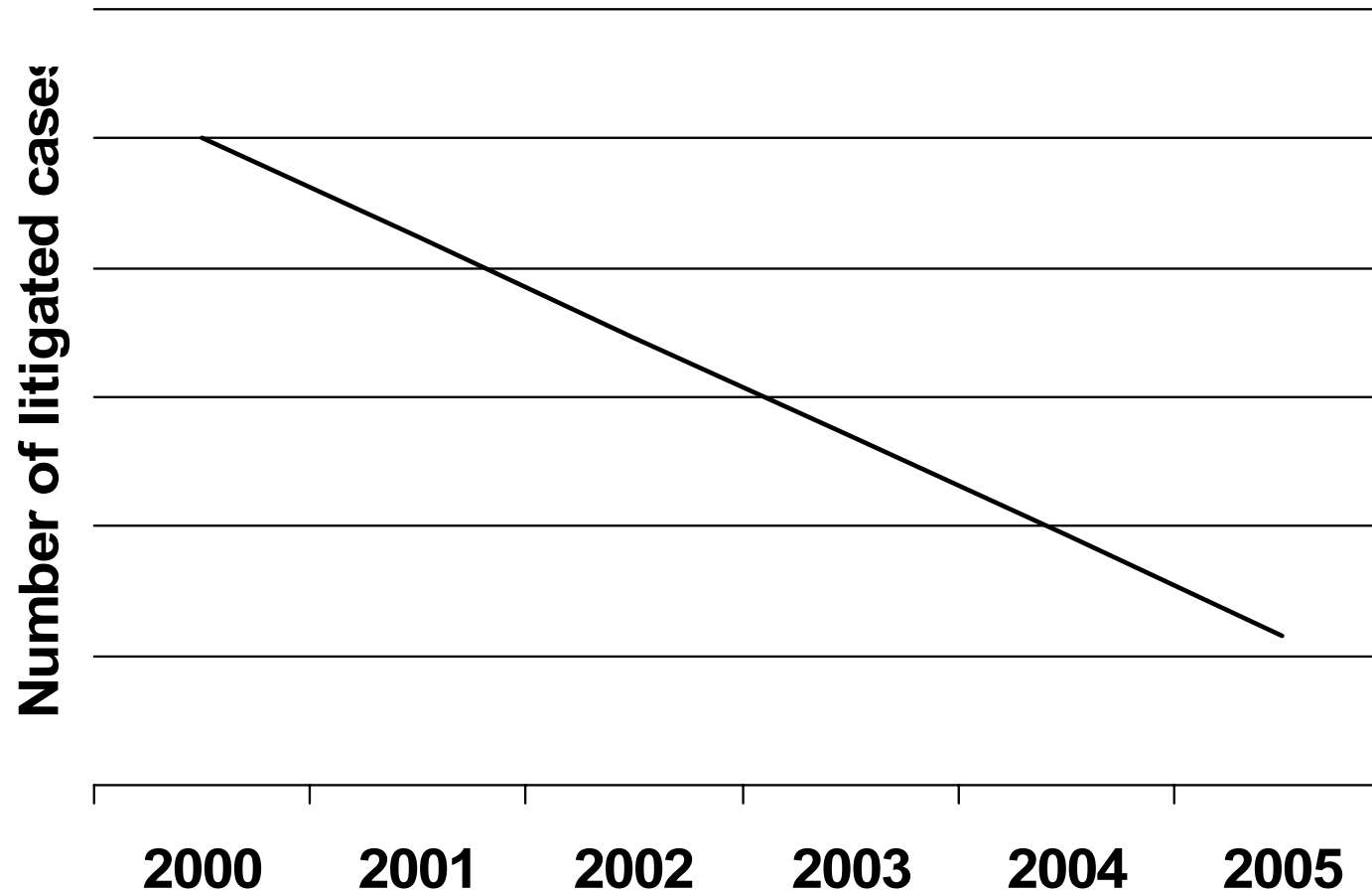
Litigation Phases: Fees for all Closed Cases



