

Sample Law Firm
Key Metrics and Dashboards - Sample Data

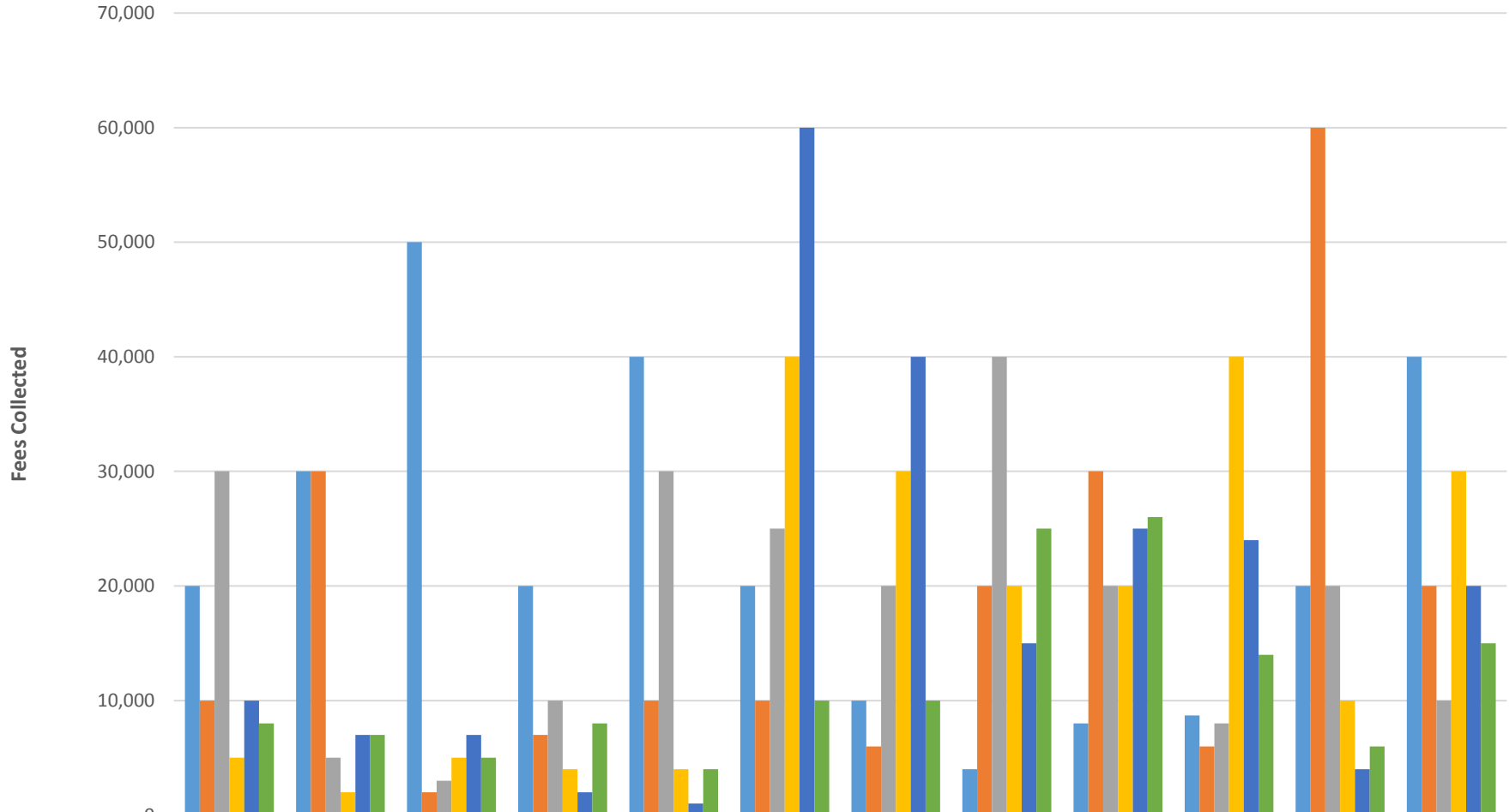
Expected Fees - Inventory/Pipeline

														Ave
Expected Fees - Auto - KS	500,000	450,000	600,000	575,000	500,000	550,000	450,000	450,000	425,000	390,000	420,000	410,000	476,667	
Expected Fees - Auto - MO	200,000	230,000	220,000	195,000	190,000	187,000	186,000	175,000	168,000	178,000	190,000	210,000	194,083	
Expected Fees - PI - KS	200,000	198,000	196,000	210,000	266,000	300,000	350,000	225,666	325,000	300,000	268,000	275,000	259,472	
Expected Fees - PI - MO	400,000	475,000	425,000	575,000	545,555	650,000	375,000	390,000	425,555	385,000	245,555	289,000	431,722	
Expected Fees - WC - KS	500,000	545,000	525,000	450,000	525,000	450,000	378,000	425,000	565,000	600,000	745,000	300,000	500,667	
Expected Fees - WC - MO	300,000	345,000	250,000	325,555	396,000	425,000	565,000	345,000	365,000	450,000	465,000	310,000	378,463	
Total Expected Fees	2,100,000	2,243,000	2,216,000	2,330,555	2,422,555	2,562,000	2,304,000	2,010,666	2,273,555	2,303,000	2,333,555	1,794,000	2,241,074	
Average Case Fee	4,667	5,098	4,828	4,980	4,713	5,004	5,064	4,539	4,910	4,921	4,686	3,892	4,776	

