



Winning the Cost-Per-Case Battle

A Deep Dive into Cost Per Case Per Practice Area





In the fiercely competitive world of law, **knowing your industry cost per case is like having a secret weapon** - dive in and uncover the truth behind your acquisitions.

There are quite a few legal marketing metrics you can track, but one you should definitely keep an eye on is: cost per case. This metric represents the amount of money a law firm spends on acquiring a new case in a particular practice area.

But, if you thought that all law firms have the same cost per case, think again - this crucial metric can vary widely depending on the practice area and the firm's unique circumstances. In other words, what works for one firm may not work for another! That's why it's essential to understand the nuances of cost per case analysis, so you can tailor your digital strategy to your specific needs and goals.



Let's dive into the fascinating world of costs and cases



Now, let's analyze the different practice areas and their corresponding cost per case.

Criminal Defense

The typical upfront retainer fee under this practice area ranges between \$1,500 - \$5,000. However, larger cases can range as high as \$50k - \$100k depending on the severity and time involved in the case.



Bankruptcy

In a bankruptcy law firm, billing typically works on an hourly basis, as opposed to a contingency fee or flat fee. Although the costs are based on the number of hours the legal staff works on the case, the typical client fees average ranges between \$1500 - \$3,000.

Estate Planning

Usually the client fee ranges between \$1,500 - \$5,000 but overall, it depends on the model. For example, premium firms can push for estate litigation cases which can lead to \$100,000 fees or higher. In addition, wills and trusts are high-profit areas and firms can charge on average \$3,000+ per client across the US.

Family Law

The price range for family law ranges dramatically based on the law firm business model but client fees can range between \$3,000-\$10,000. Some firms may specialize in high net worth cases and may charge retainers of \$10,000-\$20,000, or even as high as \$100,000 per client. On the other hand, the average client fees for cases such as divorce, child custody and separation of assets is around \$5,000 per client.

Mass Tort

In mass tort cases, attorneys usually charge a contingency fee, which means that they only get paid if their clients win the case or receive a settlement.

Usually prices range between \$25,000 - \$100,000 per client when the firm wins.





Workers Comp

Same as mass tort, workers comp cases typically charge a contingency fee which is usually a percentage of the total amount of money recovered by the client - typically ranging from 10-33% depending on the state and complexity of the case. On average it costs \$4,000-\$7,000 per client. They are often lower fee cases but with the addition of third party insurance claims, attorneys can increase the profitability of these cases and make them even more lucrative.

Motor Vehicle Accidents

There is an upfront retainer of \$1,500 - \$5,000. However, larger cases can range as high as \$50,000-\$100,000 depending on the severity and hours billed for the case.

No two firms are alike, thus no two marketing strategies are alike.

We can help supercharge your law firm's growth and profitability by:

- + Optimizing your cost per case
- + Streamlining your lead intake
- + Managing your cases more efficiently & more.

Book a 1-1 With a Senior Marketing Advisor

