

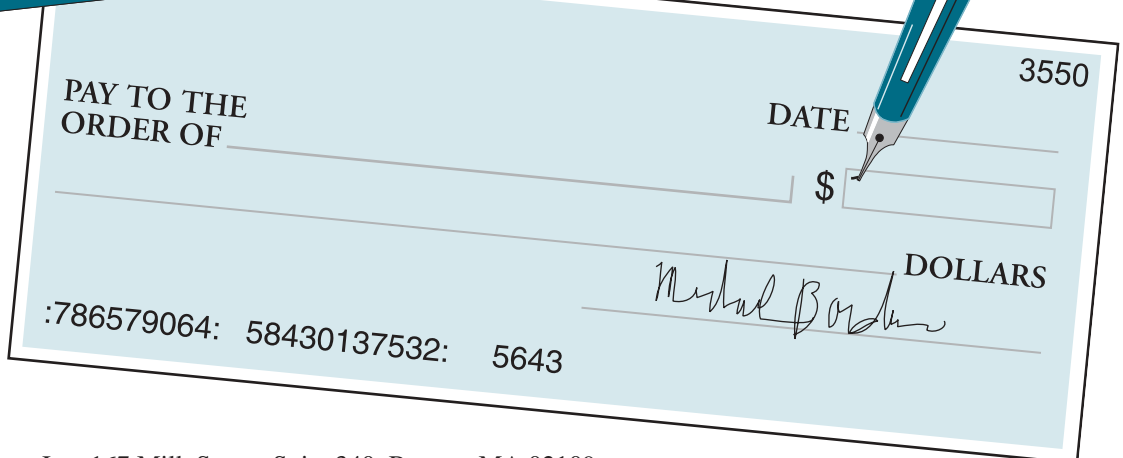
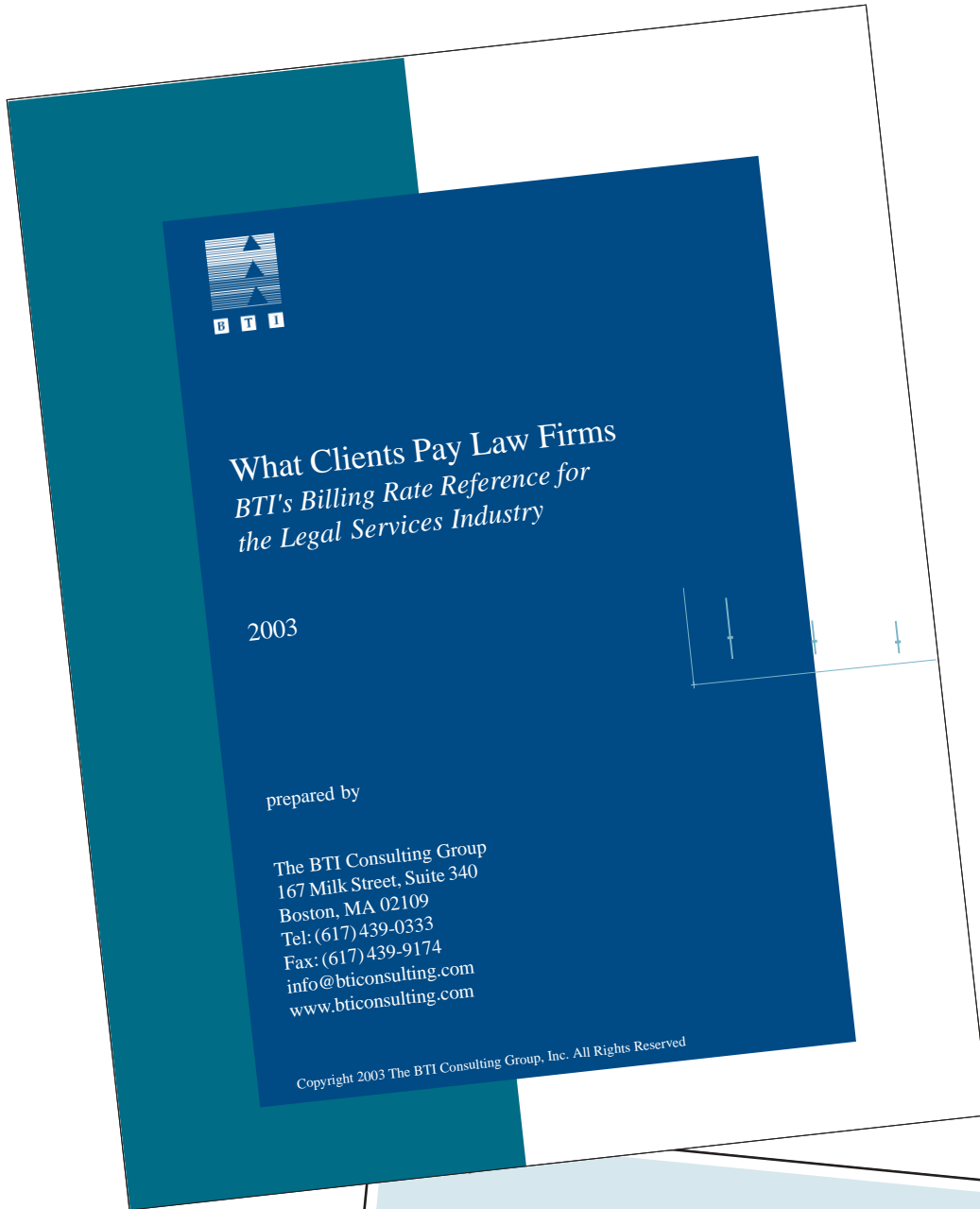
What Clients Pay Law Firms