Marketing Source - No of Cases

														Tot
Referring Law Firm A	15	5	2	1	2	4	8	12	10	3	12	12	86	
Yellow Pages	5	1	4	1	2	2	5	5	2	0	0	3	30	
Internet Directories	5	1	1	0	0	0	2	0	1	0	0	2	12	
Internet Search	0	1	1	0	1	4	5	5	2	0	0	4	23	
Past Client Referrals	5	1	2	0	2	2	3	5	5	0	2	2	29	
Friend/Employee Referrals	5	4	1	0	2	0	2	3	1	2	4	2	26	
Attorney Referrals	2	1	1	3	0	0	2	1	1	3	0	3	17	
Other	3	0	0	0	0	1	0	0	1	0	0	0	5	
Total Referrals	40	14	12	5	9	13	27	31	23	8	18	28	228	

Fees Collected Jun 2013 - June 2012 - By Case Type



	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul
■ Fees - Auto KS	20,000	30,000	50,000	20,000	40,000	20,000	10,000	4,000	8,000	8,700	20,000	40,000
■ Fees - Auto MO	10,000	30,000	2,000	7,000	10,000	10,000	6,000	20,000	30,000	6,000	60,000	20,000
■ Fees - PI - KS	30,000	5,000	3,000	10,000	30,000	25,000	20,000	40,000	20,000	8,000	20,000	10,000
■ Fees - PI - MO	5,000	2,000	5,000	4,000	4,000	40,000	30,000	20,000	20,000	40,000	10,000	30,000
■ Fees - WC - KS	10,000	7,000	7,000	2,000	1,000	60,000	40,000	15,000	25,000	24,000	4,000	20,000
■ Fees - WC - MO	8,000	7,000	5,000	8,000	4,000	10,000	10,000	25,000	26,000	14,000	6,000	15,000

