### Cloud Tools and Efficiencies to Manage Your Practice



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## Roadmap

- About Abid Hussain
- About Charles Vann
- Profitability and Factors that Influence it
- Law Practice as an Efficient Business
- How the Cloud Puts Money In Your Pocket
- Cloud-Based Ecosystem
- Essential Online Apps
- Efficient Trust Accounting



### **About Abid Hussain**

- Mobile, paperless law practice; clients in Dallas and New Orleans;
- I am the marketing, IT, accounting, and legal departments;
- Lawyer for almost 11 years, tech geek for 25 years;
- I have worked in large tech companies, tech startups, giant firms, small firm, and now I am a solo.

### **About Charles Vann**

- 35 years as a COO and Executive Director in law firms
- Firms range from 20 to 375 attorneys
- Focused on teaching lawyers how to run their practice as a business
- Consultant to law firms of all sizes employing efficiencies into their business and tweaking their models for profitability, http://charlesvannconsulting.com

## Today's Goals

- Be nimble, responsive, and profitable, and do it securely.
- Treat your law practice as an efficient business.
- Learn to use Web Applications that make you highly profitable by saving time and eliminating redundancies.



Typical law firm owners view themselves as professionals first, business people second

The practice of law is **very** profitable

Law firm business platforms are **less complex** that other businesses

No wholesale providers to buy from, no inventory to warehouse, less variable expenses

Fixed expenses consisting of rent, personnel wages, IT infrastructure, and marketing

Profitability of law firms is under pressure from "commoditization"

Commoditization is not less complex volume, driven work

Administrative & Support Staff

**Attorneys** 

Clients tend to view law firms as the same with equal competencies

Hiring decisions by clients are being made by the cost of the legal service

Law firms are revenue driven

www.charlesvannconsulting.com



### **Drop In Gross Revenues**

**\$ 100.00** Total Gross Revenues

-<u>55.00</u> Total Expenses

\$ 45.00 Net Profit (45%)

#### 10% Percent Drop in Gross Revenues

\$ 90.00 Total Gross Revenues

-<u>55.00</u> Total Expenses

\$ 35.00 Net Profit (35%)

#### Attornevs

#### 22% Drop in Net Income

\$ 35.00 Net Profit

-45.00 Net Profit

\$ -10.00 Net Profit Loss (\$-10.00 / \$45.00 = -22.2%)



### **Volume and Price Variance**

Last Year: 100 matters with an average collection amount of \$3,000

\$300,000

**Volume Variance:** 120 matters with an average collection amount of \$3,000

\$360,000

Price Variance: 100 matters with an average collection amount of \$3,600

\$360,000

Which was note "doable'? A 20% increase in new cases? Or a 20% increase in pricing

<u>Volume + Price Variance</u>: 110 matters (10% increase) with an average collection amount of \$3,400 (13.3% increase)

\$374,000



### Self-Leverage

**Solo Office - Matter Budget: 45 Billable Hours** 

Partner Level Work 10 Hours @ \$350 per Hour = \$3,500Associate Level Work 20 Hours @ \$225 per Hour = \$4,500Paralegal Level Work 15 Hours @ \$125 per Hour = \$1,875Total \$9,875

#### **Contract Help Matter Budget: 45 Billable Hours**

Partner Level Work 10 Hours @ \$350 per Hour = \$3,500

Associate Level Work (\$75 per Hr.) 20 Hours @ \$ 150 per Hour = \$ 3,000

Paralegal Level Work (\$40 per Hr.) 15 Hours @ \$85 per Hour = \$1,875

Total \$8,375

Less Solo Amount (\$ 9,875)

Net Cash Loss (\$ 1,500)

Opportunity Hours: 20 + 15 = 35

Use 21 (60%) of the Opportunity Hours For Additional Marketing

Use 14 (40%) of the Opportunity Hours For Billable Time ( 14 \* \$350 = 2



#### **Time Value Index**

- 1. Estimates "Value" of the time worked in a day/week
- 2. Value is highest probability of creating firm revenues
- 3. Helps with daily/weekly time management
- 4. Identifies "time hogs"
- 5. Creates real-time awareness of what you are doing
- 6. Helps identify who you should hire first or next



### **Time Value Index**

	MOND	AY
	DATE	7/13/2015
	Category	Hours
BD	1	3.00
PRTW	2	2.00
OWN	3	
FINACC	4	
ASSCW	5	
ADM	6	5.00
PLW	7	
PER	8	
	TOTAL HOURS	10.00
	DAILY TVI	3.70

WEEKLY TVI 7/13 - 7/17/15
Hours
6.00
9.00
3.00
9.00
2.00
13.00
3.00
3.00
48.00
4.21

### Pros and Cons of Cloud Tools

#### Pros

- Reduced upfront costs (IT, software)
- Enhanced security
- Hurricane ready, low downtime
- Personal choice; OS and device agnostic
- Access data anywhere
- Productivity tools for remote teams
- Connectivity with clients
- Back up your data
- Cloud services talk to each other
- Innovation
- Less time to get basic things done
- Built-in efficiencies means more money for you

#### Cons

- Dependent on Internet
- Higher fixed costs
- Who owns the data check
   Terms of Service
- You are only as reliable as the service you use
- Multiple services may not talk to each other
- Hackability of your data
- Web apps not as flexible or powerful
- Back up your data

