

COURTLIST MARKETING

1326 CENTRAL AVENUE
GLENDDORA, NJ 08029
TELEPHONE: 1-800-318-1640
FAX: (856) 939-2326
WWW.COURTLIST.COM

Your most current and productive source of Court Listings for your targeted advertising needs (names and addresses).

Successfully increasing Attorneys' Practices since 2003.

Welcome to CourtList Marketing As a new customer we would like to fully educate and inform you about our company. We provide a service which you can use to help enhance your business and increase your client base.

I. Benefits of Using CourtList Marketing

Targeted advertising to individuals who have an immediate and urgent need of your services has been shown to be much more effective and cost efficient than any other form of advertising such as yellowpages, television/radio, internet, newspaper and other media types. The following is based on statistical data. **IT IS REAL!**

A purchaser of 1, 000 names and addresses weekly incurs the following cost:

1. CourtList: 1, 000 X 30¢	=	\$300.00
2. Postage, Envelopes and Paper (Average 50¢ a name)	=	\$500.00
Total Cost	=	\$800.00

Estimated return – 1% retention
(Many of our current clientele are experiencing
A 2-3% retention rate!)

1% retention = 10 clients

Minimum fee – average = \$400.00

Revenue = 10 cases X \$400.00 = \$4, 000.00

Weekly Net = \$3, 200.00

The net revenue equals an almost 400% return on your investment! This type of return is simply not realized on any other forms of advertising. And, the above example does not even take into consideration the significant revenue that can be generated as a result of other legal representation provided by our firm in matters such as personal injury, bankruptcy, real estate matters, wills, etc. The above example is also based on a minimum fee value of \$400.00, when in reality many pending court matters generate fees sometimes in excess of \$1, 000.00!

II. Why CourtList Marketing ?

The type of information provided is most useful only if it identifies individuals who have an immediate need of your services. CourtList Marketing provides the most current data of such individuals - more so than any other source. By e-mail transmission you will receive:

1. N.J. traffic violations issued as recently as 24 hours prior – emailed daily;
2. N.J. Superior Court criminal (Aindictable≡) charges issued within the past week and as recently as 24 hours prior – emailed to you once a week;
3. N.J. Municipal Court criminal (non-traffic) matters issued within the past week and as recently as 24 hours prior – emailed weekly or as made available;
4. N.J. Motor Vehicle surcharge judgments docketed within the past week and as recently as 24 hours prior – emailed once a week;
5. N.J. Tax Judgments docketed within the past week and as recently as 24 hours prior – emailed once a week;
6. The identities of defendants against whom eviction proceedings have just been filed – emailed once a week;
7. Pennsylvania criminal and traffic charges filed within the past week and as recently as 24 hours prior – emailed to you weekly (This includes: Philadelphia County !)

More so than any other company, CourtList Marketing provides the most current forms of the above data. And CourtList Marketing provides the identities of not only those individuals who “just got” a ticket, but also the names of those individuals who have had upcoming Court hearings scheduled due to outstanding warrants unaddressed old unaddressed tickets, the need to correct and fix their license. Other companies who search based solely on a “recently issued” ticket basis miss a substantial portion of the population who have scheduled Court hearings due to old, outstanding matters, warrants, suspensions, etc.

III. Filtering

Through a unique patent pending process CourtList effectively filter non-relevant insignificant charges and data and does make sure that the same compliant with State ethical rules and requirements. The data forwarded represents the actual data as recorded by the Courts and/or governmental offices - unaltered or modified except for selective filtering.

For our Pennsylvania clientele in addition to deciding what Courts you want to work in, you can decide what type of offenses you choose to defend. As such if your desire only to represent DUIs or speeding violations we can customize your order to meet that request.

IV. Customer Service

More than any other company CourtList Marketing provides continuous hands-on personal service that is practically 24 hours. We do not simply sign up a client and then leave them on their own. We immediately address and assist the new client in resolving any difficulties, helping with downloading concerns, merging fields and addressing their own basic computer or technical difficulties. With CourtList Marketing your computer problems become ours.