BTI's Billing Rate Reference for the Legal Services Industry 2003

Brand New, Just Released!

**Never-before
published data
reveals how to:**

- ◆ Benchmark your hourly rates against the rates Fortune 1000 clients pay their law firms by:
 - Practice
 - Industry
 - Geography
 - Staff Level
- ◆ Test your rates against the market
- ◆ Measure performance of each practice
- ◆ Pinpoint higher rate opportunities
- ◆ Avoid pricing yourself out of a client



- ◆ Benchmark your law firm's billing rates against what Fortune 1000 clients pay
- ◆ Evaluate office and practice performance
- ◆ See where your billing rates stand
- ◆ Negotiate with the facts
- ◆ Boost client retention

Satisfaction
Guaranteed

Unlimited Telephone
Support

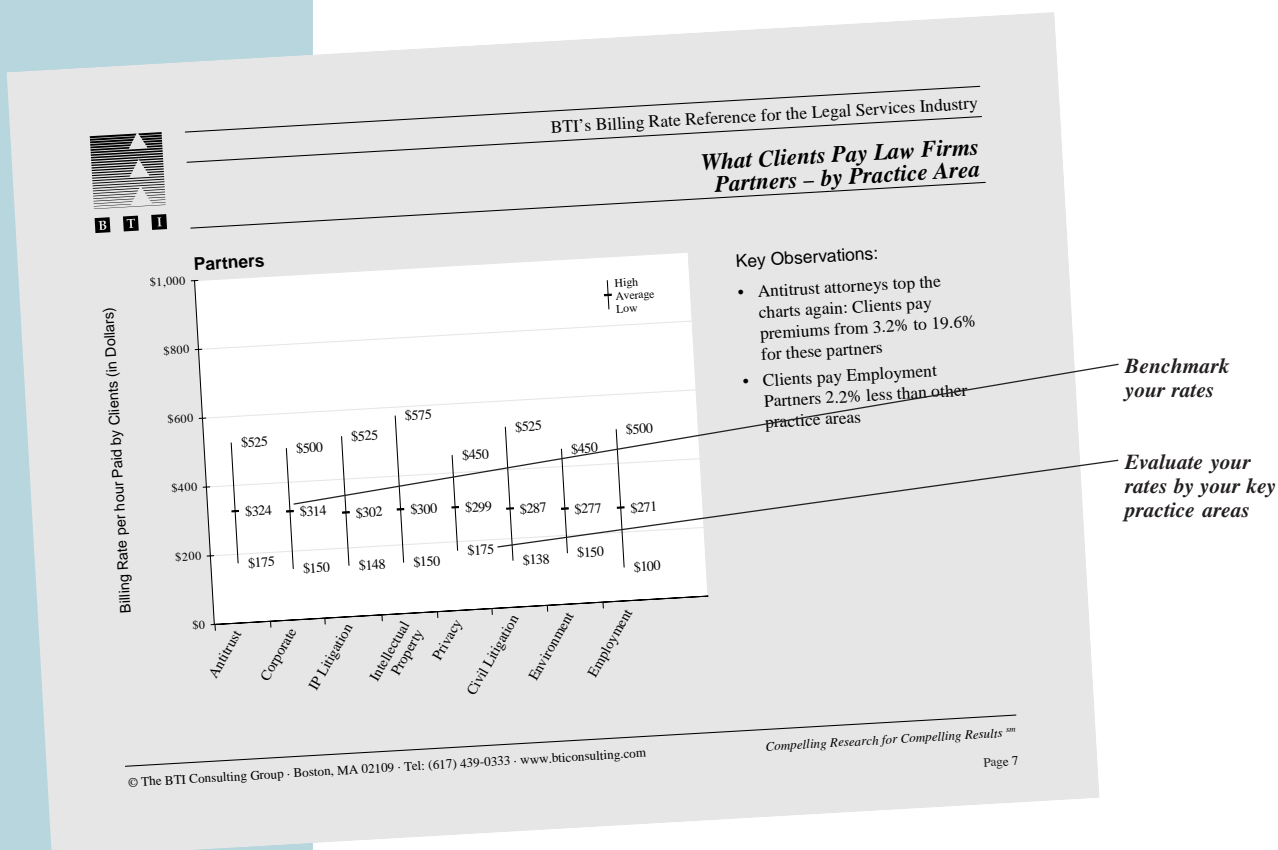
Overpricing? Leaving money on the table?