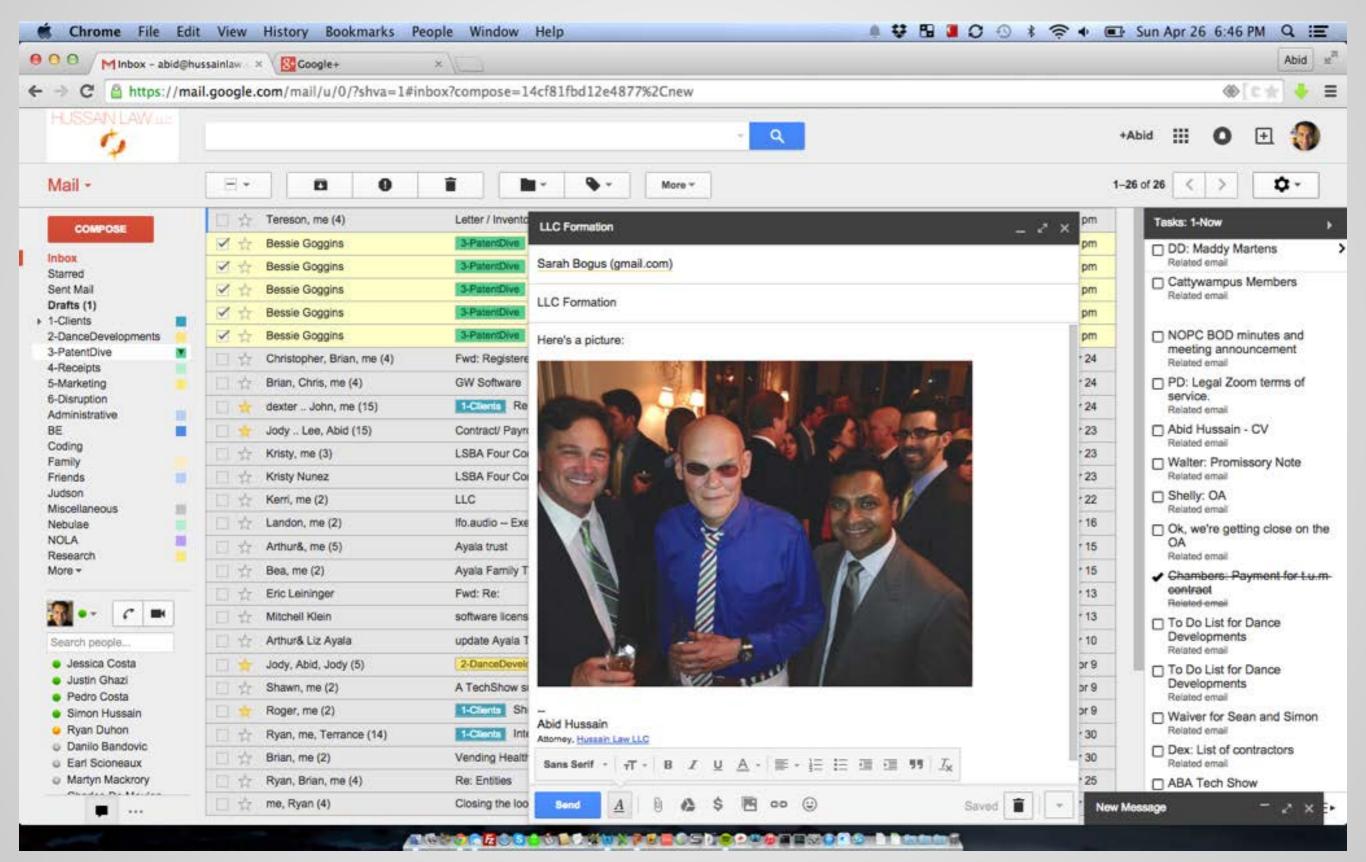
## Traditional vs. Cloud Costs

Hardware	\$2,500.00	Clio	840.00
Software + Maintenance	\$2,000.00	Communications	235.00
Backup	\$1,000.00	Receptionist (most expensive plan)	9,228.00
Office Space	\$12,000.00	Phone	1,500.00
Receptionist	\$28,000.00	Office Space	6,000.00
Paper	\$2,000.00	Document Management	1,700.00
Phone System	\$3,600.00	Backups	360.00
Billing (Accounting and Collections)	\$2,000.00	CRM, Note Taking	240.00
Malpractice Insurance	1500.00	Malpractice Insurance	1500.00
FIXED COSTS	\$54,600.00	FIXED COSTS	21,503.00
1st Year Net Income	\$36,000.00	1st Year Net Income	\$36,000.00
Firm Revenue	\$90,600.00	Firm Revenue	\$57,503.00
Monthly Target	\$7,550.00	Monthly Target	\$4,791.91
\$200/hour rate	38 hours	Actual Billings	7,600.00
		Actual Profit	69,697.00
		The Cloud Difference	33,097.00

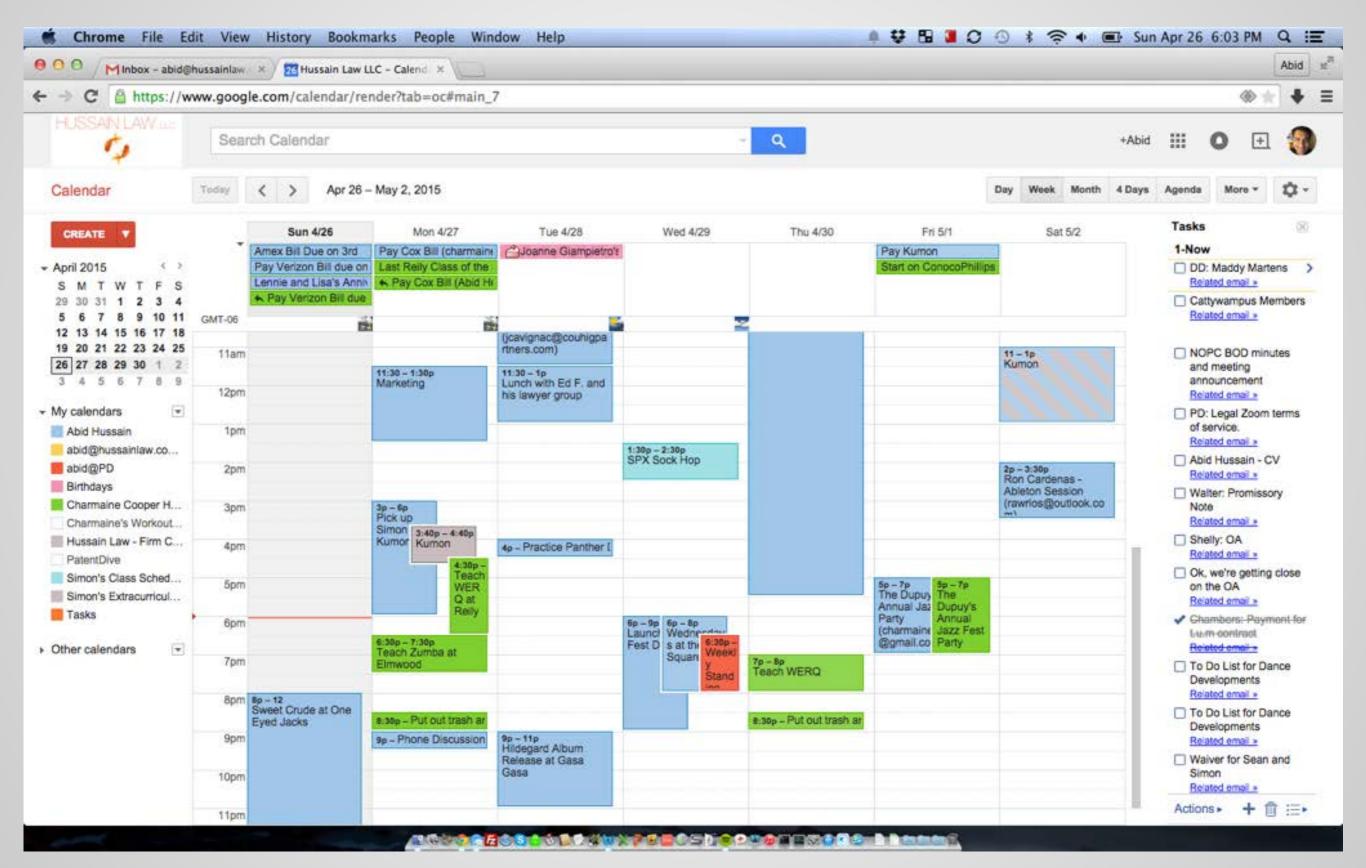
## Demo

- Google Chrome
- Google Mail
- Google Calendar
- Google Tasks
- Google Contacts
- Google Drive
- Docs, Sheets, Slides
- Clio
- Avvo

