



**INCREASING
LIQUIDITY,
PROFIT,
AND SALES
AT YOUR LAW FIRM**



Running a successful law firm takes years of hard work—law school, bar exams, business licenses, and more. The details can be overwhelming before you even arrive at the point of worrying about liquidity, profit, and sales. And to ensure your investments of time and money into your career pay off, these are three distinct areas to consider. Here are our top three pieces of advice in each category.

Liquidity

Every business needs to consider liquidity. Here are some ways your law firm can improve its ability to meet obligations as they come due:

Collect a down payment at the beginning of an engagement. This will ensure that the client's money is covering at least some of the expenses.

Convert project-by-project clients to a retainer relationship where they pay a set amount of money per month for a certain number of services. Offer clients some kind of incentives, such as value-added services or a discount, to encourage them to shift to a retainer. This can help provide a steady stream of cash to the firm.

Prepare yearly forecasts that show cash flow levels at various points in time. Consider updating these forecasts on a monthly or bi-weekly basis. This can help prepare for potential cash shortfalls that may occur in the future.



Profit

Favorable profitability trends help ensure the longevity of your firm. Here are some tips for consistently turning a profit:

Track the costs associated with each case. Monitor the margins being generated on a case-by-case basis and plan for the future accordingly.

Determine your firm's knowledge capabilities and consider entering new markets based on the firm's employee skillset.

Find ways to reduce the attrition of associates. Often, an associate does not become profitable until his or her third or fourth year. Consider offering retention bonuses after the third and fifth year. Also, offer a good training program to new associates that can help with recruitment, retention, and productivity.



Sales

If you're looking to grow your client base, here are some top tips:

Use niche marketing and speak on topics within the firm's niche, such as criminal defense, to draw out potential clients. Join organizations that can help promote the firm and help it establish credibility.

Visit and talk with clients in their environment. Time with clients provides ideas on how to improve services while building loyalty.

Work to meet and exceed client expectations consistently.

Obtain testimonials from prior clients--and display them on an attractive website--and offer free consultation at the onset of client relationships.

Send out surveys along with thank-you notes to elicit feedback from past clients. This will help the firm to better understand client needs.

Of course, having the right accountant who understands how law firms operate is key to your success. Your accountant can help you streamline your operations and ensure that you are making decisions based on the right financial data. Call Lescault & Walderman, Inc. today to make sure that you have experts in law firm accounting on your team.



Here's How You Get The Competitive Advantage

1 SCHEDULE A CALL

Your time is valuable, and we don't want to waste it. Let's schedule a discovery meeting so we can discuss your needs and confirm there's a fit.

2 RECEIVE COMPLIMENTARY REVIEW

After you send us the requested accounting statements, we'll perform a complete review of your true financial condition.

3 REVIEW RECOMMENDATIONS

Working from our review, we'll provide clear and actionable recommendations for improvement related to your particular processes, software, and systems.

4 ENGAGE US AS YOUR OUTSOURCED ACCOUNTING SOLUTION

If you approve of our recommendations, you'll sign an engagement letter and we'll draft a scope of work to accomplish our recommended improvements.

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