

NEW YORK STATE BAR ASSOCIATION

WE BRING YOU CLIENTS.

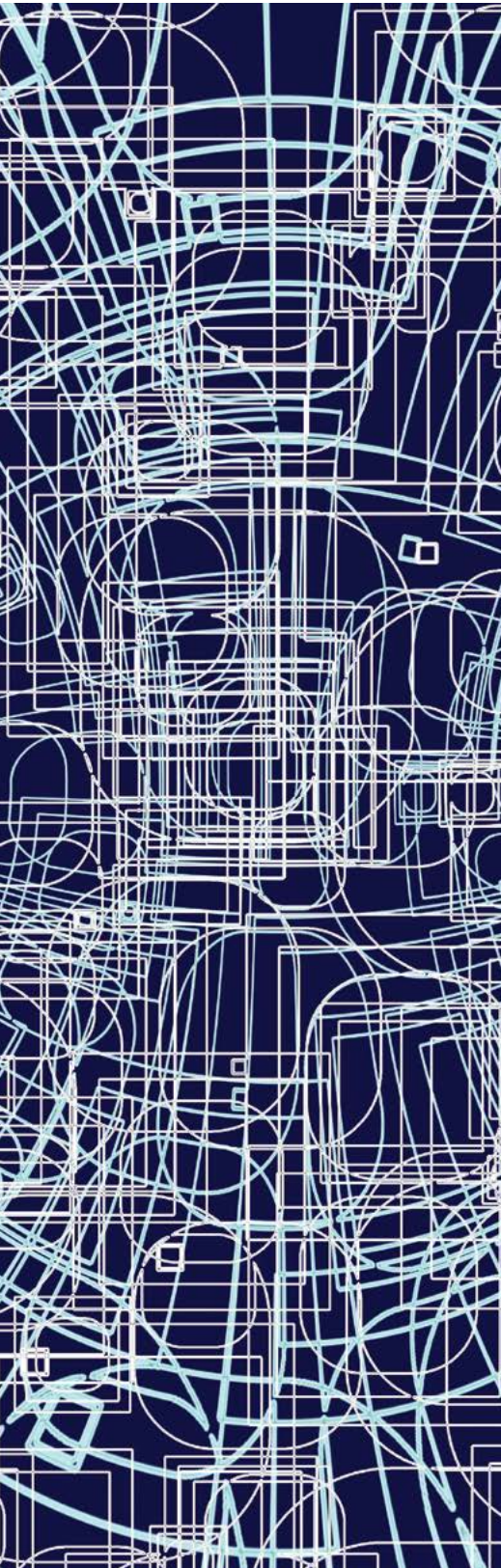
IMAGINE A WORLD WHERE
CLIENT DEVELOPMENT IS AS EASY
AS OPENING YOUR FAVORITE
WEB APP.

When you're growing your network, life is
good. We help solo and small firm
attorneys find new clients effortlessly.



1-800-342-3661
LR@NYSBA.ORG
[HTTPS://NYSBALRIS.LEGAL.IO](https://nysbalris.legal.io)





”

We must open our minds to innovative approaches and to leveraging technology in order to identify new models to deliver legal services.

- William Hubbard,
ABA President 2014 - 2015

Welcome to the future of lawyer referral.

In the past few months, the NYSBA LRIS team has embarked on an effort to transform the way we connect attorneys to new client opportunities. Taking cues from successful online marketplaces in other industries, we are launching a trusted lawyer referral marketplace run by the New York State Bar Association.

Driven by the belief that being connected with the right clients should be as frictionless as possible, we've integrated the latest in marketplace technology into the NYSBA Lawyer Referral and Information Service.