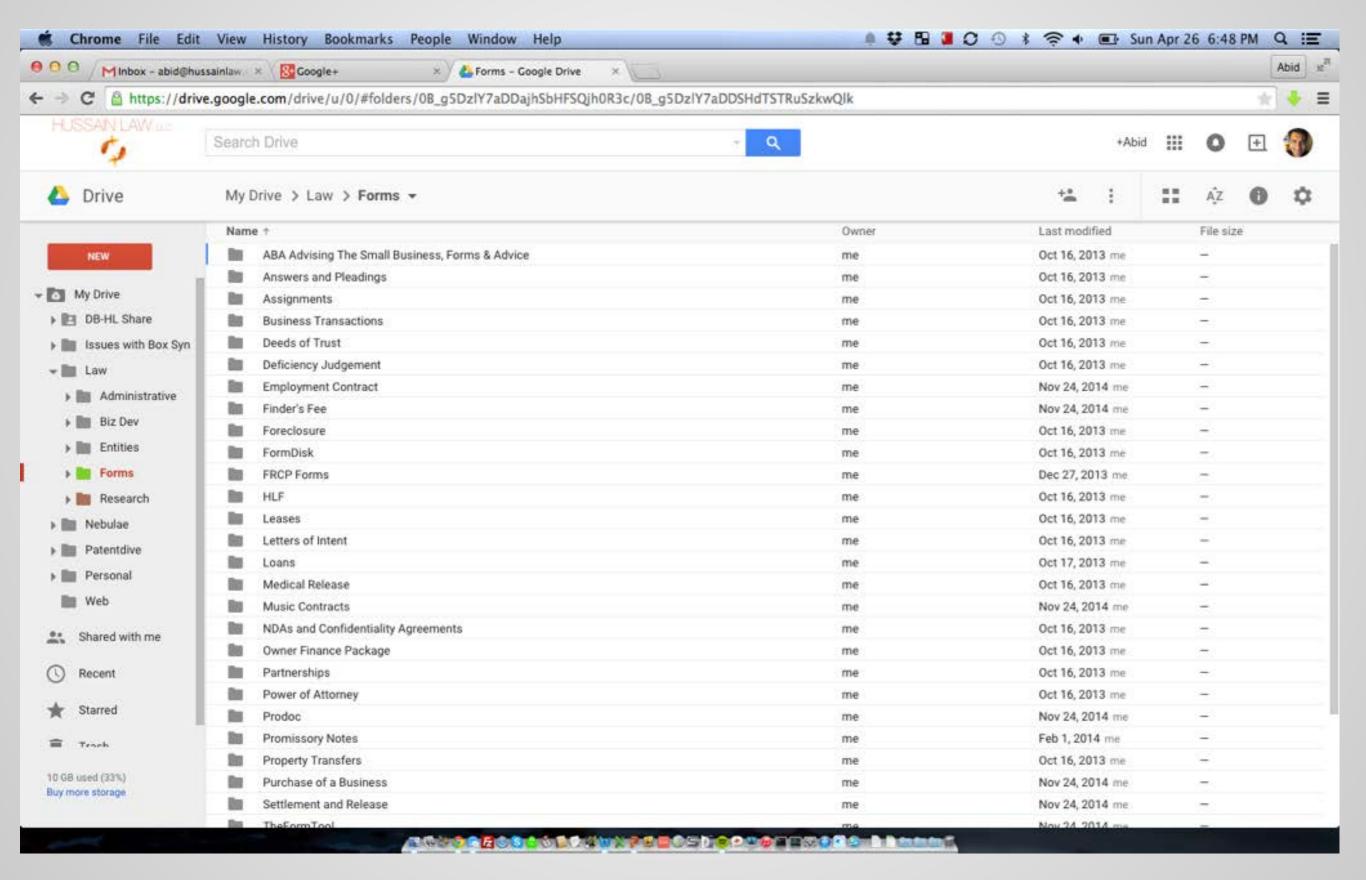
## Google Mail



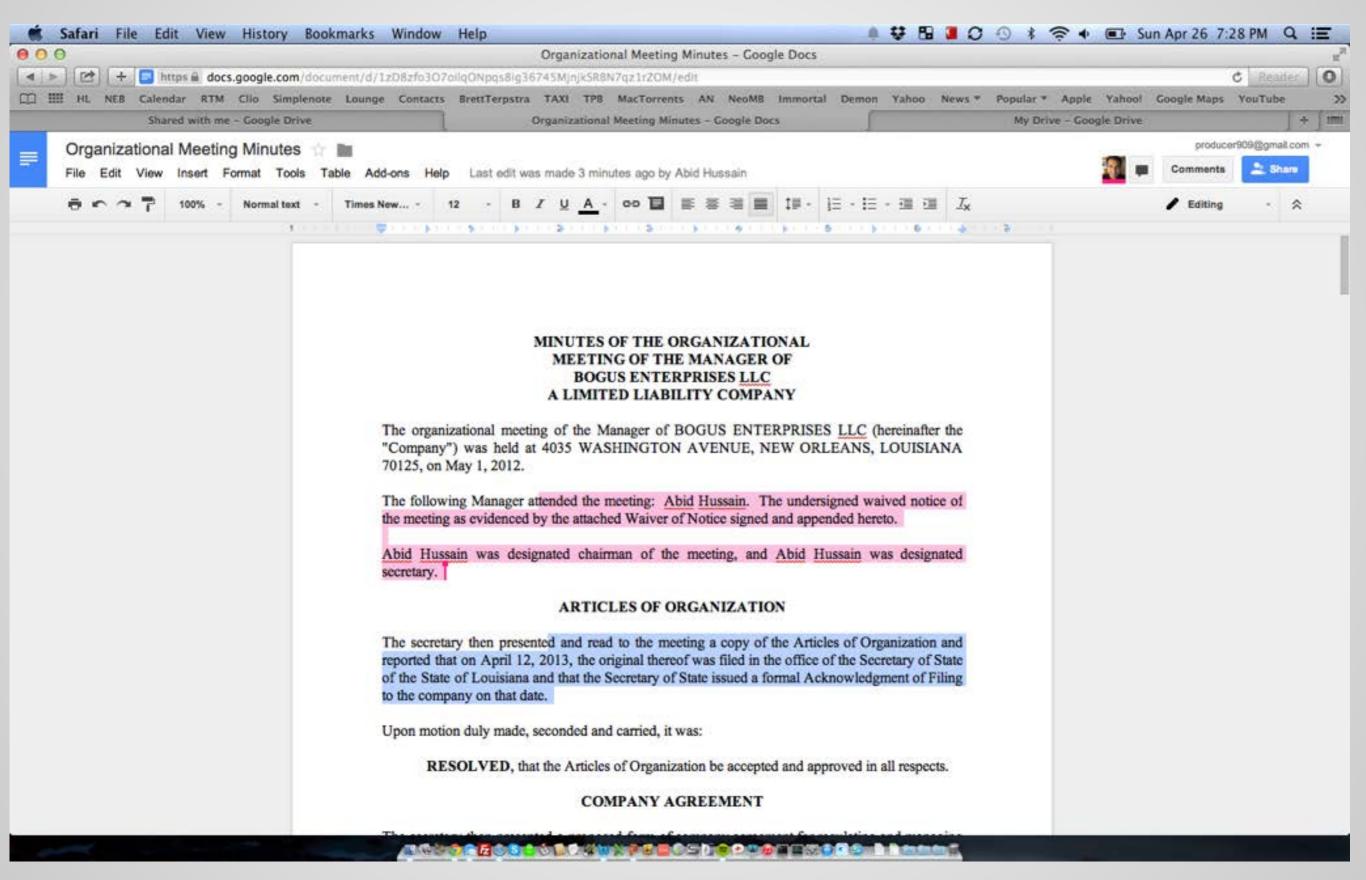
## Google Calendar



## **Google Drive**

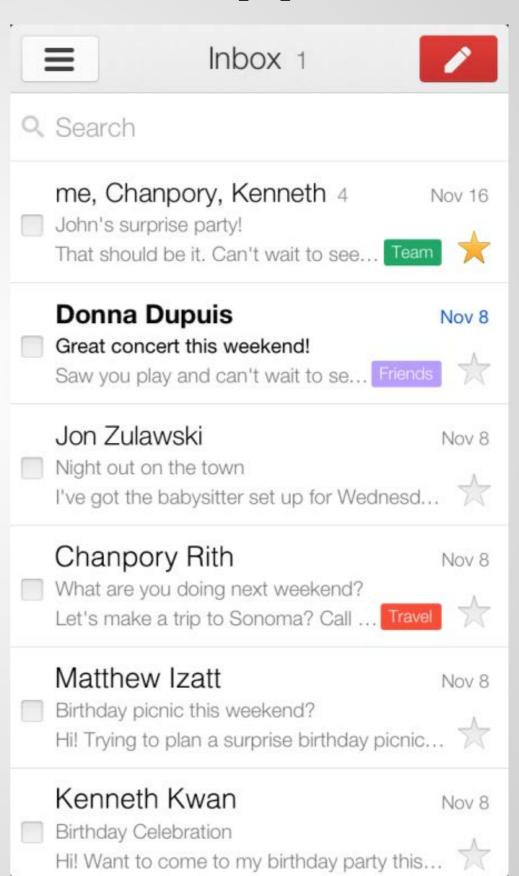


