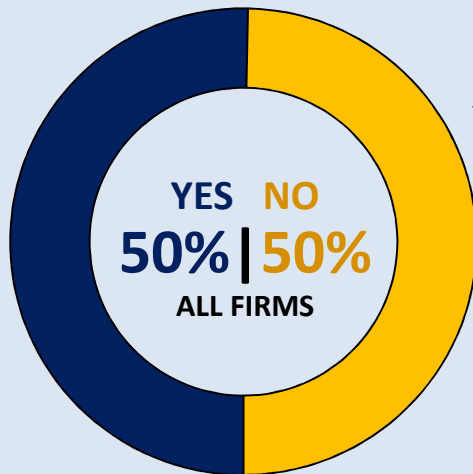


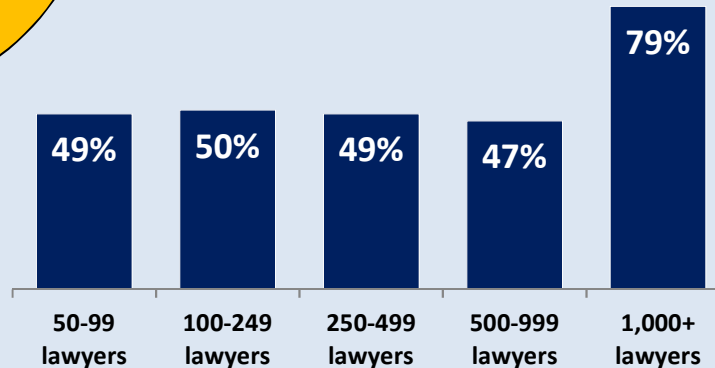
LAW FIRM DIFFERENTIATION

Is your firm clearly and specifically differentiated from competitor law firms?



We asked law firms to candidly assess if they project a distinct and compelling advantage that is clear to clients and differentiates them from similar firms.

YES
BY FIRM SIZE



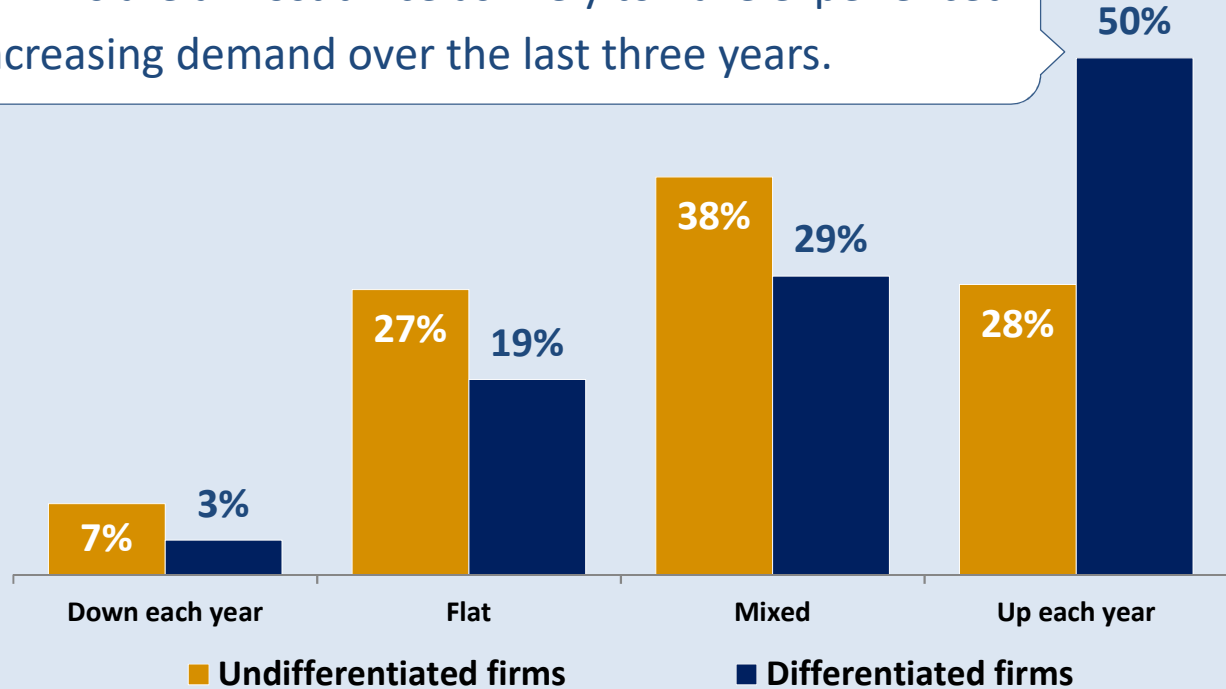
SOURCE: 2018 LAW FIRMS IN TRANSITION SURVEY • WWW.ALTMANWEIL.COM/LFIT2018

Does it matter?

DIFFERENTIATION & DEMAND

Over the last three years, how has demand for your law firm's services changed each year?

Differentiated firms are almost twice as likely to have experienced consistently increasing demand over the last three years.



Clients reward differentiated firms with more business.

SOURCE: 2018 LAW FIRMS IN TRANSITION SURVEY • WWW.ALTMANWEIL.COM/LFIT2018