

Best Lawyers®

# Best Law Firms®

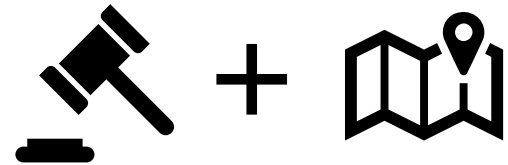
Clients & Professional Reference Submissions

Webinar

March 2023

# Best Law Firms Scope & History

- Best Lawyers was founded over 40 years ago.
- We began highlighting law firm excellence in 2009.
- This year marks our 14<sup>th</sup> edition of Best Law Firms rankings.
- Rankings are segmented by your firm's practice areas, office locations, and coverage.
  - Breakdowns:
    - National or Regional Metro
    - Practice Area
    - Tier 1, 2, or 3
- Practice Areas:
  - All awards are based on a firm's excellence in a specific field:
    - We award in 127 practice areas for Metro rankings
    - We award in 75 practice areas for National rankings
- Geography:
  - Metropolitan areas are defined by assessing the population of eligible law firms geographically to guarantee enough comparative data to produce accurate results.
  - We produce awards in 188 metropolitan regions.

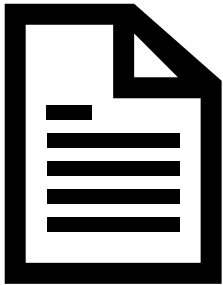


# Best Law Firms Eligibility

- Eligibility is fed by our Best Lawyers awards.
  - Your firm is eligible for a Best Law Firms ranking when you receive an individual Best Lawyers award in a particular practice area and metro location.
    - Your firm must have a lawyer recognized in the **current edition** of *The Best Lawyers in America*® to be considered for the **upcoming edition** of Best Law Firms
    - Example:
      - Ms. Amy Adonde is recognized in Best Lawyers for her excellence in Family Law in Austin.
        - Her firm is now eligible for a ranking in Family Law in Austin.
      - Her firm also has an office in San Antonio. But none of the San Antonio lawyers are recognized in Best Lawyers yet, so the firm is not eligible for a ranking in San Antonio.

# Research Methodology

These data points are used to determine your firm's rankings:



Law Firm  
Survey



Firm  
References



Lawyer  
Votes



Reference  
Feedback



Law Firm Leader  
Interviews

Submitted by Firms

Submitted by Best  
Lawyers'  
recognized  
lawyers

Submitted by  
clients and  
professional  
references

Conducted by  
invitation to  
leaders at firms  
with National  
Tier 1 Rankings

# Research Timeline

**January 19, 2023**

"Submission  
Packets" sent to  
firms

**April 20, 2023**

"Reference  
Surveys" sent

**May 19, 2023**

"Reference  
Surveys" due

**November 2, 2023**

Public release of  
the 2024 edition

**March 31, 2023**

References due

**May 5, 2023**

"Law Firm Surveys"  
due

**July 20, 2023**

Embargoed  
release of the 2024  
edition

# Deadline Approaching

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# Clients & Professional References

- Firms submit clients and professional references to give feedback on the firm's work in a specific area.
- We recommend firms provide **at least five references** per practice area and office location.
- Due to the sensitive nature of some types of law, firms can also submit professional references. These are typically:
  - Judges
  - Expert witnesses
  - Other attorneys
  - Subject matter experts
  - Other professional relationships

# Clients & Professional References

- What information do we need?
  - Reference's name
  - Reference's email address
  - Area of practice they can provide feedback on
- Where do I upload our client references?
  - Through your personal Firm Admin Portal
  - You can add individual names or upload an Excel template with all reference names

## Firm Administration



Firm Profile



Reports &  
Surveys



Logos



Client/Professional  
Reference  
Submission



Client  
Comments



Press Release  
Generator



Lawyer  
Management



**NEW!**  
Online Store





# Clients & Professional References

- What will you ask our clients?

## Instructions

Rate the firm's work based on six areas of criteria:

- **Expertise** - Evaluation of this firm's legal expertise and skills.
- **Responsiveness** - Evaluation of this firm's responsiveness and communication skills.
- **Understanding** - Evaluation of this firm's understanding of your business and its needs.
- **Cost-Effectiveness** - Evaluation of this firm's cost-effectiveness and cost-consciousness.
- **Civility** - Evaluation of this firm's professional integrity and civility.
- **Reference** - Evaluation of your willingness to refer a friend to this firm for a matter in this practice area.

Use the following Voting Scale as a guide to your ratings:

- 5 ★ **Excellent** - firm shows excellence in this specific area
- 4 ★ **Good** - firm is strong in this specific area
- 3 ★ **Adequate** - firm is adequate in this specific area
- 2 ★ **Poor** - firm needs improvement in this specific area and I probably would not recommend their work
- 1 ★ **Very Poor** - firm needs great improvement in this specific area and I would not recommend their work
- Do not know** - I do not know this firm's work in this specific area well enough to comment

# Clients & Professional References

- How will we contact your references?
  - Your references will be sent a personalized survey link by email on April 20<sup>th</sup>
- Can I see how many references respond?
  - Yes! Access your live Client/Reference Participation Report for real time updates.

## Law Firm Reports & Surveys

### Reports

#### "Best Law Firms" Rankings

*This report contains your firm's current "Best Law Firms" Rankings.*

#### "Best Law Firms" Previous Edition Rankings

*This report contains your firm's "Best Law Firms" Rankings from the previous edition.*

#### "Best Law Firms" "Law Firm of the Year" Report

*This report shows a historic record of your firm's "Best Law Firms" - "Law Firm of the Year" awards.*

#### "Best Law Firms" Eligibility Report

*This report shows the practice areas and geographic locations that your firm is eligible to receive.*

#### "Best Law Firms" Previous References

*This report contains all references submitted for previous editions of "Best Law Firms."*

#### Client Survey Participation Report & Resend Survey Tool

*This report shows the clients and references that have participated in this year's Client and Reference Survey. Additionally, you can resend a survey to any reference at any time through this page.*



# Clients & Professional References

- What if I need to edit reference information?
  - You can make any edits through the deadline of March 31<sup>st</sup>.
  - After the deadline, contact us to update reference information.
- What if my reference didn't receive their email survey?
  - You can contact us to resend; or
  - You can use the brand-new tool to resend individual surveys through your Firm Admin Portal
- What comes after client/professional reference surveys?
  - Your "Law Firm Survey" is due May 5<sup>th</sup>.

# Attendee Submitted Questions

- What do we recommend for a family law firms, since their clients might not want to participate?
- Can a firm submit names of other lawyers outside their own firm as references?
- What do we do if our firm name changes or lawyers join/leave the firm?
- How can we prevent reference fatigue?

# Additional Assistance?

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