



# 4 WAYS TO COLLABORATE WITH OTHER LAW FIRMS

# EXPAND YOUR LEGAL NETWORK

Collaboration can be where the magic happens. All law firm owners have been in the starting phase at some point and can be the biggest allies of a new firm.

Rather than distancing your firm from others, connect with them – especially if your firm offers different services.

Here's four ways to collaborate with other law firms.



# REFERRALS

1

The first place someone goes when looking for a new legal service is their current lawyer.

The more firms that know and respect your firm, the more clients that will be sent your way.

Returning a referral favour has two benefits.

- 1 If the client has a positive experience with the law firm you recommended, it reflects well on you.
- 2 Your relationship with that firm will also grow, improving the chances of mutual referrals.

Collaborating with your network can help you obtain business advice and avoid mistakes made in the past by other firms.

## | SHARED EXPERIENCE

4

Surrounding yourself with individuals who have been through or are going through similar experiences can boost morale.

By focusing on these four areas, founders will be well on their way to getting your firm noticed and attracting the right clients.

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