Fees Collected - June 2013 - June 2012 - All Case Types



— Fees - Total

Jun

May

Apr

Mar

Feb

Jan

Dec

Nov

Oct

Sep

Aug

Jul

83,000

81,000

72,000

51,000

89,000

165,000

116,000

124,000

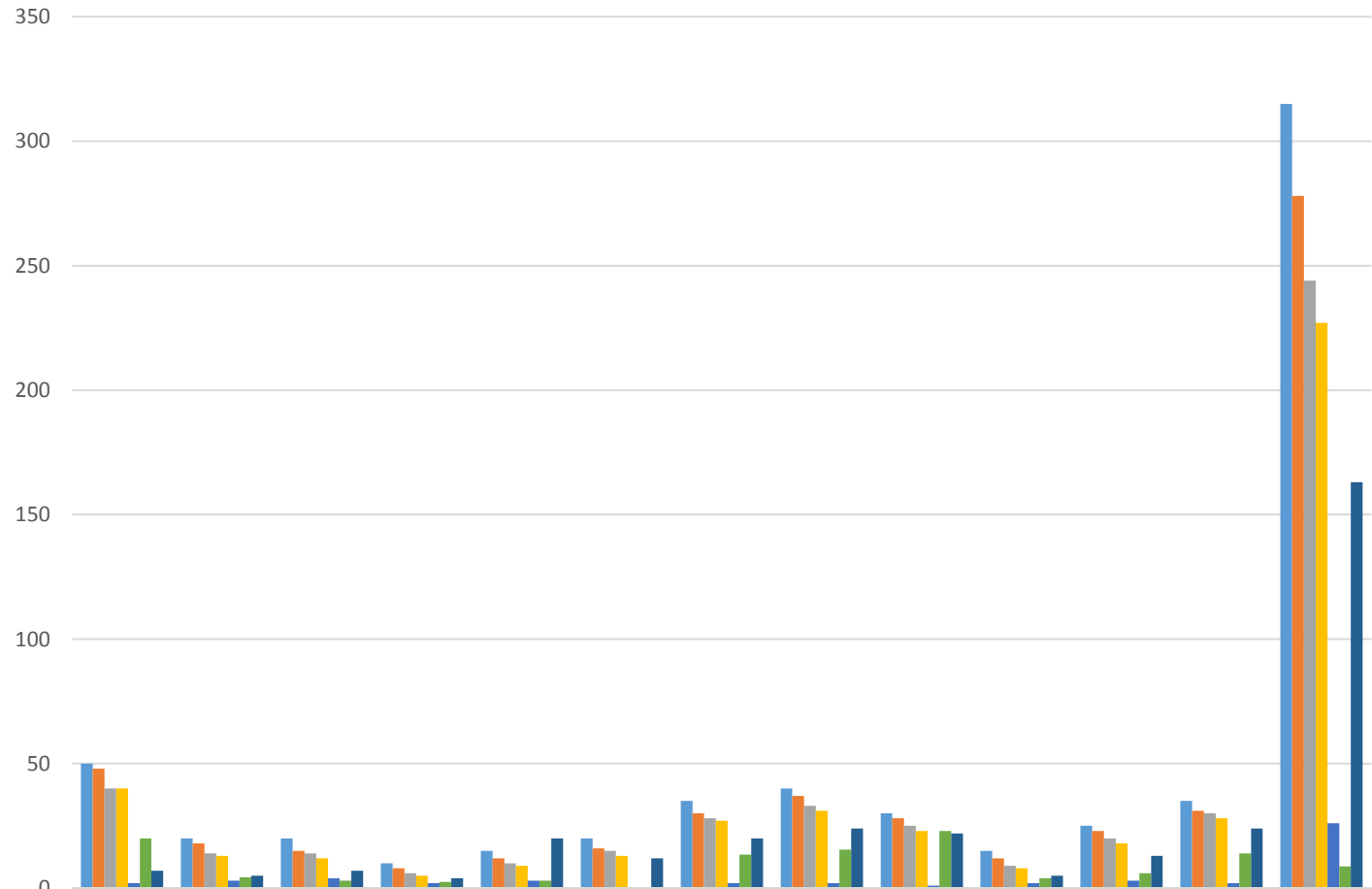
129,000

100,700

120,000

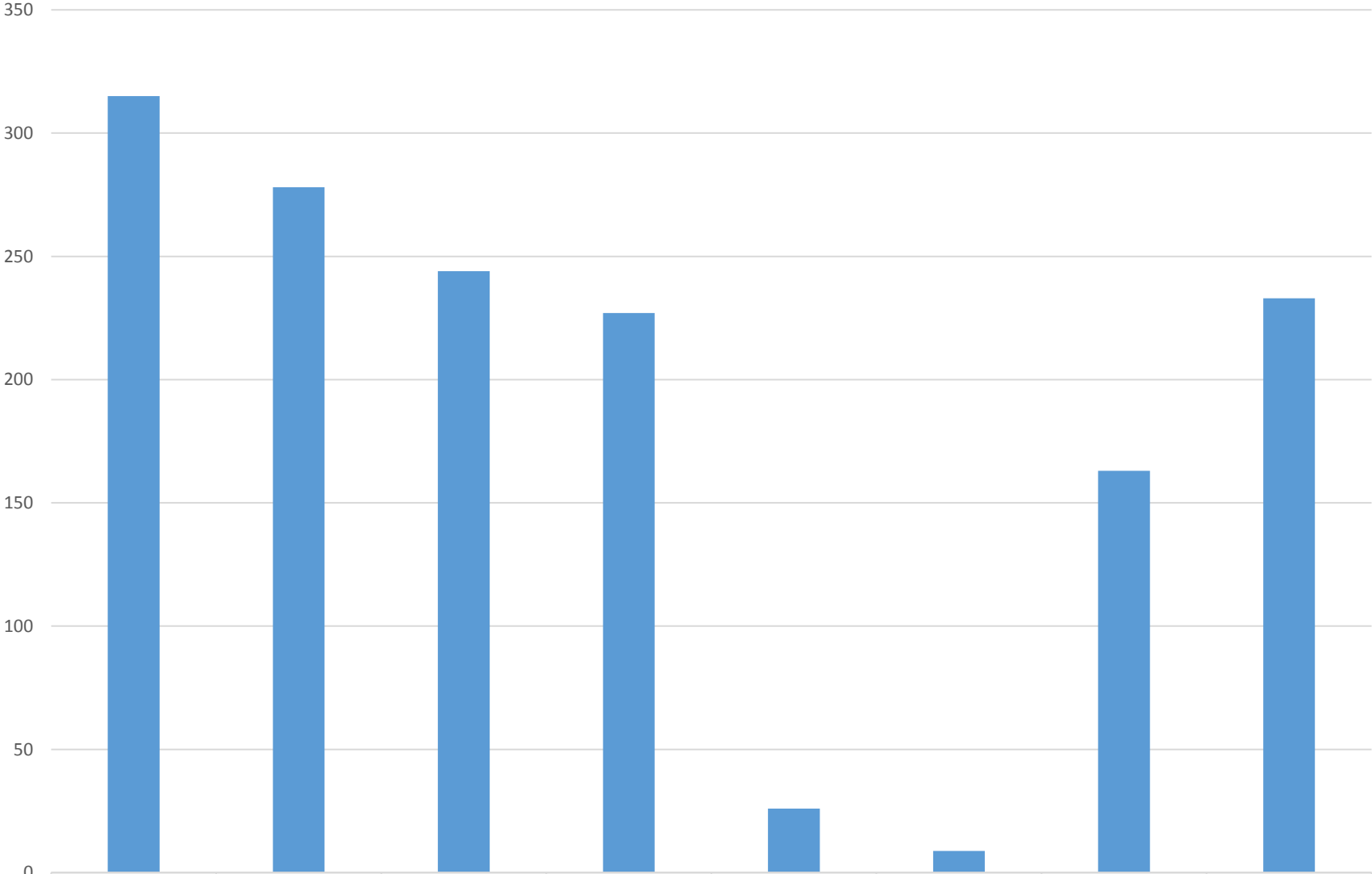
