

OUR NEW, REVOLUTIONARY

# 5-Point Client Advantage Plan

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PREDICTABLE | PROACTIVE | FASTER



## **“Why didn’t the shark eat the lawyer?” “Professional courtesy.”**

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If you try to get a rise out of an attorney with a joke like that, prepare to be disappointed. They’ll answer with a dozen more jokes – even worse. And yes, every attorney knows Shakespeare wanted to kill all the lawyers. We are keenly aware of the reputation that precedes us. For too long – centuries, if Shakespeare is our guide – it has felt like attorneys and even their clients are on opposing sides. Every lawyer agrees it’s a sorry state of affairs. But no lawyer has changed it to make it better for you, the client.

UNTIL NOW





# At InPrime,

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...we wanted to do more than commiserate.  
**We decided to change the model. Entirely.**  
Including assuring you of a 10-times return on every penny you spend with us. You heard me right. A 10-fold ROI. How do we ensure that?



## Our new approach, the **5-Point Client Advantage Plan**

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### **Advantage 1**

Flat Monthly Fee (No More  
Expensive Surprises)

### **Advantage 2**

We're Proactive—Not Reactive

### **Advantage 3**

We're Problem Solvers – We  
Do It Right, We Do It Fast

### **Advantage 4**

Our Priority is Profits: Yours –  
Not Ours.

### **Advantage 5**

ROI – A Minimum 10x Return  
on Your Investment



FOLLOWED BY ALL LAW FIRMS



# The Traditional, Old Model for The Practice of Law

INEFFICIENT | SLOW | COSTLY

First, let's start by outlining the current lawyer model - used by all firms - which is inefficient, slow, costly - and saps your patience, time, and money:

## Step 1: Something Bad Happens

Perhaps a client refuses to pay or breaches a contract. You know, all too well.

## Step 2: It Gets Worse

People try to fix the problem on their own. But oftentimes, things just escalate. Time passes, tempers flare, and positions entrench.

## Step 3: Someone (Finally) Calls A Lawyer


By now, there is a pile of angry correspondence, and it's "bad enough" to bring in the lawyer. Then.... you wait.

## Step 4: Nothing Happens Except Lawyers Get Checks

Before you're aware, months go by. You're writing checks for legal fees, down to six-minute billing increments - twelve minutes for this phone call, another two hours of research for a memo you'll never read - yet no progress. But, the bills keep coming.

## Step 5: Resolution is A Hollow Victory

And when the problem is resolved, all that money and time, you wonder if it was worth it. That's what you think... IF you won.



No wonder people hate lawyers.

# The Old Model Has 5 Fundamental Flaws...

...All That Hurt You.



## First,

Hourly billing means an **attorney has no incentive to solve a client's problem quickly.** That's nuts – you want and deserve fast solutions.

## Second,

You pay for time spent, **not** results achieved or value gained. That's a horrible deal for you.

## Third,

Lawyers aren't held accountable to giving you more value than you paid for. In fact, they don't compute any return-on-investment whatsoever. **Every business deserves to know the ROI – but lawyers don't provide it to you.**

## Fourth,

Every time you call your lawyer with a question – or they send you a quick email – **the clock is ticking and you get a bill for tiny increments of time.** Don't you hate that? It's splitting hairs. It makes you not want to call – even when you **need** them.

## And Fifth,

Because a client doesn't want to throw money down the proverbial legal rabbit hole, they try every alternative before calling counsel. This inaction can worsen the situation. **So, by the time the lawyer is brought in, it's too late and it's going to be expensive.**







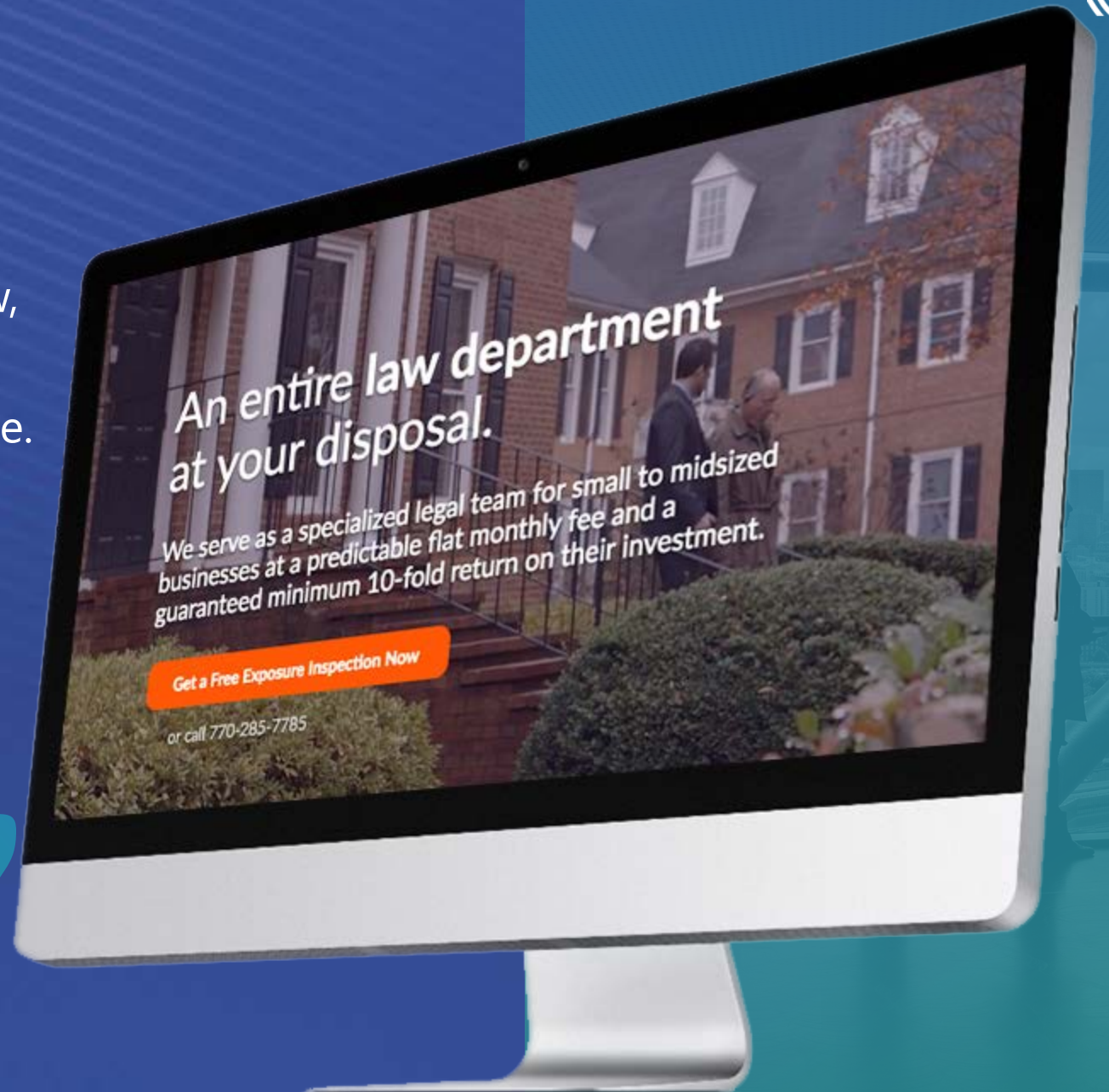
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There they are – 5 reasons the current **lawyer model is wrong for you** – too slow, way too expensive, no accountability, no documented ROI, and no proven value.