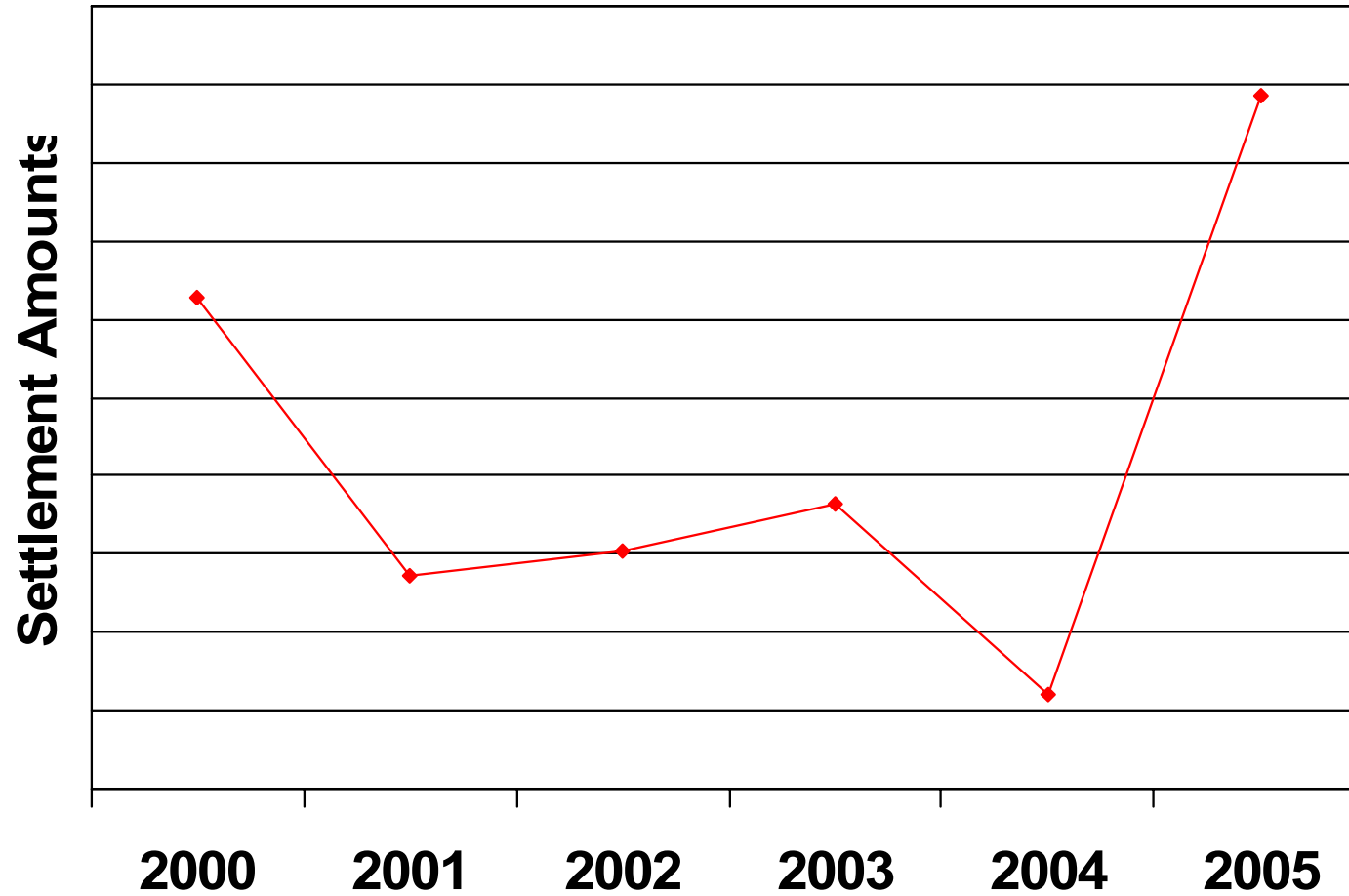
Growth of Business



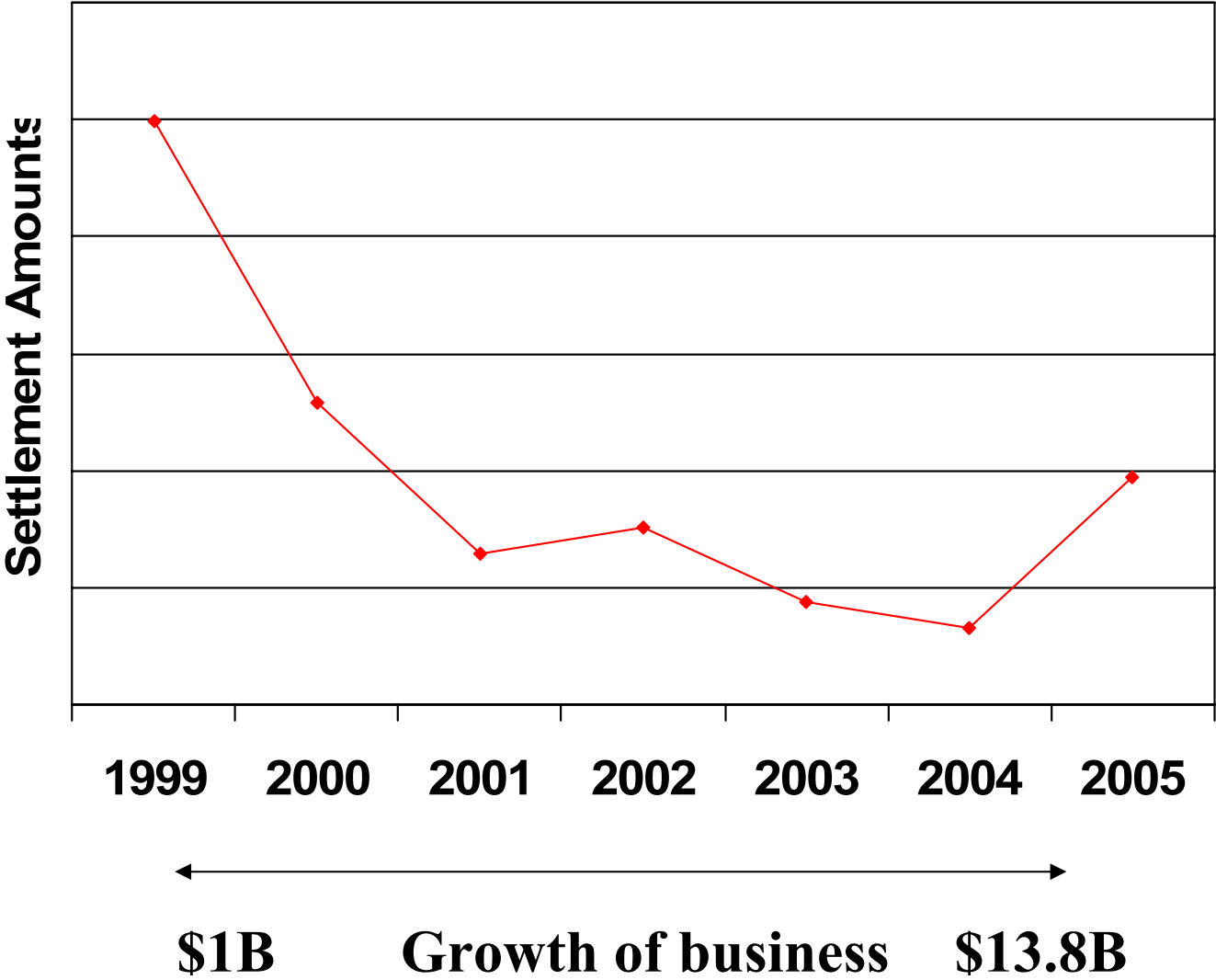
Reduction in Litigation Activity