We also provide:

1. **Mail Room Services:** We can free up your time by providing for your downloading, printing and mailing needs on a daily basis. With our mail room services a copy of your daily email will be forwarded to our mail room. It will then be downloaded onto your ad, printed and promptly mailed that same day. It is literally a hands free service. You will still receive you emails so you can see the number of names you received on any specific day. There is an additional fee for mail room services so please call in advance if you are interested in that option. Approximately one half of our customers utilize this option as it frees up their time, their staff's time, etc.;
2. **Assistance in Creating Effective Ads:** We also assist in developing an effective targeted advertisement that is tailored to your practice;
3. **Staff Tutorials:** We will educate your staff, teaching them how to download our information and merge it onto the advertisement that you have created, thereby minimizing or even eliminating an attorney's oversight;

4. **Additional Tutorials:** Your success is important to us. As a CourtList member we will work with you in order to help create your letter and help you develop quality phone techniques. We will share ideas that have been proven successful in other offices. We will help you map out a plan to effectively market your office. If you are interested in such a tutorial please contact us. It is **FREE** of charge.

V. **Basic Rules that should be followed in order to effectively maximize the return on CourtList Products**

CourtList Marketing is proud to provide the most current and productive source of data for targeting advertisement purposes. However, the success in utilizing this data does depend upon the recipient. As with any advertising venture the advertiser must be prepared and have in place a plan and method that has been designed to make the advertisement venture produce. Advertisements generated as a result of data produced by CourtList Marketing is no exception.

1. **Print and mail your advertisements immediately.** Most CourtList data is emailed in the late afternoon or evening hours. You will have the ability to print your advertisements that very night or early the next morning but do not go beyond 5:00 p.m. the next day without having mailed your advertisements;
2. **Know the law.** This sounds like common sense, but you want to be able to convey to the caller that you are knowledgeable and have the ability to handle their needs.
3. **Sound interested.** To a lay person a simple 2 point moving violation may be the most upsetting situation that they have encountered. Let them know that you are interested and concerned. The sound of your voice must convey that message. Do not let them feel that you are being bothered or are bored. Hear them out and let them vent. Market yourself. First impressions last the longest.
4. **Do not use a voice machine/recording machine.** This is especially true during normal hours of anywhere between 8:00 a.m. and 6:00 p.m. A prospective customer is likely to hang up instead of leaving a message. It is also strongly suggested that you avoid utilizing an answering machine during off hours and weekends. Connect with reputable answering services that have the ability to page or text message you on your cell phone during evening and weekend hours. Calling prospective clients back during evening or weekend hours can substantially increase your revenue. Customers are reporting retention of 3-4 extra clients per

week by simply calling inquiries at night or on weekends. At a minimum fee of \$400.00 per case those customers are realizing as much as \$1, 600.00 additional weekly revenue. Utilize an answering service or at least a well programmed call forwarding system with text messaging capability to your cell.

5. **Don't give up a prospective client.** Callers may tell you "I will think it over and get back to you..." Do not wait for that return call and do not give up. Calling back that caller later that day or the next day can result in a retention. Again, customers are reporting retaining up to 2 additional clients weekly by simply calling them back to see if they are interested. That is an additional \$800.00 in weekly revenue at a minimum. Remember "out of sight out of mind".
6. **Training your staff.** Most importantly your staff must be trained. They must know how to answer calls professionally and with knowledge. Again – to repeat – the first impression lasts the longest. A receptionist, legal secretary or paralegal must know how to receive a phone call and give assurances to the caller that utilization of your law firm or a particular lawyer is the best decision they can make in their given situation. Your staff must be familiar with penalties and the consequences associated with certain violations. Although the staff may not give legal advice, they can identify what statutory penalties may call for and encourage consultation with a lawyer. The staff must be trained to get a call into an attorney's hands even the attorney is on the road.

The above rules are extremely important. Our statistics show that CourtList data does produce business. It works! But the law firm must be prepared.

VI. Helpful numbers

Sales and

Technical Assistance: Frank H. Shainline III
Voice (856) 939-2326
Cell (856) 655-6769
Fax: (856) 939-2325
E-Mail frankshainline@yahoo.com

Management's Phone Numbers

Tom/Ed: (856) 275-3493
(856) 275-3499

VII. Emails

General Email: Info@CourtList.com

Management's Email: ULN1326@hotmail.com

VIII. Terms and Conditions

Terms and conditions regarding use of CourtList products can be found at www.courtlist.com. A customer's receipt and/or use of CourtList data constitutes an affirmation and acceptance of the terms and conditions set forth therein.