Finally, a definitive client based resource for billing rates. Based on more than 2,600 individual data points directly from clients representing more than \$27 billion in legal spending. The BTI Consulting Group gives you the most authoritative look at your billing rates and what clients pay.

For the first time — BTI gives you the power to benchmark what you're billing against the rates clients pay to their core law firms for each hour of time. Pinpoint your strengths, spot vulnerabilities, and see which practice areas capture the highest premiums.

BTI's *What Clients Pay Law Firms: BTI's Billing Rate Reference for the Legal Services Industry 2003* provides unrivaled insight and facts about what clients pay outside counsel. Billing rates are delineated into useful, practical segments — detailed and specific.

Fully 71.4% of clients pay their law firms a privately negotiated rate. This is your opportunity to see exactly where you stand. Order today and start getting better rates and boost performance. Satisfaction guaranteed.



3 ways to order

your copy of BTI's groundbreaking report, *What Clients Pay Law Firms: BTI's Billing Rate Reference for the Legal Services Industry 2003*:

1. fax order form
2. order online at www.bticonsulting.com
3. call Michael Rynowecer at (617) 439-0333

Questions?

Visit www.bticonsulting.com
or call (617) 439-0333

Learn billing rates clients pay their core law firms for:

- ◆ Senior Partners
- ◆ Partners
- ◆ Associates
- ◆ In each of 16 states
- ◆ In 13 industries

For each of the following practices:

- ◆ Antitrust
- ◆ Civil Litigation
- ◆ Corporate
- ◆ Employment
- ◆ Environmental
- ◆ Intellectual Property
- ◆ IP Litigation
- ◆ Privacy

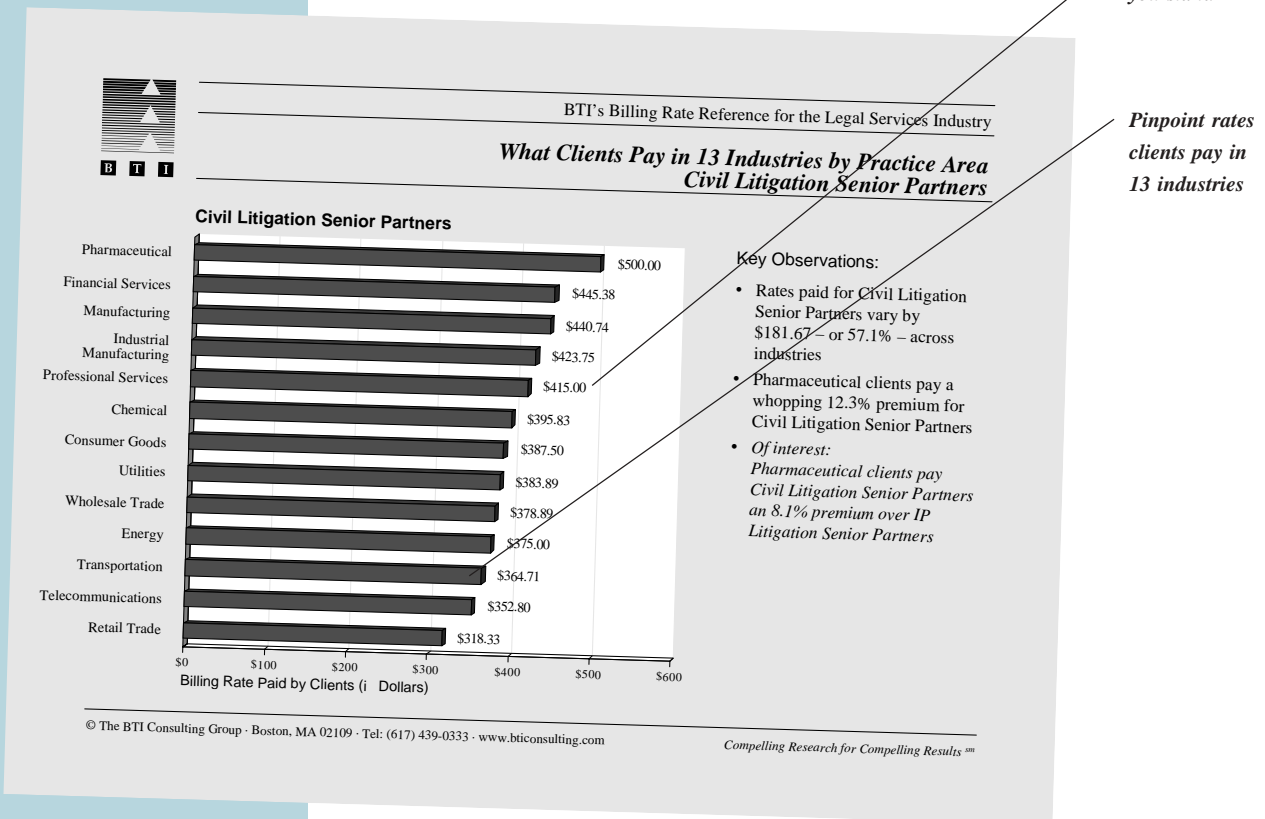
The ultimate resource for setting fees and billing rates