Average Settlement Amounts per Closed Case



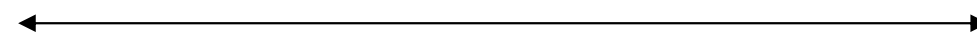
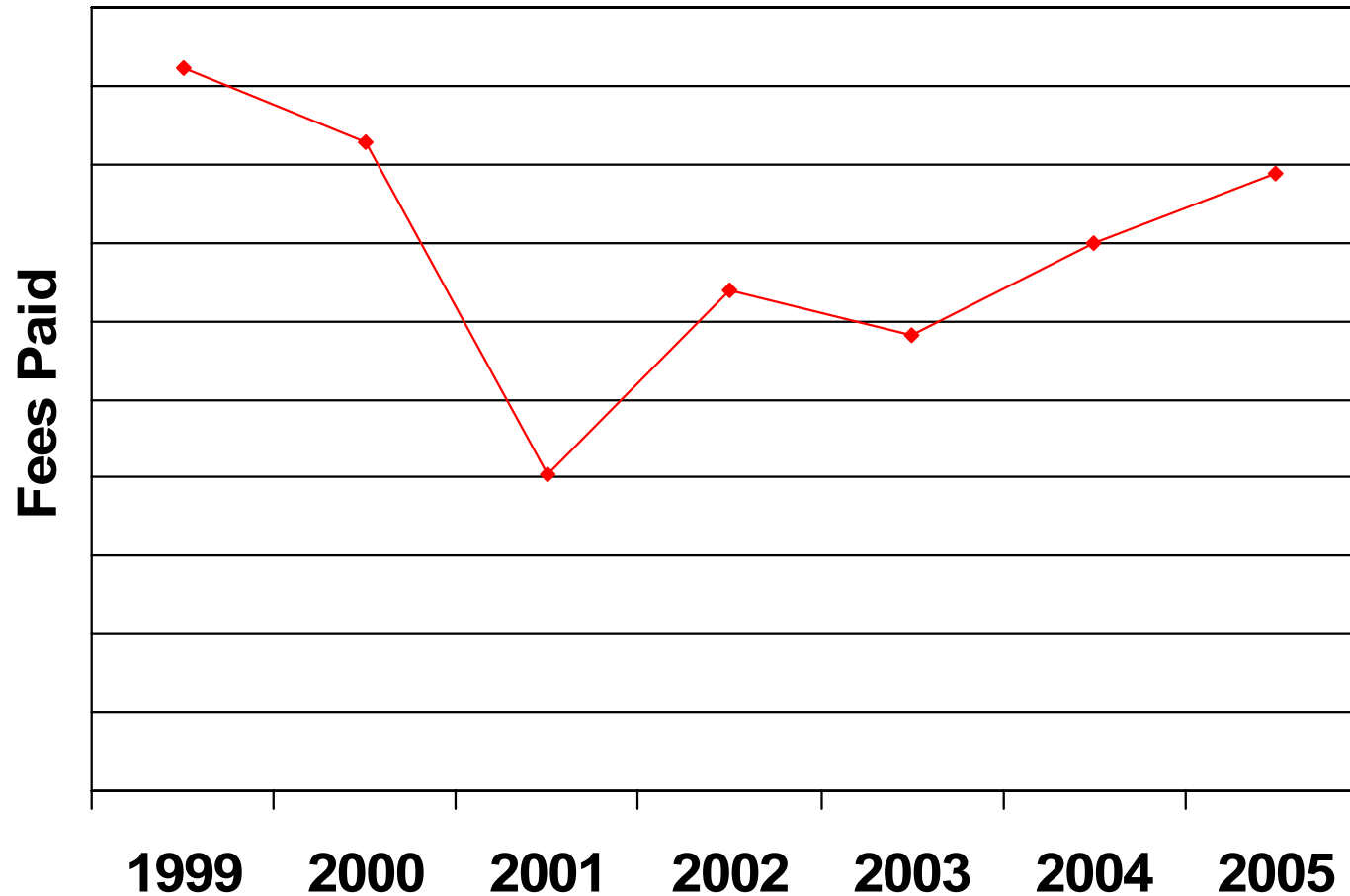
Total Settlement Amounts for all Closed Cases



Average Litigation Legal Fees Paid per Closed Case



Total Litigation Legal Fees Paid for all Closed Cases



\$1B Growth of business \$13.8B

RFP Process Dos and Don'ts