## Google Docs

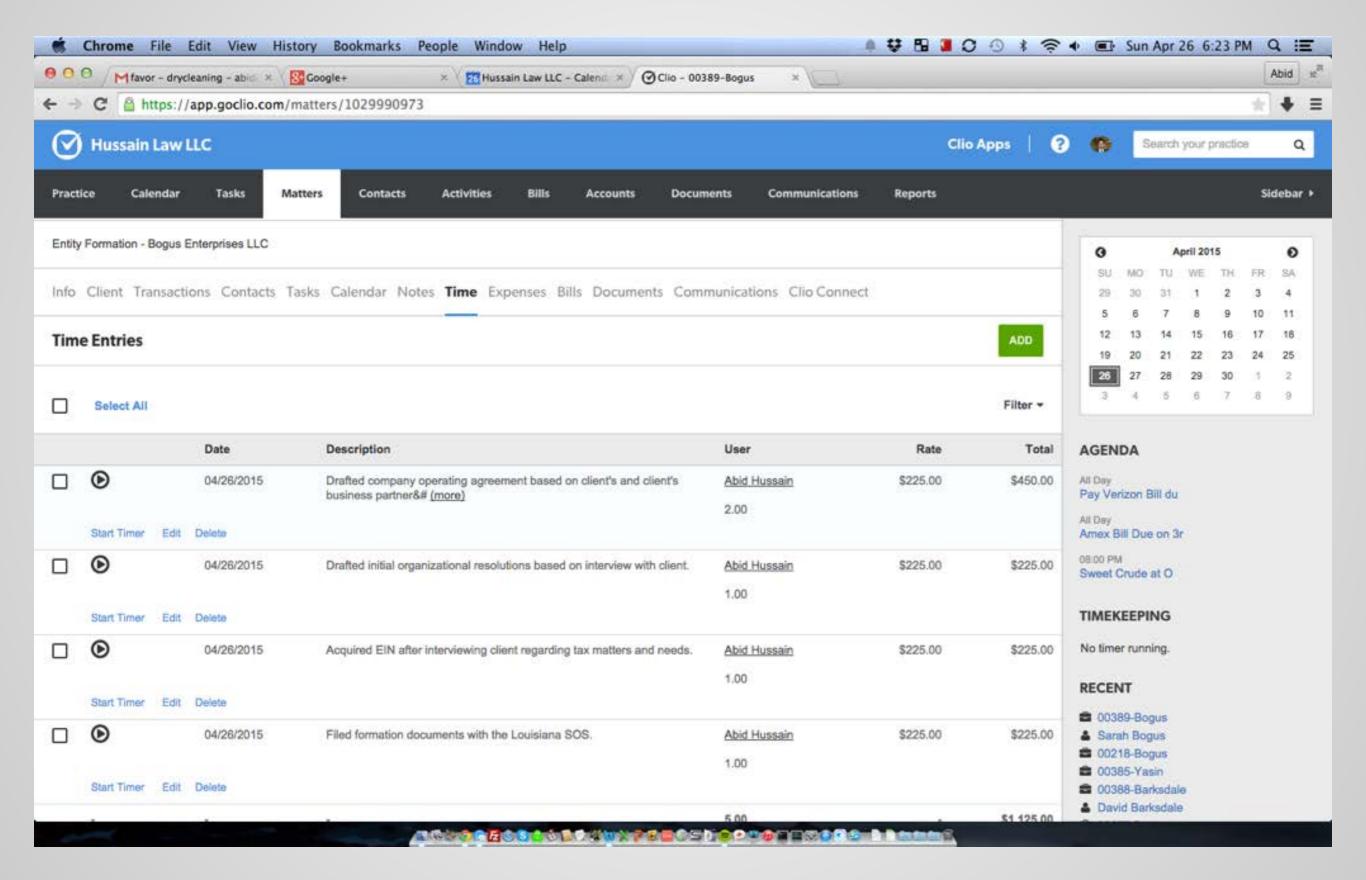


## **Gmail and Calendar App**

- Same search options as Gmail
- Tagging, filing, archiving
- Access to All Mail
- Multiple accounts, signatures consistent