135,000

Annual New Case Activity



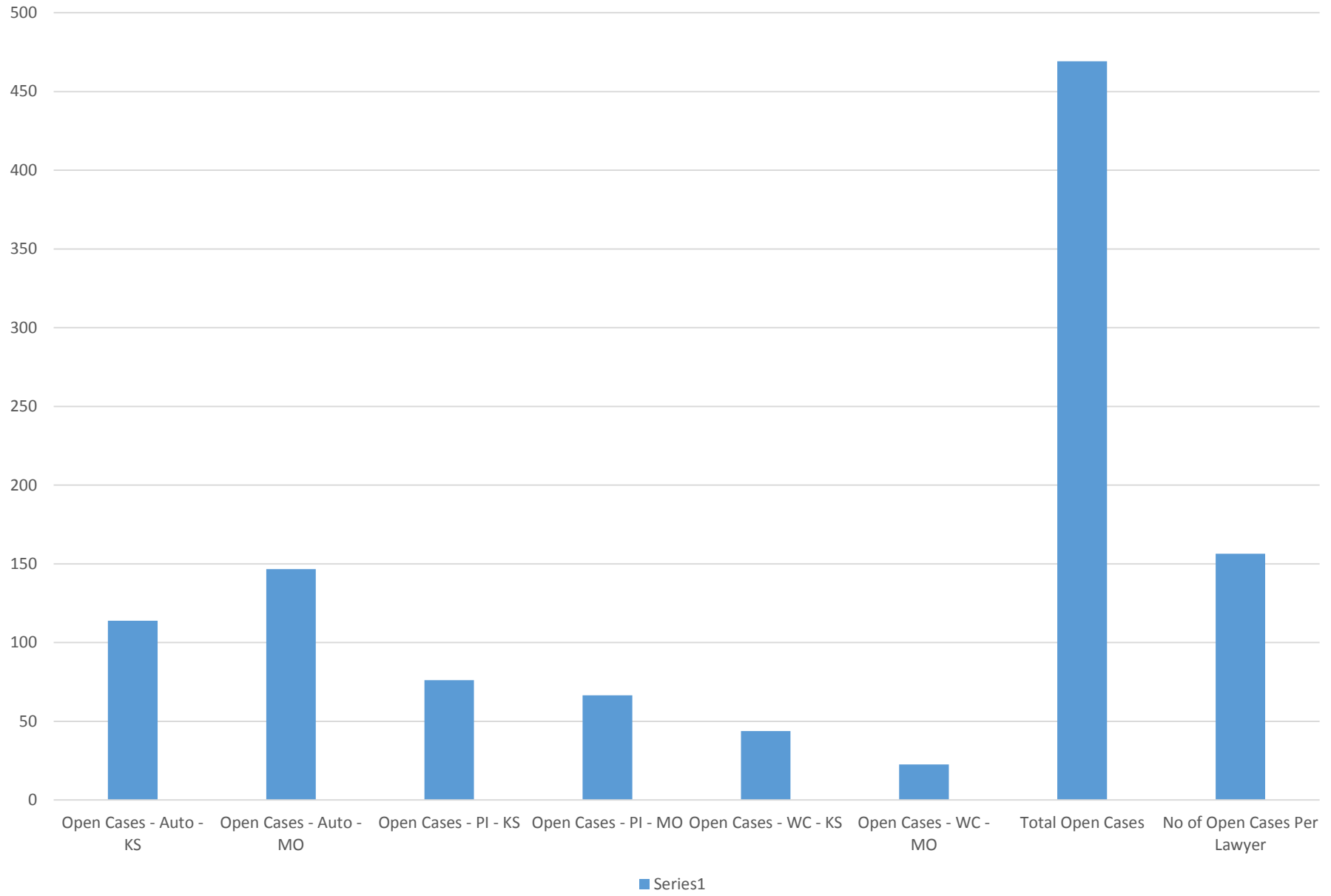
	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Total
No of New Appointments Made	50	20	20	10	15	20	35	40	30	15	25	35	315
No of New Appointments Kept	48	18	15	8	12	16	30	37	28	12	23	31	278
No of New Cases Conditionally Signed	40	14	14	6	10	15	28	33	25	9	20	30	244
No of New Cases Accepted/Opened	40	13	12	5	9	13	27	31	23	8	18	28	227
No of Later Case Dumps	2	3	4	2	3	0	2	2	1	2	3	2	26
Ratio of New Cases to Dumps	20.00	4.33	3.00	2.50	3.00	0.00	13.50	15.50	23.00	4.00	6.00	14.00	8.73
No of Demands	7	5	7	4	20	12	20	24	22	5	13	24	163

