

 Primerus



— John C. “Jack” Buchanan  
Primerus President and Founder

*International Society of Primerus Law Firms  
Grand Rapids, Michigan*

“Your law firm’s most valuable asset is your reputation.  
Primerus selects only the highest  
quality law firms to join our society to protect and  
enhance the reputation you have  
worked hard to build.”

## Only the best

Primerus invites only the best law firms to join. After years of carefully selecting from among the world’s finest small and mid-sized law firms, we now have 180 member firms with 2,500 lawyers in nearly 50 countries. We submit potential firms to stringent screening before they are admitted, and then we continue to review their quality every year. Because of this, Primerus has become a global society that both members and clients know they can trust.





“I think the creation and publication of the **Six Pillars** has contributed greatly to the legal industry because clients who are aware of them are comfortable calling on **Primerus lawyers**, even those they do not know, to handle their legal matters knowing they are committed to the **Six Pillars.**”



— Duncan Manley

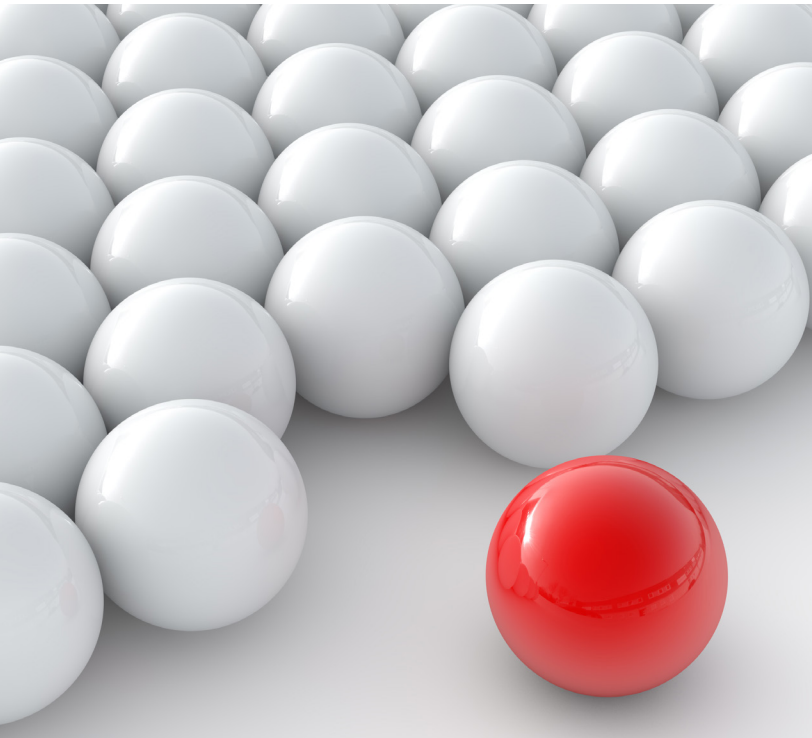
*Christian & Small  
Birmingham, Alabama*

## Six Pillars

When a group of lawyers formed Primerus in 1992, they wanted to hold law firms to the highest standards of integrity and professionalism. They were concerned about the deterioration of the legal profession they loved, and they wanted to do something about it. So they established the Six Pillars – a list of values that every Primerus member commits to following in their daily practice of law:

- Integrity
- Excellent work product
- Reasonable fees
- Continuing legal education
- Civility
- Community service

The result is a society of like-minded lawyers adhering to the highest standards of the profession. Member firms can rely on their Primerus colleagues, being assured they're following the Six Pillars. And clients tell us time and time again they confidently and consistently turn to Primerus firms because they embody these values.



“Primerus does all the work for us by **vetting** firms.

We know they adhere to the **Six Pillars** and that  
**we can trust them.** The legwork  
is already done for us, and **we can just**  
**focus on the case.** It’s been a  
tremendous tool for us.”



