

## Market Research Services

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Converting business intelligence into strategy and action requires a sound understanding of the circumstances and trends driving the legal market and the industry segments your firm serves.

Altman Weil has managed hundreds of research projects for law firms involving strategic planning, business development, merger opportunities, competitive analysis and strategic investment.

### Our Market Research Services include:

- **Strategy Formulation:** We help law firms develop meaningful, achievable development plans at the organizational, departmental and individual levels. We can tell you what's happening in your market and how your firm can make its strengths pay off.
- **Opportunity Evaluation:** We help you balance your intuition with facts, assess the viability of various business strategies and plan strategically based on hard data.
- **Competitive Analysis:** Don't let your competitors get out front! Tracking your peer firms' expansion, hiring, affiliations and marketing efforts can help point out your own opportunities and challenges.
- **Business Development:** Lawyers often try to market their services without first understanding clients' needs, the competition or current market forces, and as a result fail to achieve their development goals. We arm you with concise research reports that help you connect with prospects and speak to their needs. We also help firms focus their target lists and streamline their cross-selling activities by identifying and investigating high-potential companies, industries and individuals.
- **Merger Candidate Searches:** Whether you are looking to acquire a smaller firm, join a larger one, or achieve specific expansion goals, finding firms with the right attributes for your 'short list' is critical. Altman Weil will combine publicly available data with our insider knowledge of the legal market to help you identify, screen and approach law firms that best meet your profile in markets across the U.S. and internationally.

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- **Client Surveys:** Understanding your clients' needs and perceptions is critical to effective strategy development, practice management and marketing. Altman Weil utilizes in-person interviews, telephone surveys and written questionnaires to help your firm improve client relationships, assess your market and develop clear, effective action plans based on your clients' own input.
- **Decision Support:** Our fact-based approach to market research and consensus building helps law firm management support, explain and act on their decisions.

### How You Benefit:

By tapping into Altman Weil's extensive market knowledge and industry experience, you will make more informed business investment decisions that improve your firm's bottom line.

*See why Altman Weil is the leader in legal consulting. Visit [www.altmanweil.com](http://www.altmanweil.com) or call (610) 886-2000 to learn more about our services.*