So, we at InPrime created a new, revolutionary approach.

We call it the **5-Point Client Advantage Plan.**

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We are true advocates for our clients. And our radically different,  
**5-Point Client Advantage Plan** for legal services goes like this:





## Client Advantage 1:

# Flat Monthly Fee

(No More Expensive Surprises)

### We charge a flat monthly fee.

That helps you – with predictable costs. This also forces us to be more efficient lawyers on your behalf.

With a flat monthly fee, we're incentivized to fix your legal issues fast. And thoroughly – so they stay fixed. Because that's what's best for you – fast, thorough, less expensive solutions.

Honestly. You'd be amazed how much time lawyers waste, filling out time sheets. We don't have to do all that. Which means, unlike other firms, we don't spend hours every day billing clients. We spend our day serving them.







# We Want to Prevent Issues Before They Even Occur

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## Client Advantage 2:

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## We're Proactive, Not Reactive

With InPrime, business law is no longer reactive, where you're just waiting for things to go awry. Now, you and we can be *proactive*. Give us every contract, every loan document, every proposal, every letter of intent, all compliance regulations, give us your employee handbook, every job description, anything – and let us review and improve them all – because we want to *prevent* issues before they even occur. And why wouldn't you give them all to us? Remember, you're not paying us by the hour.

What a huge win for you! Inexpensive prevention today always beats expensive, surprise catastrophes tomorrow.



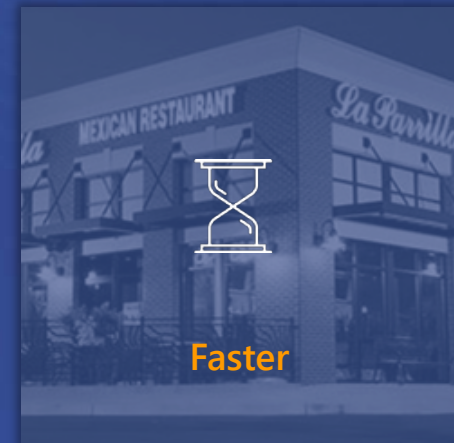


## Client Advantage 3:

# We're Problem Solvers

### We Do It Right, We Do It Fast

Since there's no financial incentive for us to drag something out, you can trust we'll be efficient and effective. We solve your problems. And, we'll do it right, right now.





## Client Advantage 4:

# Our Priority is Profits: Yours – Not Ours

**We're business people first...**

...who just happen to be lawyers. What that means to you is, we "get it" that winning legal battles isn't really a win if you lose a ton of money in the process. Your profits matter greatly to you, and as business people ourselves, we put your profits ahead of our own.

Now you may be thinking, *"Well, that sure sounds nice, but how can you prove it?"* Well, here's the proof...







## Client Advantage 5:

# ROI – A Minimum 10x Return on Your Investment

### The Rate of Return on Investment

Any smart executive wants to see – deserves to see – the rate of Return on Investment (e.g., ROI). But in the old model, you wonder if the return was worth the investment. And you're given zero proof it was. Well, wonder no more.

Listen to this. We expect you to have a minimum of a 10-fold return on your fees. I'll say it again – a **minimum 10-fold return**. And we will document exactly how much our proactive approach has benefitted you – in litigation thwarted, compliance completed, and better contracts negotiated. We challenge you to find another law firm that does this.

And if we can't get you a minimum 10-times ROI, then our profits don't matter, because you'll be out the door. Neither of us win if that happens.





# Well, there you have it.

It's about time someone re-invented the broken lawyer model. And we did it.

Does our groundbreaking **5-Point Client Advantage Plan** sound like something you'd like to investigate more? And take advantage of?

Then there's only one step left to take. And that's for you to contact us today to learn more about how we can help your business.

[WWW.INPRIMELEGAL.COM](http://WWW.INPRIMELEGAL.COM)

Email Us at  
[team@inprimelegal.com](mailto:team@inprimelegal.com)



Call Us Today  
(770) 285-7785



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