



Can You Hear Me Now? Listening to
Lawyer Referral Trends and Remaining
Relevant to Your Members and Market

The SDCBA Lawyer Referral & Information Service (LRIS)

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SET THE BAR HIGHER.™

What is the SDCBA's mission?

The mission of the San Diego County Bar Association is to be San Diego County's representative of the legal profession, serving the public and the profession by enhancing the legal system and promoting justice, professional excellence and respect for the law.

What is the LRIS' mission?

The mission of the SDCBA LRIS is to provide:

- A way to refer individuals and businesses to a qualified, insured lawyer who is able to render needed legal services;
- An information resource about lawyers and the availability of legal services which will aid the public in their selection of a lawyer;

What is the LRIS' mission? (continued)

- Information to the public concerning when and where to seek legal and dispute resolution services; and
- Improved access to legal services by the public.

Lawyer Referral in California is:

- Regulated by statute and certified through the State Bar of CA. This determines some aspects of how we operate and what we can do.
- Rules are extensive and include the need for a rotation of attorneys on a panel, as well as counselor involvement with every referral.

The SDCBA's LRIS is:

A nonprofit service meaning that all of the proceeds are used either to run the service or for public service activities fitting within the service's mission.

The SDCBA's LRIS is Very Successful:

- On track for 35,000 public inquiries to the LRIS by phone, email and live chat (no in-person referrals) in 2017;
- About 1/3 of public inquiries are referred to public agencies and other non-profit service providers;
- The remaining 62-65% of calls are referred to attorneys.

The SDCBA's LRIS Public Service:

- 30 teams participated in the SD High School Mock Trial Competition done in conjunction with the courts;
- Hundreds of students K-12 participated in the Poster and Video contest for Law Week;
- Hundreds of military members assisted through the pro bono program based on the Servicemembers Civil Relief Act.

The SDCBA's LRIS Public Service: (continued)

- Modest means program for family law cases;
- Information given at more than 8 public events for seniors, military and others in the first half of 2017 (targeted groups);
- Hundreds of military members will be assisted through the pro bono program based on the Servicemembers Civil Relief Act (SCRA).

The SDCBA's LRIS competes favorably in our locale:

- There are other CA certified referral services that operate locally, but we do not consider them competition;
- Major competition comes from the “non-certified” advertisers of unlicensed referral services and intermediary contractors of services;

The SDCBA's Marketing & Outreach:

- Branding of the SDCBA, the LRIS and ongoing marketing;
- Significant ad spends over the last year or so:
 - Radio (English and Spanish);
 - Print in social business publications; and
 - Movie theaters (not productive for us).
- Social media

How does the SDCBA want to be perceived:

- We are THE hub of San Diego's legal community.
- Our programs and services add value to an individual's law practice.
- We connect lawyers others in the profession to one another, and encourage dialogue on important matters that affect the practice of law.
- We connect the public to attorneys and other resources.

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Key Messages for the Public

- When you need a lawyer, the San Diego County Bar Association is the authority.
- The SDCBA is your resource on legal issues in San Diego County, and we are here to help you
- Finding a quality lawyer you can trust can be a complicated process. The SDCBA can put you in touch with a lawyer who has been prescreened by the Association and is knowledgeable in the area of the law that applies to your matter.

Samples (see handout materials):

LOOKING TO GET **HIRED**
BY NEW CLIENTS?



There are 1,300,705 licensed lawyers in the United States and 254,592 in California.

How will potential clients find you?

Create more visibility for you and your practice through the SDCBA, the only place in San Diego County where consumers have the security of knowing their lawyers have been pre-qualified by their local bar association.

SAN DIEGO COUNTY BAR ASSOCIATION
Learn more at www.sdcba.org/raisemybarprofile



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What does our brand look like?



BARCENTER AT401

SAN DIEGO COUNTY BAR ASSOCIATION
LRIS
LAWYER REFERRAL AND INFORMATION SERVICE

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Please reach out if we may be of assistance
because together we are stronger!