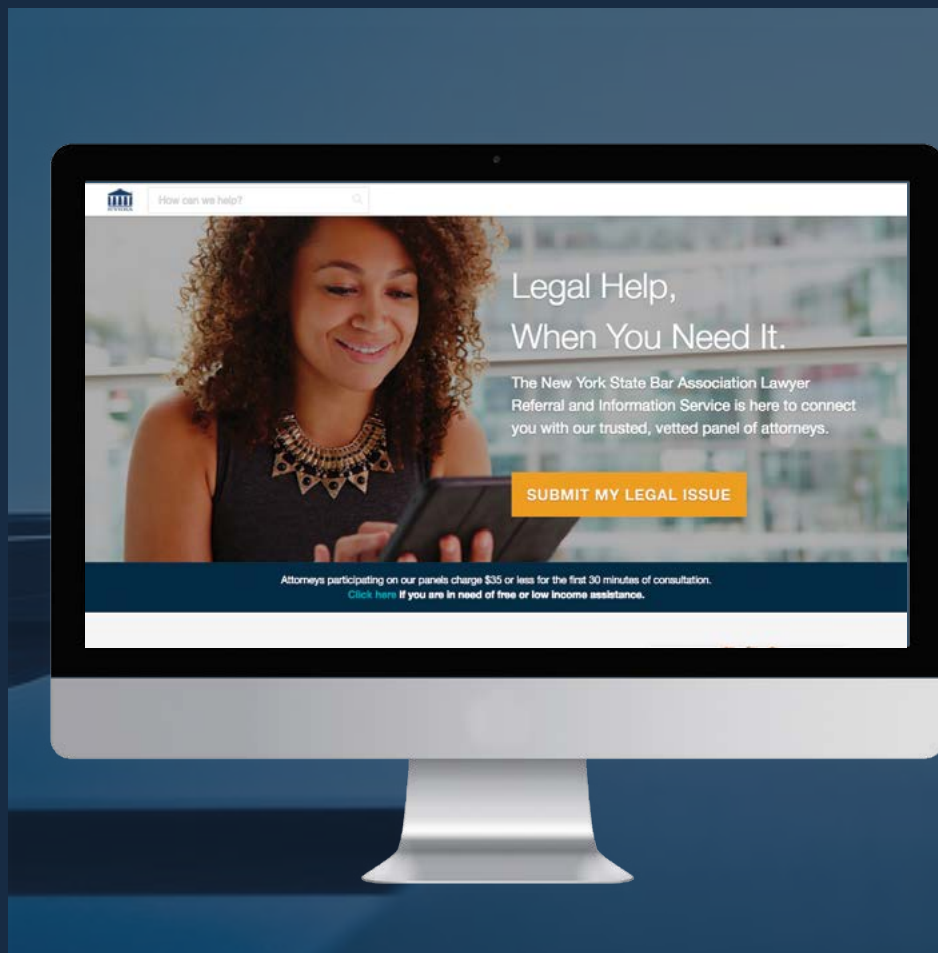
VETTED. CONSISTENT. TRUSTED.

LEGAL REFERRAL

As the world evolves, so does the New York State Bar Association Lawyer Referral and Information Service.

In the age of online marketplaces, the legal profession is experiencing a moment of opportunity. By deeply embedding these tools in our program, we have laid the foundation for seamless connection between our LRIS members and the public.


Better yet, the NYSBA LRIS meets the ABA Standards for Lawyer Referral. You can trust the growth of your practice to a top-notch referral service.




NEW, QUALITY REFERRALS
Our trained, experienced staff screens these calls and passes on the vetted legal matters to our panel members.



COST EFFECTIVE
With one low yearly cost to join our panels, our goal is for every attorney to receive referrals that allow them to earn back the cost of joining the panel and then some.



TRUSTED
Meets ABA Standards for Lawyer Referral.



WEB & MOBILE BASED
Our platform offers a range of benefits to members, including online access to your referrals and disposition reporting.

PANEL MEMBER

TESTIMONIAL



The LRIS really helped me grow my practice. Now that I have been in business for myself for more than 10 years, it's still a great way to find new clients.

Elena Jaffe Tastensen,
Law Office of Elena Jaffe Tastensen

Since 2004, Elena has devoted her practice exclusively to the representation of men and women in family and criminal matters.



\$6,200,000

ATTORNEY FEES GENERATED IN PAST 10 YEARS.

Our program will help you to grow your business and expand your existing client base by connecting you with an entirely new source of referrals.



