

*“I have taught for Primerus and worked closely with its members on a number of cases. Primerus’ impressive group of advocates – including some of the country’s best – matches the continuing excellence of Primerus itself. They offer great CLE and valuable intercommunications among members – and Primerus membership confers a unique hallmark of quality.”*

— David Ball, Trial Consultant

## A Proven Strategy to Attract High Value Cases



### Instantly Increase Your Contacts

- Expand Your Referral Sources
- Market Exclusivity
- 3500 Lawyers

### Top Notch CLE

- Opportunity to work with leading industry experts
- Small Group Setting
- Sharpen Trial Skills

### Helping Individuals Find Quality Small Firms

- Search Engine Optimization
- Plaintiff Only Optimized Website
- Regular Reporting & Analytics

### Searchable Expert Witness Database

- Hundreds of Experts in Various Fields
- Searchable by Area of Expertise
- Experts Vetted by Other Primerus Members

### Work Together & Share Knowledge

- Listservs (for rapid response)
- Monthly Networking Calls
- Roundtable Cases
- Co-Counsel/Associate
- Share Knowledge and Ideas with Non-competitors

### Get Published

We can maximize your marketing efforts by delivering your content to a targeted audience.

### Showcase Your Expertise

Re-purpose a presentation for a new audience. We'll take care of the logistics and promotion. All you have to do is present!



# Primerus Personal Injury Institute



*“Since our firm joined Primerus, I have come to know and associate with some of the highest quality lawyers and law firms that I’ve ever known. Primerus is every bit as much of a family as it is an outstanding professional association. In Primerus, we have found a truly global kinship and real partnership with friends and professionals from all over the world. I can honestly say that I’ve benefitted professionally and socially from all of the people we’ve met through Primerus...Yes, the slogan “good people who happen to be good lawyers” certainly applies to Primerus... But for the most part, I’ve come to know great people who are great lawyers. I have found that if I have a legal issue, one of my best bets to find quality answers is to go to our Primerus members. We have received numerous referrals, enjoy outstanding educational programming (which, by the way, has been vastly superior to most of the CLE programming I’ve seen in other bar associations), and established lifelong friendships along the way.”*

— Steve Lane, Primerus Member (Chicago, Illinois)



## Best of the Best

- Invitation Only
- Firms Screened and Vetted
- Annual Audits



## Your Law Firm’s Marketing Partner

- 20 Full-time staff at your beck and call
- Personalized, Strategic Marketing Plan
- Cohesiveness to your ongoing marketing efforts
- Sustained, Proven, Methodical & Calculated Approach
- Unique and Dignified Marketing Plan to help you promote your firm



## The Six Pillars of Primerus

• Integrity	• Continuing Legal Education
• Excellent Work Product	• Civility
• Reasonable Fees	• Community Service

*“When we formed Primerus in 1992, we set out to restore honor and dignity to the legal profession and to help rebuild the public’s trust in lawyers and the judicial system. In doing so, the Primerus name has become synonymous around the world with high quality legal services for reasonable fees.”*

— Attorney John C. Buchanan, President & Founder