

Q & A



SMOKEBALL'S FREE TRUST ACCOUNTING / TIME AND BILLING TOOL AVAILABLE TO ALL LSBA MEMBERS

To the average person, reconciliation sounds like a peaceful, soul-soothing process, like mending fences over coffee and a heartfelt chat. What's not to love? But for many lawyers, reconciliation triggers something closer to panic: spreadsheets, deadlines, and the quiet dread of trust accounting. It's less "inner peace" and more "internal audit." The struggle is real.

And for good reason. Trust account compliance is consistently among the top sources of complaints to the Office of Disciplinary Counsel, which receives hundreds of overdraft notices each month, many of which result in disciplinary action.

The good news? You can ease the burden with the right technology. Simplify your trust account reconciliations while also taking the sting out of timekeeping and billing, all in one place.

On March 18, 2025, the Louisiana State Bar Association (LSBA), in

partnership with Smokeball, a cloud-based legal case management provider, is offering every LSBA member free access to Smokeball's trust accounting and billing software.

Have questions about the offer? As conscientious lawyers, you'll want to do your due diligence. I interviewed Jane Oxley, the Global Chief Revenue Officer and Co-Founder of Smokeball to help you. Through her career, Jane has obtained a good understanding of how law firms work and how the right tech can help law firms be more efficient with better results for their clients while also improving the bottom line.

Check out the Q&A on the next page.

Who is Smokeball, and how did the company get started?

Smokeball was co-founded over a decade ago by Hunter Steele and me with a simple mission: to make the lives of legal professionals easier. We developed Smokeball as a cloud-based legal practice management platform designed to help attorneys run more organized and profitable firms. Today, legal professionals around the world rely on Smokeball to simplify their daily operations.

What is Smokeball offering to LSBA members?

We're offering LSBA members free access to Smokeball Bill, our trust accounting and billing software. It's fully cloud-based and accessible from any device with an Internet connection. When we created Smokeball Bill, our goal was to help firms stay compliant, streamline billing, and get paid faster. Typically priced at \$588 per user annually, we're proud to make it available to LSBA members at no cost to its members or to the LSBA, particularly to support solo and small firms that often face budget constraints.

What exactly do LSBA members get with Smokeball Bill?

Members receive powerful, user-friendly software that makes trust accounting and billing much easier. Smokeball Bill helps firms stay compliant with trust accounting rules, reduce malpractice risks, and simplify the reconciliation and billing process.

Why is Smokeball offering this for free to LSBA members?

We've partnered with several bar associations nationwide because we believe in supporting the legal community. Trust accounting is one of the most challenging areas for many attorneys, and we're committed to helping solve that problem. By offering Smokeball Bill at no cost, we hope to reduce compliance risk and help attorneys focus on practicing law and stop struggling with their books.

What would Smokeball Bill normally cost without the LSBA offer?

Outside of this partnership, Smokeball Bill would cost \$588 per user per year, or \$49 per user per month.

Who benefits most from this free Smokeball Bill offer?

While any attorney can benefit, Smokeball Bill is especially valuable for solo practitioners and small firms. It offers a cost-effective, easy-to-use solution for managing trust accounts and billing which are two areas that often cause administrative headaches.

How can LSBA members sign up for the free Smokeball Bill offer?

It's easy! LSBA members can visit www.smokeball.com/louisianabill to sign up. Just complete the simple form, and you'll receive immediate access to the software.

What training or support is available to members after they sign up?

Right after signing up, members will be guided through setting up their first matter and invoice. They'll also have full access to our U.S.-based support team and our comprehensive Smokeball Support Hub, which includes tutorials, FAQs, and live assistance.

How long will LSBA members have access to the free Smokeball Bill subscription?

We're committed to a long-term partnership with the LSBA. There's no current expiration date for this offer, and neither Smokeball nor the LSBA has plans to discontinue it.

How is data stored and secured in Smokeball Bill?

Smokeball stores all data securely in the cloud via Amazon Web Services, which is the same infrastructure trusted by government agencies like the Pentagon. We take data privacy and security seriously. Members can review our privacy policy on our website. If a member decides to cancel, they'll have the option to download their data at any time.

Will Smokeball report my trust account information or usage to LSBA?

No. Your Smokeball account is private and protected under our standard Privacy Policy and Terms of Service. We do not share usage data with the LSBA. Only you can access your account unless you voluntarily share your login or we are legally required to disclose information (e.g., via subpoena, in which case we notify the account owner).

What other products does Smokeball offer?

While Smokeball Bill focuses on trust accounting and billing, our full practice management suite goes much further. We offer scalable software tiers tailored to different firm needs, with features like calendaring, client intake, document automation, task management, client portals, and more. No two firms are alike, so we built Smokeball to be flexible, powerful, and personalized.

Shawn L. Holahan is a member of the Louisiana State Bar Association's Professional Programs Department as practice management and loss prevention counsel. She is responsible for the administration of the Law Office Management Assistance Program and the administration of the Fee Dispute Resolution Program. (shawn.holahan@lsba.org; New Orleans, LA)



Jane Oxley is Chief Revenue Officer and co-founder of Smokeball, a cloud-based legal practice management software company. Oxley plays a key role in forging partnerships with state bar associations and drives product strategy to empower solo and small firms to help boost productivity, billing efficiency and client-centered workflows. (info@smokeball.com; Chicago, IL).