### Clio



## Clio Billing



#### INVOICE

Invoice # 5646 Date: 04/26/2015 Due On: 05/11/2015

643 Magazine Street, Suite 102 New Orleans, LA 70130 United States

Sarah Bogus

#### 00389-Bogus

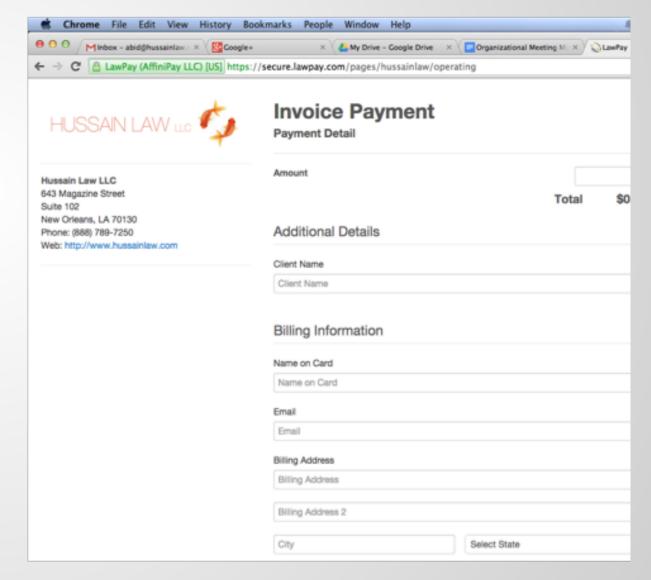
#### **Entity Formation - Bogus Enterprises LLC**

Type	Date	Description	Quantity	Rate	Total
Service	04/26/2015	Filed formation documents with the Louisiana SOS.	1.00	\$225.00	\$225.00
Service	04/26/2015	Acquired EIN after interviewing client regarding tax matters and needs.	1.00	\$225.00	\$225.00
Service	04/26/2015	Drafted initial organizational resolutions based on interview with client.	1.00	\$225.00	\$225.00
Service	04/26/2015	Drafted company operating agreement based on client's and client's business partner's needs.	2.00	\$225.00	\$450.00
			т	otal	\$1,125.00

#### **Detailed Statement of Account**

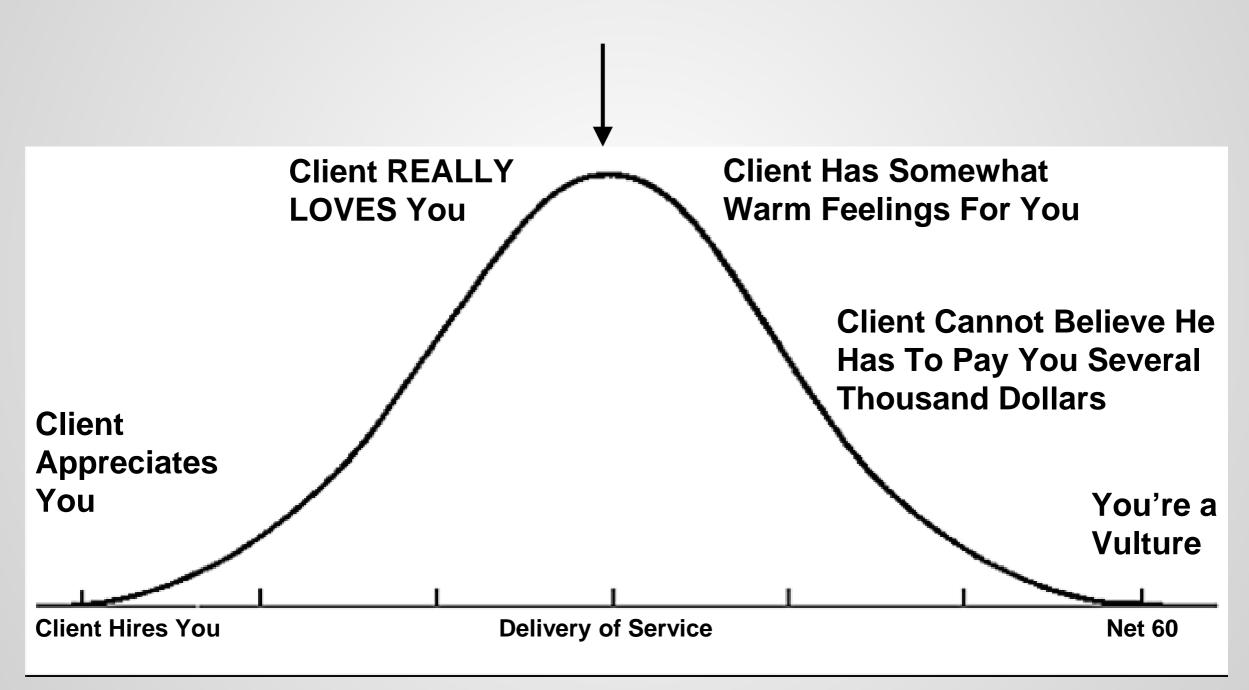
#### **Current Invoice**

Invoice Number	Due On	Amount Due	Payments Received	Balance Due
5646	05/11/2015	\$1,125.00	\$0.00	\$1,125.00
			Outstanding Balance	\$1,125.00
			Total Amount Outstanding	\$1,125,00