— Colleen Taylor  
Claims Administrator

*Werner Ladder Company  
Greenville, Pennsylvania*

## Leveling the playing field

Primerus helps your firm stand out from the crowd. When you join Primerus, you gain a valuable endorsement that propels you to the top in a competitive legal marketplace. Without Primerus, the world’s leading companies might overlook your firm, instead choosing a larger, international law firm. But Primerus levels the playing field. We give you all the advantages of those large firms – solid reputation, global geographic coverage, depth of expertise and practice areas. Plus you get to enjoy all the benefits of being small – lower operational costs, reasonable rates, flexibility, partner-level service and a personal touch. You cannot offer all that by yourself, but with Primerus you can.

“We have adopted Primerus as a go-to source.

We go to **Primerus first.**”

“With every one of the Primerus firms, not only did I get great service, but also **highly successful resolution or litigation** of the case.

To me, it was a no-brainer at that point.”



— Matthew Tegmeyer  
Claims Director

*Vericlam, Inc.  
Naperville, Illinois*

## Meeting new clients

Primerus goes far beyond a handshake when introducing your firms to new clients. Through events like the annual Primerus Defense Institute Convocation and efforts like the Primerus Client Resource Institute, we offer opportunities for clients and members to spend time learning from one another and developing relationships. We also have a partnership with the Association of Corporate Counsel, a global association with more than 40,000 members in 85 countries. Your firm reaps the benefits of these connections with our loyal clients who come back to Primerus firms time and time again.



“To think that there is a Primerus member firm virtually  
**anywhere**  
on this planet is incredible.

Primerus has enabled the small or mid-sized  
firm to practice on a different level  
because of the **contacts and**  
**relationships it encourages.”**



— Robin Lewis

*Mandelbaum Salsburg  
Roseland, New Jersey*

## New opportunities

As a Primerus member, you will encounter countless opportunities to develop new relationships with fellow members and clients. Whether it's attending the annual Primerus Global Conference, meeting with a fellow Primerus member when you're traveling through their city, or participating in one of our practice group webinars, you'll always be able to learn something and meet someone new. The hardest choice will be where to begin. You will sleep well at night knowing that Primerus is helping you create opportunities for new business.

“The opportunity for one-on-one interaction  
with **prospective clients** at Primerus events has enabled me  
to go from being one of the worst marketers in the history of the  
legal profession to being  
**very successful** at  
bringing in **new clients.**”



— Robert D. Brown

*Donato, Minx, Brown & Pool, P.C.  
Houston, Texas*

## A business development partner

Primerus is a trusted business development partner for your firm. We hesitate to use the word referrals, because what we bring to your firm is so much more. We offer you countless opportunities to build lasting relationships with clients and fellow attorneys that can lead to new quality matters for your firm. We also provide many marketing services, including a sophisticated search engine optimization program through our website which has proven results for member firms around the world. We also give your lawyers the chance to publish articles to a global client audience and opportunities for speaking engagements. With Primerus as your business development partner, you can focus on the day-to-day legal work knowing that we're always working on your behalf to promote your business around the world.



“We joined Primerus because we wanted to be able to offer our clients quality legal services worldwide. As a member firm, we are able to share knowledge and to refer our clients to the best lawyers and offer them specialized service all over the world.”



— Reinier Russell  
*Russell Advocaten  
Amsterdam, Netherlands*

## Global reach

In 25 years, Primerus has expanded to include 180 law firms in nearly 50 countries. Even the world's largest law firms cannot offer the global coverage we do. Not only does your Primerus affiliation increase the attractiveness of your firm to potential clients, it also allows you to provide services to your clients that you could not offer on your own. With Primerus, you have trusted colleagues around the world, ready to collaborate with you. By developing relationships with your Primerus partners, you open your firm up to countless new sources of legal work, as well as helping your clients when they have legal needs you cannot meet. Our global reach gives your firm a world of opportunities.





**International Society of Primerus Law Firms**

171 Monroe Avenue NW, Suite 750  
Grand Rapids, Michigan 49503

Toll-free Phone: 800.968.2211  
Fax: 616.458.7099  
[primerus.com](http://primerus.com)