Use this report to find out how much you should be charging your clients for each hour of time at 3 different staff levels. Key benchmarks are broken out by industry, state and practice area so you can make an apples-to-apples comparison to your firm's billing rates by practice, location, and industry.

Make fee and billing decisions with confidence

BTI's *What Clients Pay Law Firms: BTI's Billing Rate Reference for the Legal Services Industry 2003* is a must-have resource for any law firm who is serving — or would like to serve — the world's largest and most prominent clients.

- ◆ Based on more than 2,600 data points directly from clients
- ◆ Evaluate office and practice performance
- ◆ Pinpoint high rate opportunities



See where you stand

Pinpoint rates clients pay in 13 industries

How To Order

Visit www.bticonsulting.com or call (617) 439-0333

Satisfaction Guaranteed!

Full unlimited telephone support

Fax your order to (617) 439-9174 or call Michael Rynowecer at (617) 439-0333

Order online www.bticonsulting.com



Brand New! Just released!

What Clients Pay Law Firms

BTI's Billing Rate Reference for the Legal Services Industry 2003

Order Form



What Clients Pay Law Firms: BTI's Billing Rate Reference for the Legal Services Industry 2003 unprecedented report enables you to compare your rates to the rates clients are actually paying. Measure performance and price with precision. Based on more than 2,600 datapoints directly from clients, use this analysis to:

- ◆ See how to price yourself in pitches
- ◆ Negotiate with the facts
- ◆ Test your rates across major practice areas
- ◆ Plan for new practices
- ◆ Avoid pricing yourself out of a client

Yes! Rush me my complete copy of BTI's *What Clients Pay Law Firms*. I want to boost my performance, win more work, and spot higher rate opportunities \$1800

Full unlimited telephone support. Satisfaction Guaranteed.

This report can be purchased in the following individual modules:

Key Practice Analysis — *Test your rates. Plan new practice areas.*

What clients pay senior partners, partners and associates in 8 practice areas \$860

Geographic Billing Analysis — *Measure individual office performance.*

States that pay the most and the least, in each of 8 practice areas \$860

Industry Analysis — *Evaluate your practice areas. Price with precision. Spot higher rate opportunities.*

An unprecedented look at rates clients pay senior partners, partners and associates in 13 Industries: Chemical, Consumer Goods, Energy, Financial Services, Industrial Manufacturing, Manufacturing, Pharmaceutical, Professional Services, Retail Trade, Telecommunications, Transportation, Wholesale Trade and Utilities \$1240

 Please bill me: Purchase Order No. _____

Authorizing Individual: _____

 Please bill my credit card: VISA MasterCard AmEx

Name on Card: _____

Card No: _____ Exp: _____

Signature: _____

 Check enclosed, payable to: The BTI Consulting Group
167 Milk Street, Suite 340
Boston, MA 02109

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Questions? Visit www.bticonsulting.com or call Michael Rynowecer at (617) 439-0333