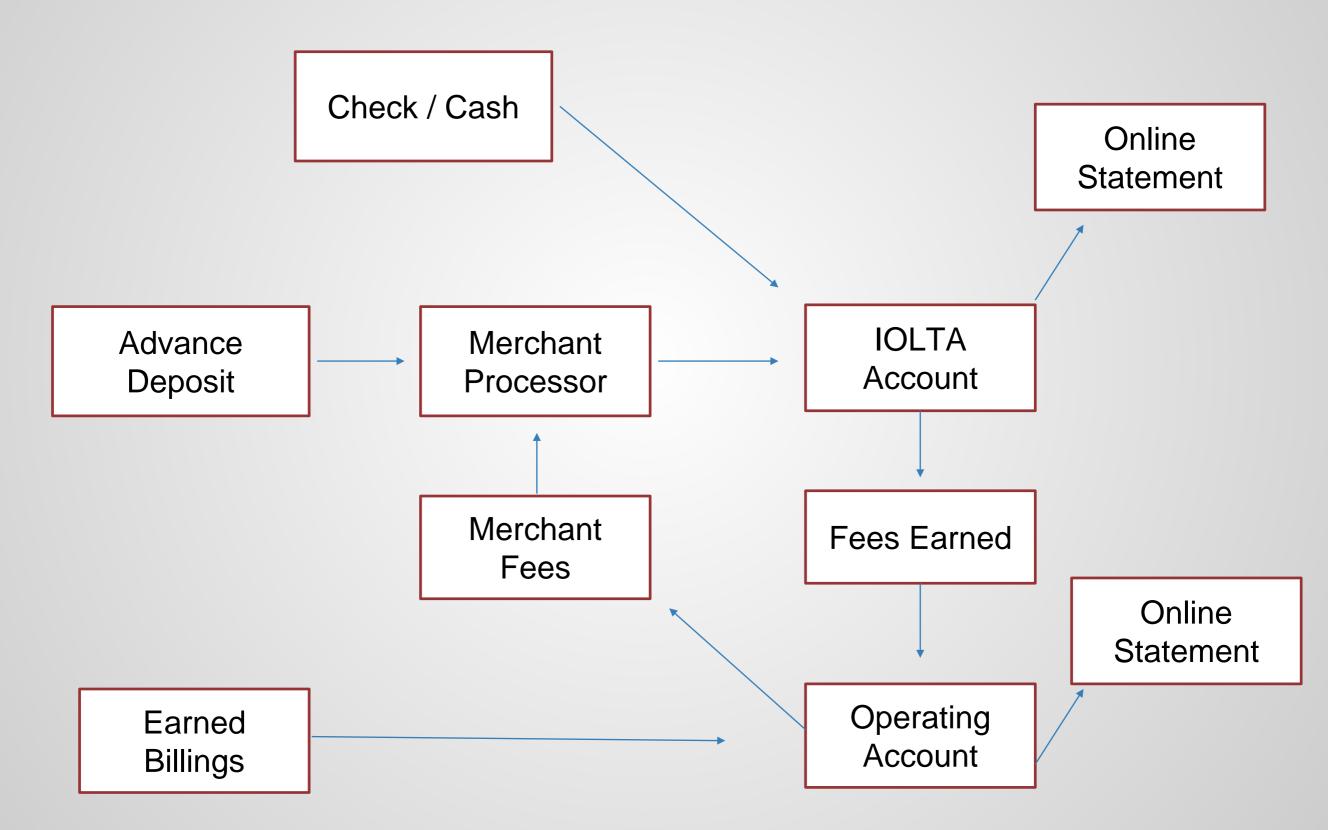


# Foonberg's Client Appreciation Curve





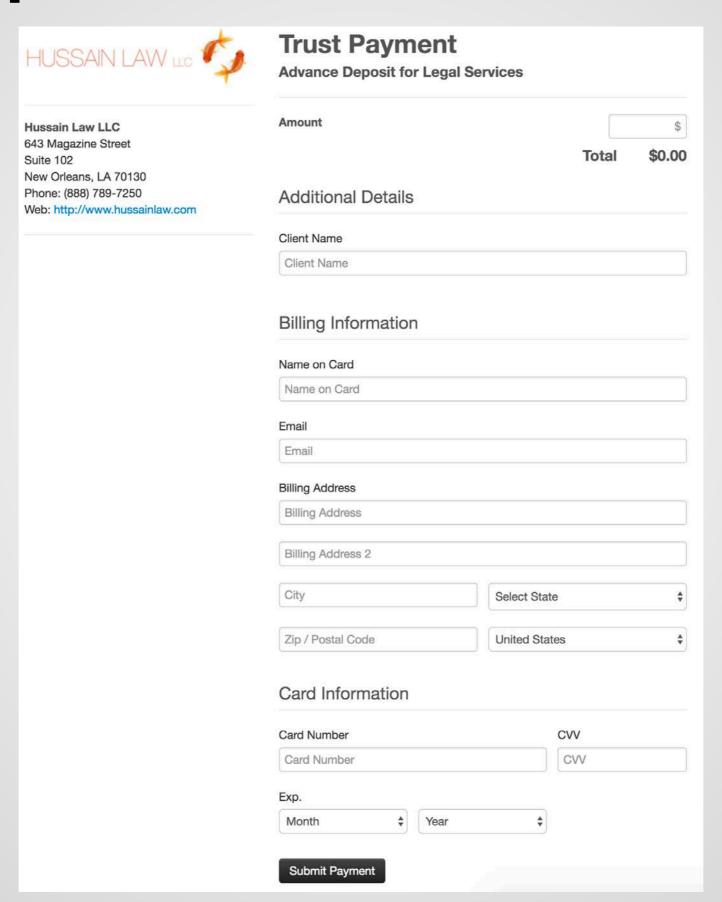
# Paperless Trust Accounting



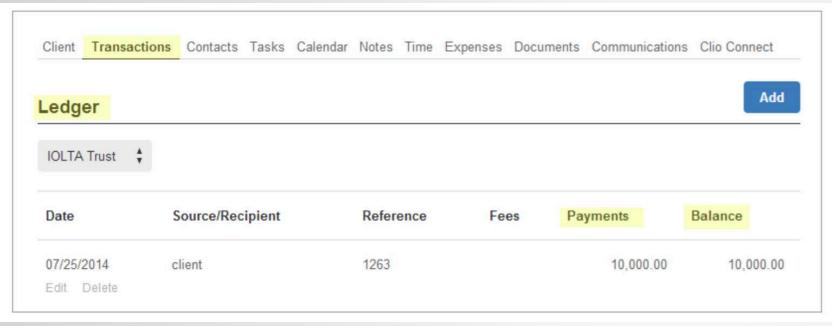
# Advance Deposit

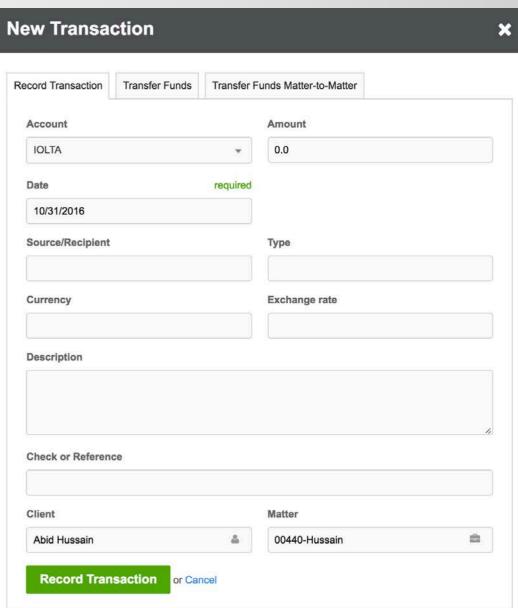
- Client Engagement Spells out if the money is an advance deposit
- Advance is collected directly into IOLTA
  - LawPay is my preferred merchant
- The amount is logged into the client matter

