



# LAWYER REFERRAL SERVICE

Serving Monterey County | State Bar Certification No. 0046

## ABOUT US

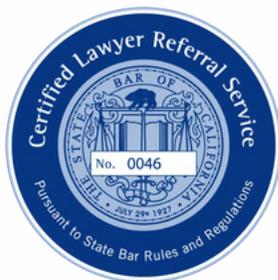
### WHO WE ARE

The Monterey County Bar Association (MCBA) invites you to join its Lawyer Referral Service (LRS). The purpose of LRS is to serve Monterey County residents regardless of income and improve the quality and affordability of legal services. Our vision for LRS is to increase access to justice by providing a single access point for referrals to legal services. MCBA's LRS is certified by the State Bar of California, certificate number 0046, and operates in compliance with the California State Bar Rules and Regulations.

## HOW DOES THE LAWYER REFERRAL SERVICE WORK?

### OUR MISSION

LRS is a public service to those who are in need of legal representation and require assistance with selecting the right lawyer. When a potential client calls LRS, a trained representative, bilingual in English and Spanish, conducts an intake. Based on the legal issue described, the caller is referred to one of our qualified panelists with experience in that practice area. If our panelists are unable to assist a caller, we provide appropriate referrals to other services and agencies that can assist in their matter. Callers pay a nominal fee of \$50 to LRS when referred to one of our panelists. The caller then contacts the panelist for a thirty-minute consultation to discuss the case. LRS panelists may contract with an LRS referred client for services to be rendered beyond the thirty-minute consultation at the panelist's regular fee schedule. LRS panelists will then forward to LRS ten (10%) percent of fees collected.



## ATTORNEY REQUIREMENTS

### HOW TO JOIN LRS?

To qualify and serve as an LRS panelist, the attorney must meet certain minimum qualifications:

- Be active and in good standing with the California State Bar;
- Maintain and provide to LRS a copy of professional liability insurance coverage of not less than \$100,000/\$300,000;
- Agree to abide by the California State Bar Rules and Regulations and MCBA's LRS Rules, Qualifications and Procedures; and
- Pay LRS membership and panel fees.

Download MCBA's LRS 2024 Application; MCBA LRS Rules, Qualifications, & Procedures; and California State Bar Rules (Title 3, Division 5, Chapter 3).

Send your completed application to

[lrs@montereycountybar.org](mailto:lrs@montereycountybar.org) or mail it to our address below along with your payment.

## WHY CHOOSE MCBA'S LAWYERS REFERRAL SERVICE?

### INCREASE CLIENTELE

The LRS has been sponsored in Monterey County for over 22 years.

The courts, government agencies, community organizations and attorneys refer the public to the LRS. Panelists have the opportunity to develop an ongoing relationship with the LRS referral beyond the thirty-minute consultation, which helps lead to new business.

### GUARANTEED RETURN ON YOUR INVESTMENT

Our panelists express their satisfaction of having joined the LRS.

While the rate of return varies, the return more than covers the cost of what attorneys would pay in advertising services.

### REASONABLE PRICE

Some attorneys spend thousands of dollars joining other globally-marketed services to promote their practice. The amount of money and time required to join the LRS is small in comparison to those services. MCBA members pay an annual fee of \$175; non-members pay \$250, plus minimal panel fees to join LRS.

### ANNUAL STATISTICS

LRS screens over 2,500 calls annually!! The top categories are:

1. Family law;
2. Probate (estate planning/wills/trusts);
3. Property;
- and 4. Personal Injury.



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