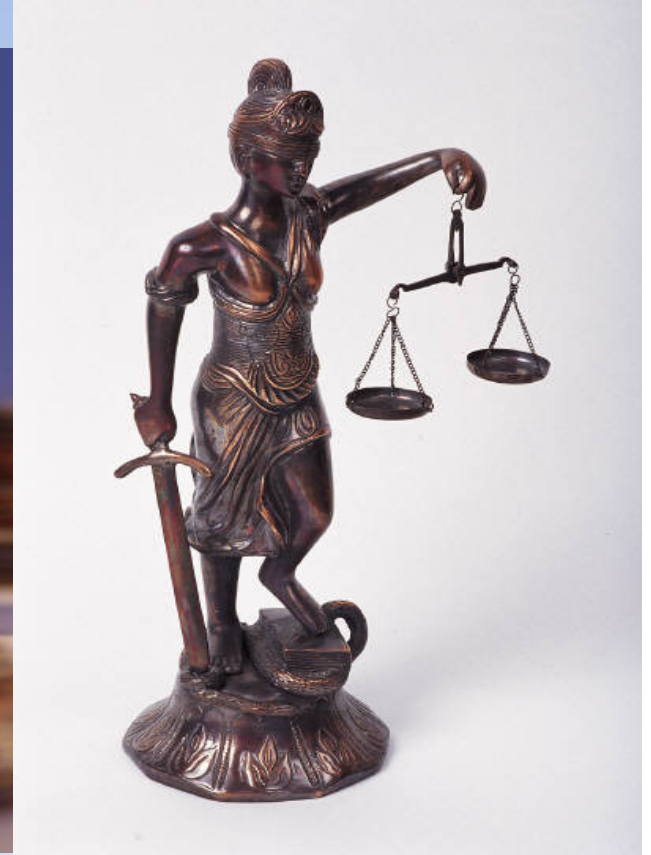


# How the Reduced Fee Referral Program Can Work with Your Practice



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Summer Convention, July 9, 2011

# How Do You Increase Your Business?

## Old School:

1. Read and use Feinberg's book on building business.
2. Word of Mouth - Referrals
3. Yellow Pages/Advertising
4. Legal Topic Speaker
5. Newspaper/Magazine stories/articles

# How Do You Increase Your Business

## New School:

1. Websites/Blogs
2. Social Media
  - a. Facebook
  - b. LinkedIn
  - c. You Tube
3. Word of Mouth
4. Advertising



# What is the Reduced Fee Referral Program?

1. Voluntary Participation by attorneys.
2. A referral program of those of modest means who qualify under income guidelines.
3. An agreement to provide legal services at a reduced cost.



# Background:

## 2011 Federal Poverty Guidelines

The 2011 Poverty Guidelines for the 48 Contiguous States and the District of Columbia

<b>Persons in family</b>	<b>Poverty guideline</b>
1	\$10,890
2	14,710
3	18,530
4	22,350
5	26,170
6	29,990
7	33,810
8	37,630

\*\*For families with more than 8 persons, add \$3,820 for each additional person.\*\*

# Percentages Above the Federal Poverty Guidelines

Family Size	100%	133%	175%	200%	250%	300%	400%
1	10,890	14,484	19,058	21,780	27,225	32,670	43,560
2	14,710	19,564	25,743	29,420	36,775	44,130	58,848
3	18,530	24,645	32,428	37,060	46,325	55,590	74,124
4	22,350	29,726	39,113	44,700	55,875	67,050	89,400
5	26,170	34,806	45,798	52,340	65,425	78,510	104,688
6	29,990	39,887	52,483	59,980	74,975	89,970	119,964

Sample monthly basic budget for a family of four (mom, dad, and two kids) operating at a little under 300% of the federal poverty guidelines (\$64,000 gross annual income) and who needs legal representation (divorce or other matters).

<b>Net Income:</b>	<b>\$5,333/mo (\$64,000/yr)</b>	<b>Estimating standard deduction of 28%</b>
<b>Typical Expenses:</b>	<b>\$4,250/month</b>	<b>Mortgage (30% of gross income) - \$1600</b>
		<b>Utilities - \$300</b>
		<b>Food - \$600</b>
		<b>2 cars, payments, insurance &amp; operation - \$1000</b>
		<b>Cell phone (family plan) - \$160</b>
		<b>Health Insurance Premium - \$500</b>
		<b>Out of Pocket deductible (\$2500/yr) - \$210</b>
		<b>Kids activities and out of pocket costs - \$150</b>
<b>Balance</b>	<b>\$813</b>	<b>(assuming no revolving debt or other expenses)</b>

# Reduced Fee Referral Program

Elements of the program:

1. Intake of potential clients.
2. Attorney participation.
3. Matching of attorney to potential client.
4. Resources such as form agreements.
5. Possible other benefits such as CLE and a mentoring panel.

# Why Participate?

1. You still get paid.
2. You are doing good by helping those of modest means with their cases.
3. If you're not a rainmaker, this can be a way to find paying clients.
4. It helps increase your business.
5. You help the courts reduce the backlog of *pro se* litigant cases.



The program is in process of being created.  
Please contact the chair of the Modest Means  
Committee, Su Chon, at [sjchon@gmail.com](mailto:sjchon@gmail.com) or at  
801-530-6931 if you have questions or input.