## http://hussainlaw.com/trust



## **Clio Transactions**

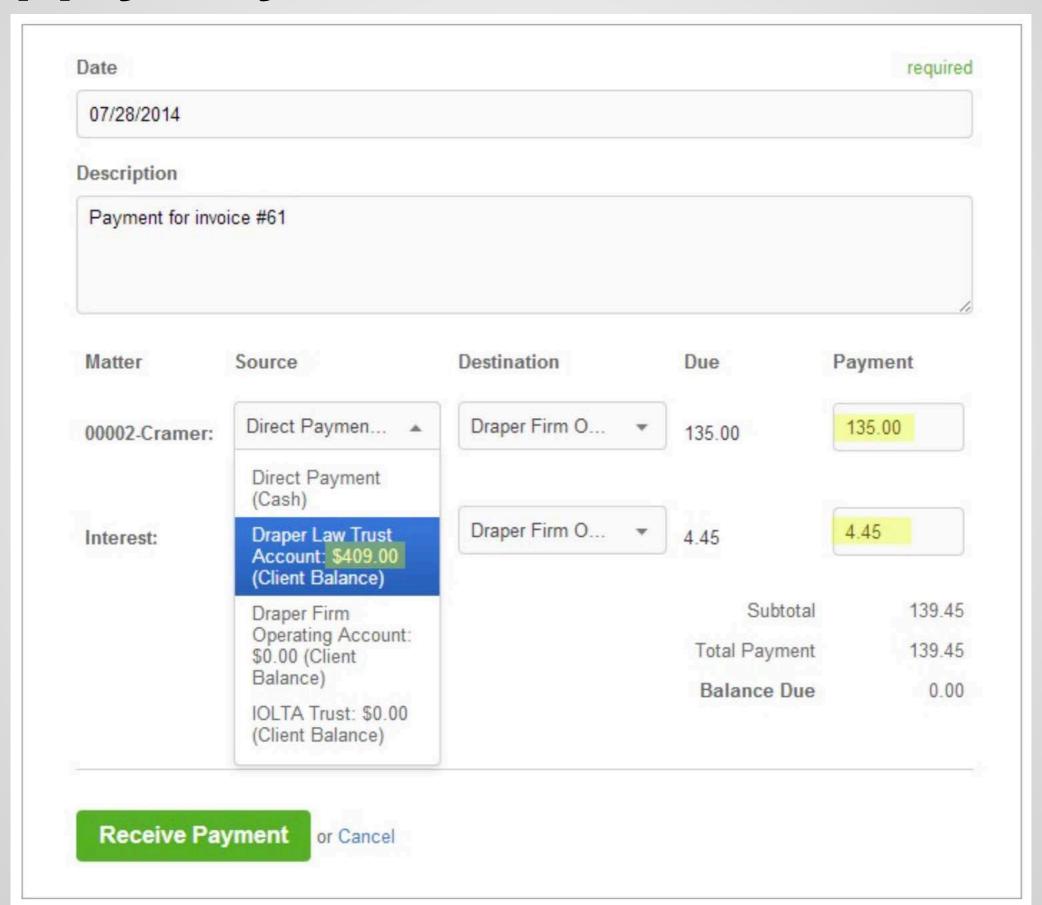




## Invoices

- Generate an invoice per client or per matter
- Apply trust funds toward the invoice
- If using Freshbooks, create a "Credit"
- Generate a client ledger
- Provide client ledger with each invoice

## **Apply Payments from Trust Funds**



# **Client Ledgers**

ter Level Accounting Detail				Add
*				
Source/Recipient	Reference Fe	ees	Payments	Balance
client	12457-47 <b>Client</b>	Deposit	1,000.00	1000.00
Transferred to: Draper Firm Operating Account for invoice #792	Client Payment 4	100.00		600.00
	Source/Recipient  client  Transferred to: Draper Firm Operating Account for	Source/Recipient Reference Feet client 12457-47 Client  Transferred to: Draper Firm Operating Account for Client Payment 4	Source/Recipient Reference Fees  client 12457-47 Client Deposit  Transferred to: Draper Firm Operating Account for Client Payment 400.00	Source/Recipient Reference Fees Payments  client 12457-47 Client Deposit 1,000.00  Transferred to: Draper Firm Operating Account for Client Payment 400.00

## **Trust Account Ledgers**

#### Trust Ledger Report (07/28/2014)

Jennifer Adam

#### **IOLTA Trust**

Date	Source/Recipient	Reference	Matter	Funds Out	Funds In	Balance
04/16/2014	Client/Don	82643	00061-Adam		500.00	500.00
Retainer balan	nce					
04/16/2014	Transferred to: Draper Firm Operating Account for invoice #136		00061-Adam	500.00		0.00
Payment for in	voice #136					
			Closing Balance:	\$500.00	\$500.00	\$0.00
			Client Total:	\$500.00	\$500.00	\$0.00