2013 Year to Date New Case Activity

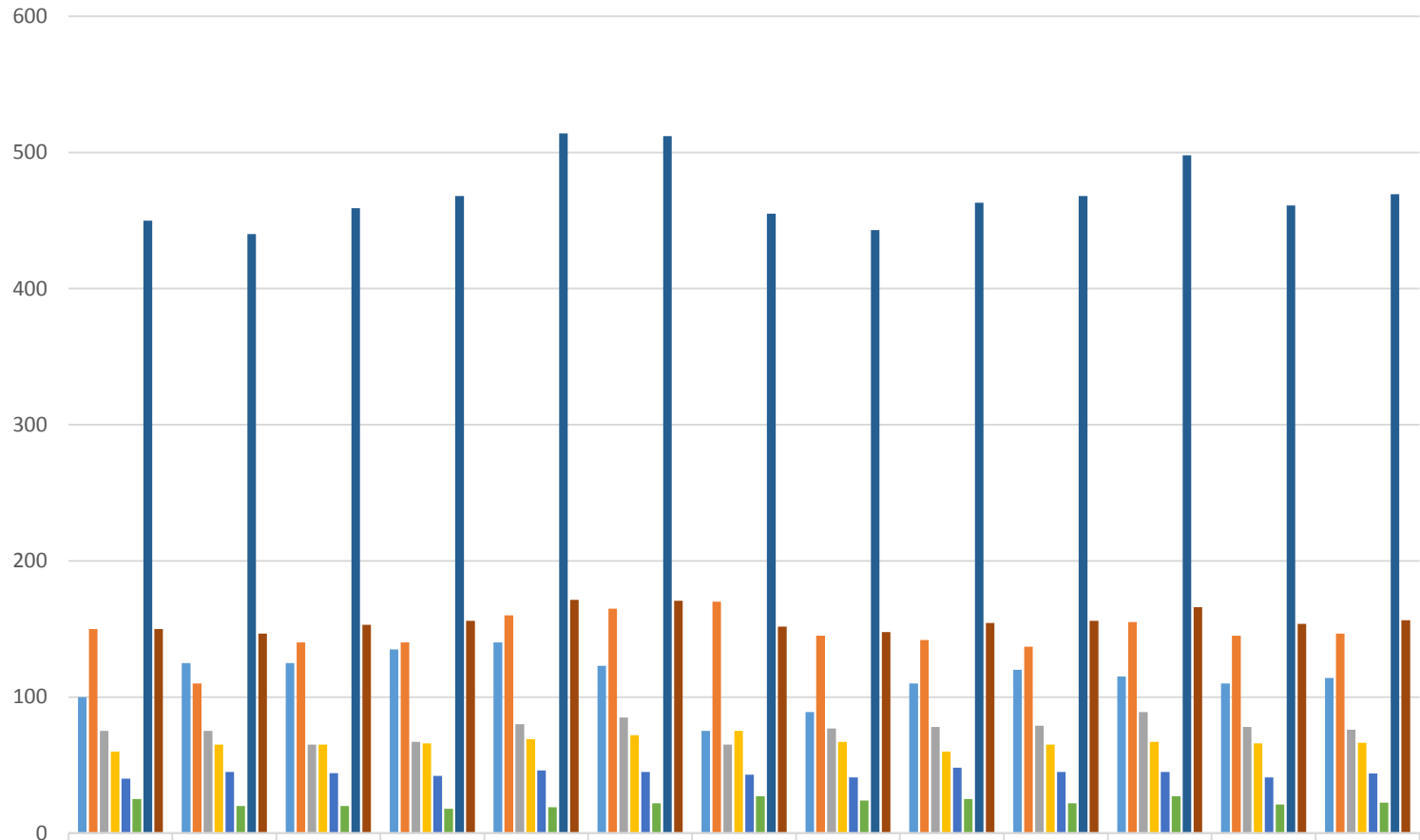


■ Series1	No of New Appointments Made	No of New Appointments Kept	No of New Cases Conditionally Signed	No of New Cases Accepted/Opened	No of Later Case Dumps	Ratio of New Cases to Dumps	No of Demands	No Files Closed
	315	278	244	227	26	8.73	163	233