10,000+

INCOMING CALLS CALLS

In 2016 we handled over 10,000 phone calls from the public. Our trained staff screens every phone call, directing the individual to a variety of resources.



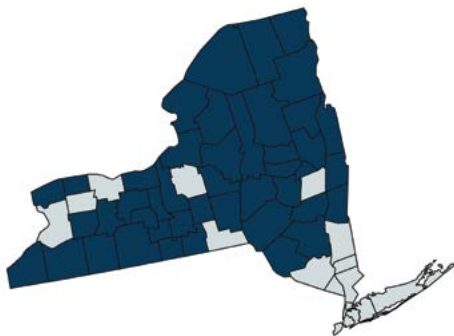
1,300+

CAREFULLY SCREENED CLIENT REFERRALS

During the 2016 calendar year the NYSBA LRIS program referred over 1,300 screened client referrals to our panel attorneys.

OUR STATISTICS

The LRIS has been serving the public for over 35 years and is designed to fill in the gaps where a local bar is not coordinating a referral panel. Currently our service covers 45 out of the 62 counties in New York State.



With a panel of 150+ attorneys, our program currently serves the New York counties highlighted above in blue.

To the right, you will see some statistics about our program.

HOW IT WORKS

THE PROCESS

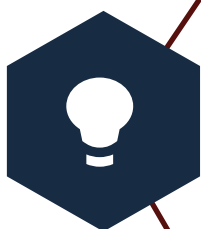


THE NYSBA LRIS DOES INTAKE, TRIAGE, AND VETTING OF REFERRALS

When a potential client contacts the New York State Bar Association Lawyer Referral and Information Service our staff will do an initial intake on the request, engage in a triaging process, and ultimately vet the referral to determine eligibility for submission to our panel members.

YOU RECEIVE REFERRAL OPPORTUNITIES VIA EMAIL

We send out the referral via email. When you receive a referral, you'll receive a brief summary and the opportunity to either accept or decline the referral.



UPDATE THE CONSULTATION STATUS

Ten business days after you accept a referral, you'll be automatically notified via email to log-in and update the status of your consultation.

ENGAGEMENT OUTCOME REPORTING & ONLINE PAYMENT OF REFERRAL FEES

For consultations that turn into engagements, we'll send you an email reminder to log-in and update the status.

When an engagement is finished, you can complete disposition reporting and payment of referral fees via your own easy-to-use online dashboard.



ANSWERS FOR FREQUENTLY ASKED QUESTIONS

In an effort to assist you and your staff with some common inquiries below are answers to frequently asked questions.



REFERRAL FEES

LRIS panel members agree to remit 10% of their entire fee if the fee is \$500 or more.



LRIS MEMBERSHIP FEE

LRIS panel members pay an annual fee of \$75 (\$125 for non-NYSBA members).

CONSULTATION FEE

When a client contacts the NYSBA LRIS we tell them to expect a \$35 per 1/2 hour consultation fee.



MALPRACTICE INSURANCE

Yes, LRIS panel members are required to provide proof of malpractice insurance in the minimum amount of \$100,000.

Do I have to have an office in the County that I want to receive referrals from?

Yes, attorney members must have an office in one of the counties we serve to be eligible to participate in our referral panel.



WHAT IF I CAN'T HELP A CLIENT THAT WAS SENT TO ME?

You can click "decline" on the initial email from the NYSBA LRIS. If you're already in the consultation phase, you should then refer the client back to the LRIS. A LRIS client can also be seen by another attorney in your firm but the referral will be tracked as a referral to you.



JOINING THE LRIS

You can apply by going to www.nysba.org/joinLR or calling 1.800.342.3661 emailing lr@nysba.org to have an application sent to you.



JOIN TODAY

Interested?

We'd love to hear from you!
Submit an application online or
speak with an LRIS coordinator
by emailing lr@nysba.org.

THE FUTURE OF **LRIS**

NEW YORK STATE BAR ASSOCIATION

1-800-342-3661
LR@NYSBA.ORG
[HTTPS://NYSBALRIS.LEGAL.IO](https://nysbalris.legal.io)