

5 Best Practices from Law Firms that are Growing and Succeeding Boldly

Some of the most successful law firms in the country are enjoying exponential growth because they're financing with Esquire Bank. Here's how these firms are investing in growth – and how you can succeed boldly, too.

1

Finance Case Costs to Deliver Greater Client and Case Value

Finance case disbursements through a case cost line of credit. You'll free up cash to invest in your cases, attain quality experts, and hire adequate litigation staff to deliver the best results for your clients.



2

Accelerate Revenue Through Marketing Initiatives

Invest in lower-cost case acquisition tools such as digital marketing. Hire experienced marketing professionals to get your brand in front of the right audiences – and to fuel your growth.

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Referrals once accounted for roughly **85%** of cases. Then the firm invested capital from case cost financing to build a high-performing marketing department.

The Result:

365% revenue increase over a three-year period

3

Reinvest in Business Operations

As your law firm looks to grow in scale, start to put the three core business functions (IT, marketing, finance) in place, along with the help of a trusted COO. This framework will support your thriving business, so you can focus on what you do best: practicing law.



4

Expand into New Geographic Locations and Practice Areas

Finance your strategic growth and expansion plans into lucrative practices areas to seize opportunities as you recognize them.



The financing benefits of having access to case cost line of credit facilities helped fuel the law firm's exponential growth.

The Result:

- Doubled the size of the practice
- Expanded the firm's geographic reach from **5 to 17 states**

5

Modernize Your Law Firm's Technology

Investing in technology is critical to competing in today's fast-paced world. Putting the right systems in place will make your firm run smoothly and set you up for bold success.



- Case Intake
- Client Communications
- Case Management



Fortune Favors the Bold

Want to dig deeper into these best practices? **Download our eBook, 5 Best Practices from Law Firms That Are Growing and Succeeding Boldly,** and get the full story.



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