Average Open Case Inventory

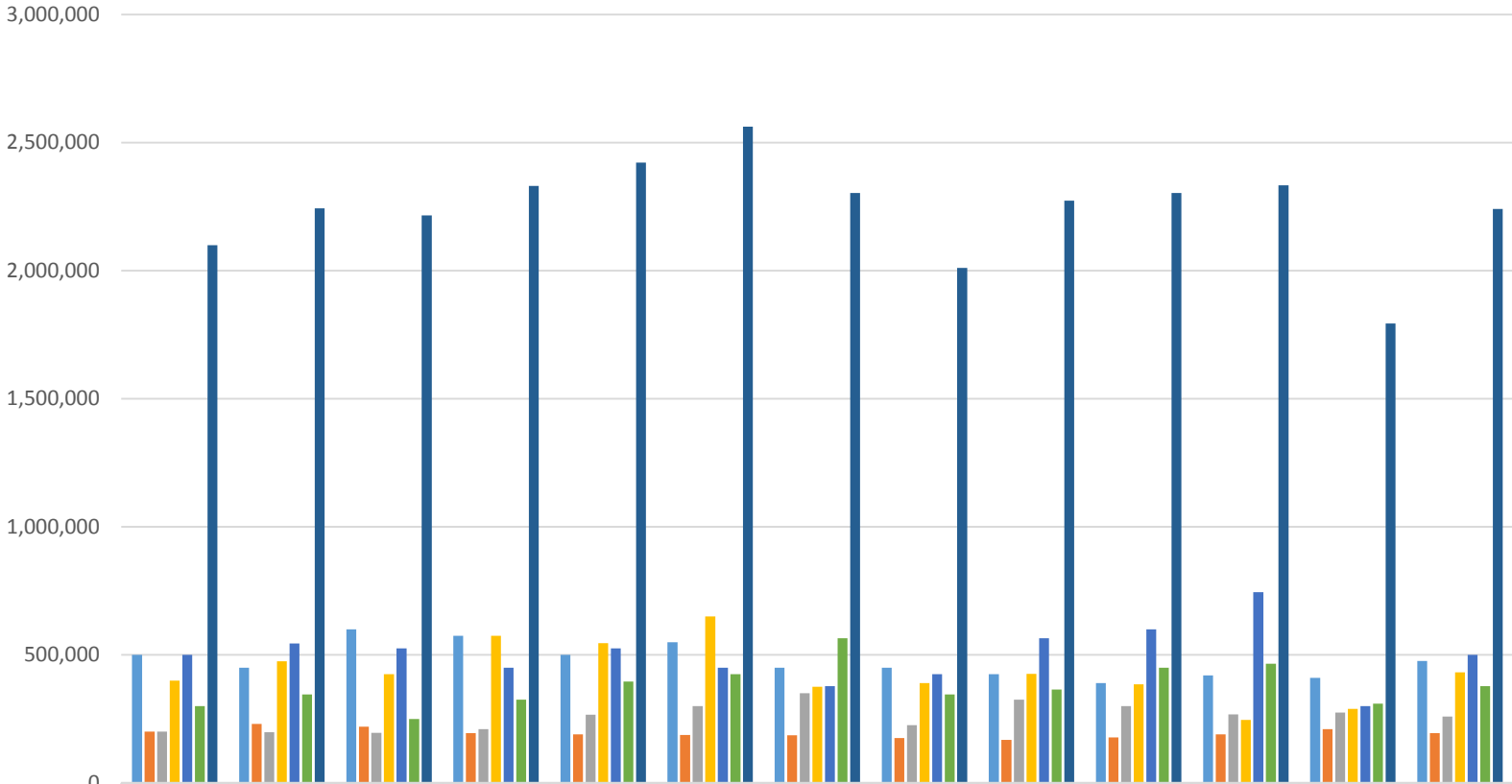


Open Case Inventory



	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Total
Open Cases - Auto - KS	100	125	125	135	140	123	75	89	110	120	115	110	114
Open Cases - Auto - MO	150	110	140	140	160	165	170	145	142	137	155	145	147
Open Cases - PI - KS	75	75	65	67	80	85	65	77	78	79	89	78	76
Open Cases - PI - MO	60	65	65	66	69	72	75	67	60	65	67	66	66
Open Cases - WC - KS	40	45	44	42	46	45	43	41	48	45	45	41	44
Open Cases - WC - MO	25	20	20	18	19	22	27	24	25	22	27	21	23
Total Open Cases	450	440	459	468	514	512	455	443	463	468	498	461	469
No of Open Cases Per Lawyer	150	147	153	156	171	171	152	148	154	156	166	154	156

Expected Fees - Value of Pipeline



	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Ave
Expected Fees - Auto - KS	500,000	450,000	600,000	575,000	500,000	550,000	450,000	450,000	425,000	390,000	420,000	410,000	476,667
Expected Fees - Auto - MO	200,000	230,000	220,000	195,000	190,000	187,000	186,000	175,000	168,000	178,000	190,000	210,000	194,083
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■ Expected Fees - Auto - KS
 ■ Expected Fees - Auto - MO
 ■ Expected Fees - PI - KS
 ■ Expected Fees - PI - MO
■ Expected Fees - WC - KS
 ■ Expected Fees - WC - MO
■ Total Expected Fees

Marketing Referral Source Report



	Jun	May	Apr	Mar	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Jul	Total
Referring Law Firm A	15	5	2	1	2	4	8	12	10	3	12	12	86
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Attorney Referrals	2	1	1	3	0	0	2	1	1	3	0	3	17
Other	3	0	0	0	0	1	0	0	1	0	0	0	5
Total Referrals	40	14	12	5	9	13	27	31	23	8	18	28	228