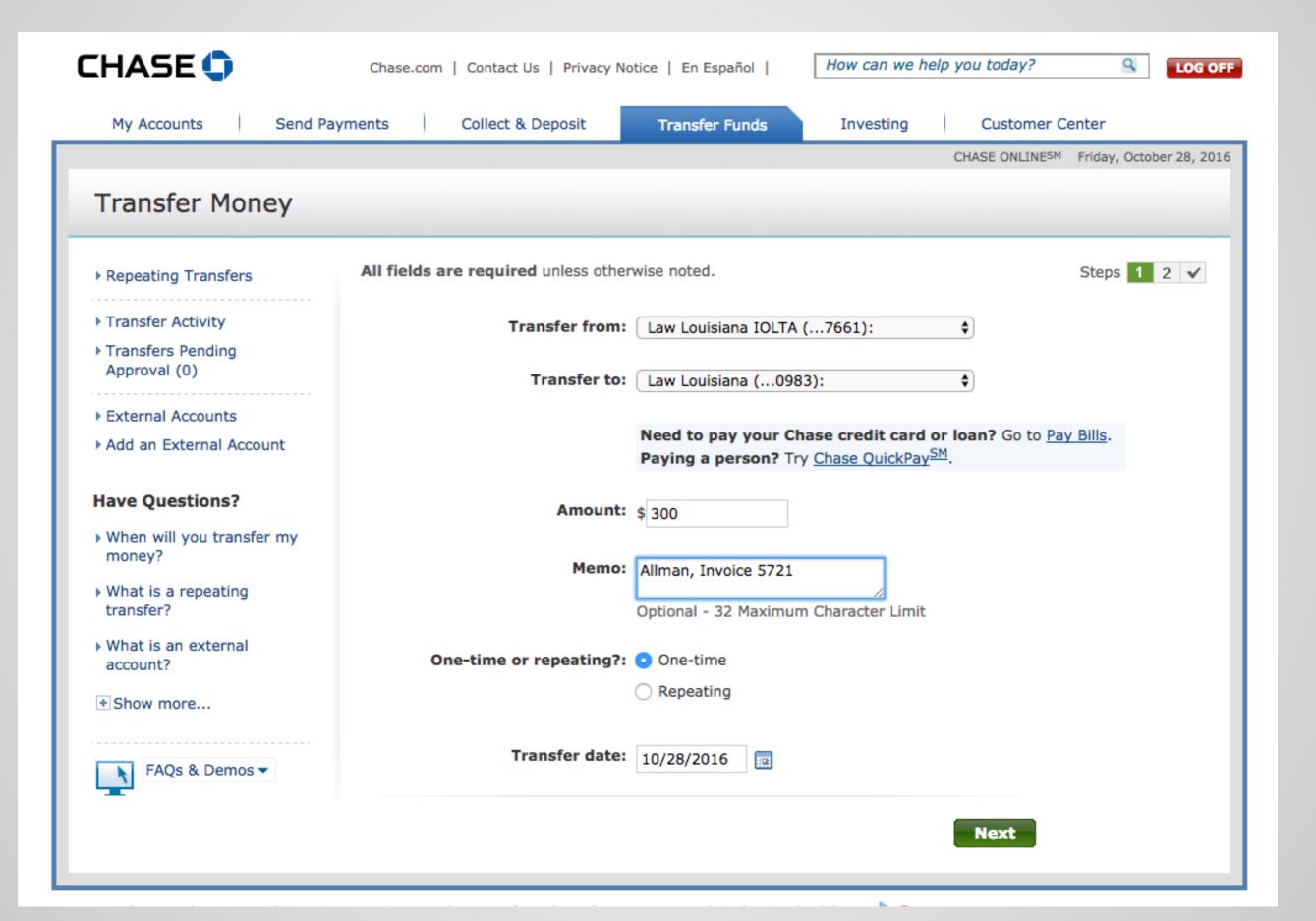
# **Compliant Invoices**

Type	Date	Attorney	Des	scription	Quan	tity	Rate	Total
Service	07/15/2014	DD	Consultation Discussed	on - In Persor I matter	n: (	0.50	\$225.00	\$112.50
		Qua	antity Subto	tal	0.5			
						Subto	tal	\$112.50
		Q	uantity Total		2.5			
						Subto	tal	\$3,112.50
						To	tal	\$3,112.50
		Fro	om Client To	rust Funds	Payment (0	7/28/201	14)	-\$600.00
					Bala	nce Owi	ing	\$2,512.50
	fing Balance 60.00		arges 2.50 )-(	Payments R \$600.0			\$2,512	Outstanding 2.50
( \$	so.oo		2.50 )-(				District on Control	
o s Detailed	d Statem	+ \$3,112	2.50 )-(	\$600.0		=	\$2,512	
Current I	d Statem nvoice	+ \$3,112	ccount	\$600.0	00 ):	=	\$2,512 Ba	2.50
Detailed Current I	d Statem nvoice	+ \$3,112	ccount	\$600.0	00 ):	eceived \$600.	\$2,512 Ba	2.50
Detailed Current I	d Statem nvoice	+ \$3,112	ccount	\$600.0 t Due F 112.50	oo ): Payments R	eceived \$600.	\$2,512 Ba	2.50 slance Due \$2,512.50 \$2,512.50
Detailed Current I	d Statem nvoice lumber	+ \$3,112	ccount	\$600.0 t Due F 112.50	Payments R	eceived \$600.	\$2,512 Ba	2.50 slance Due \$2,512.50
Current I Invoice N	d Statem nvoice lumber	+ \$3,112	ccount  Amoun	\$600.0 t Due F 112.50	Payments R	eceived \$600. ng Balan outstandi	\$2,512 Ba .00 nce ing	2.50 slance Due \$2,512.50 \$2,512.50
Current I Invoice N	Statem Invoice lumber	+ \$3,112 nent of A  Due On 08/21/2014	Amoun \$3,	\$600.0 t Due F 112.50	Outstandi	eceived \$600. ng Balan outstandi	\$2,512 Ba .00 nce ing	\$2,512.50 \$2,512.50 \$2,512.50
Current I Invoice N 807	Statem nvoice lumber	+ \$3,112  nent of A  Due On  08/21/2014  Descriptetainer receive	Amoun \$3,	\$600.0 t Due F 112.50 Tota Matter 00095-	Outstandi	eceived \$600. ng Balan outstandi	\$2,512 Ba .00 nce ing	\$2,512.50 \$2,512.50 \$2,512.50 \$2,512.50

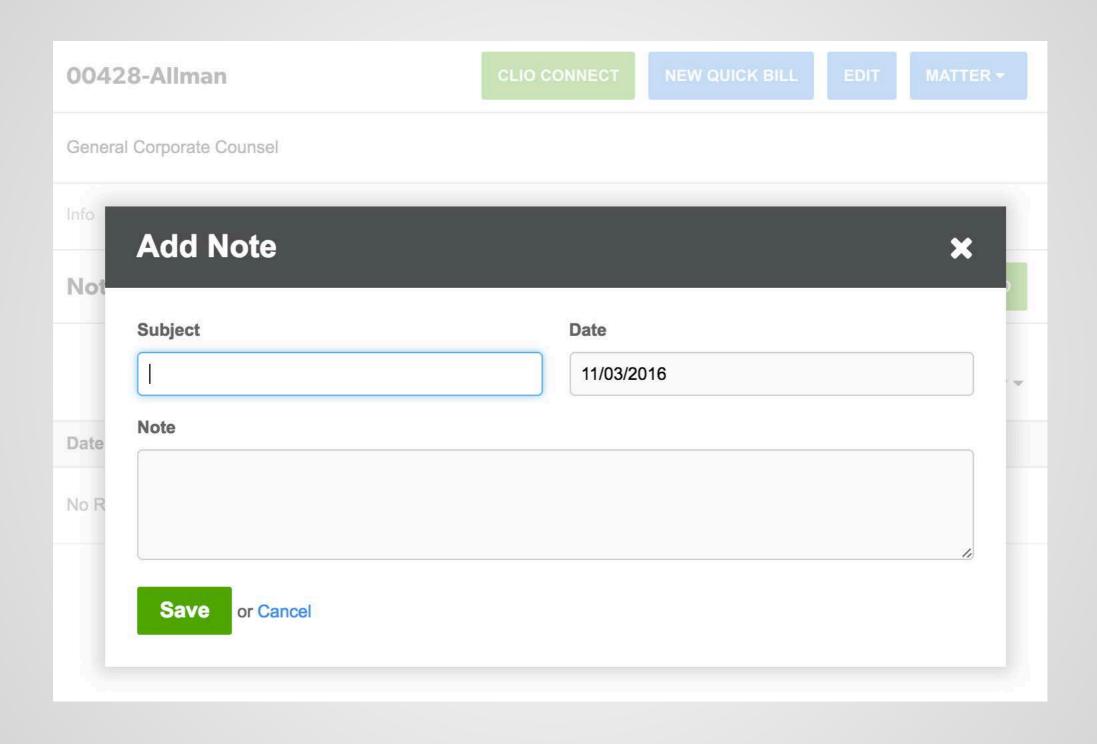
## Transfers

- Use paperless online transfers
- Clearly mark all transfers with details
- Details include matter number, client number, invoice number
- Keep a record of the transfer in your client notes or other tracking system

### **Bank Transfers**



# Create A Paperless Trail



### **Ethics**

- 20 state bar associations have issued opinions stating that using the Cloud is ethical.
- A lawyer may use an online data storage system to store and back up client confidential information provided that
  - the lawyer takes reasonable care to ensure
- that confidentiality will be maintained in a manner consistent with the lawyer's obligations under Rule 1.6.
- In addition, the lawyer should
  - stay abreast of technological advances to ensure
- that the storage system remains sufficiently advanced to protect the client's information,
- and should monitor the changing law of privilege to ensure that storing the information online will not cause loss or waiver of any privilege.
- Client should provide Informed Consent in client engagement letters for Cloud services
- Ethics opinions are available at <u>https://www.americanbar.org/groups/departments\_offices/legal\_technology\_resources/resources/charts\_fyis/cloud-ethics-chart.html</u>