



9 Questions to Test the Quality of Your Legal Lead Service

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As many law firms discover the hard way, not all legal lead services are created equal. Worse yet, it can be hard to tell the difference. The way lead companies work can seem vague and mysterious.

There's a good reason for the vagueness. Potential clients often ask, with good reason, to see examples of landing pages being used by a lead service so they can understand how well the leads are being vetted. However, because the industry is so competitive, it's too risky for most companies to disclose them. Even honest vendors have to maintain an air of mystery to protect their business.

Where does that leave the attorney? We want to give you some insider advice to guide your way. What follows is a set of litmus test questions that any legal lead company of quality should be able to answer. Hopefully, this guide will improve the odds that your hard-earned marketing budget is well spent.

1) Do you use co-registration?

Co-registration basically means that someone visited a business for a product and was then convinced to give permission to hear about products from a second company. The two companies are exchanging contact information. An example might be when you book a hotel and agree to get information about car rentals or nearby tourist attractions.

We could easily write a few more posts about why this doesn't work for legal leads, but the main thing is this. You need a legal lead to be actively seeking help, not considering it as an after-thought. You also need a legal lead to have taken some time and consideration in filling out a form to be properly vetted, which can't happen by simply clicking a "send me more information about..." box.

2) Do you "incentivize" your leads?

This is pretty straightforward. The lead is given an incentive to convince them to submit their contact information. The classic example is being entered into a contest of some kind. The problem here is obvious. The genuine concern or need on the lead's part is immediately called into question.

3) Are you Bar compliant?

4LegalLeads consults with attorneys to be sure we are compliant with bar regulations in every state.

4) Do you use terms like this in your advertising, "Free Advice", "Pro Bono", or "Free Aid"?

Those are red flag terms that lead to a much higher volume of invalid leads.

5) Do you require consent from the lead to be contacted?

This is a must – for both legal and quality-control issues.

6) How do you verify the accuracy of the information?

They should have something in place. 4LegalLeads uses a third party verification system, and we have staff who personally follow up on any lead form that isn't complete.

7) Are your leads exclusive?

Many lead providers will distribute their leads to more than one attorney at once. This forces their clients into competition with one another while they collect multiple fees. Often, this is how they manage to offer what seems like a great deal on pricing. In contrast, we believe that when an attorney receives a lead, they deserve to know they are the only one who received it from the company who sent it.

8) How does your refund process work for invalid leads?

For example, 4LegalLeads offers a 5-day window for returns. Returns are credited if the lead submitted but was not looking for an attorney, if the lead's contact info is inaccurate, or if the lead already has an attorney. We give fair consideration to other issues that come up as well. A good firm should have a reasonable and understanding approach to processing returns.

9) Do you require a contract?

Simply put, a lead service should be confident enough in their product to not need a contract. 4LegalLeads has no contracts, no auto-billing, and offers a prorated refund of a partner's account balance with 24 hour notice.

By the time you've run down this list, you should have a good sense about what kind of company you are dealing with. In the end, A good firm will do all they can to provide you with information so long as it doesn't endanger or expose their business to the competition. A good firm will welcome your questions with goodwill and hospitality.



Since 2001 4LegalLeads has specialized in delivering prospective legal clients to the industry through targeted legal leads. All of our legal leads are exclusive, real-time, and are actively seeking legal help. We handle all lead tracking to final delivery, ensuring the highest quality. Advanced targeting options combined with our powerful Backoffice Distribution System help grow legal businesses to the next level. Learn more at 4LegalLeads.com.