

Primerus

Primerus is an international network of top-rated, independent, law firms that have earned the right to display the Primerus seal of quality. Candidates for membership must have the maximum AV rating from Martindale-Hubbell. Law firms must submit to a rigorous evaluation which includes candid assessments from judges, fellow attorneys, current and former clients, bar associations, and malpractice insurance carriers. Firms must also attest to their commitment to the exacting standards of the *Six Pillars of Primerus Quality: Integrity, Excellent Work Product, Reasonable Fees, Continuing Legal Education, Civility, and Community Service*.

Primerus firms are audited annually to ensure that they continue to be the "best of the best," year after year.

The Six Pillars of Primerus

Every lawyer in Primerus shares a commitment to a set of common values known as the Six Pillars.

Integrity

Research shows that integrity is the number-one quality Americans want from their lawyers. After all, legal matters can be very sensitive. Clients should be able to trust their attorney completely.

Excellent Work Product

Work product is more than winning or losing. It means that all of a lawyer's work for clients is of consistent, high quality. It means that records, as well as communications with clients, are detailed and clear. It means phone calls are returned, deadlines met and promises kept.

There are two ways Primerus ensures quality of members' work product. One is through reputation and strict pre-screening, checking with clients, judges and other local attorneys. The other is by choosing members who specialize in certain areas of law such as business or family law.

Reasonable Fees

Primerus member firms may work by the hour, on a contingency plan (pay if you win), or on other fee arrangements. But regardless of the structure, the fees must be reasonable, based on what is customary in their geographic area, and on the individual attorney's knowledge and experience.

Continuing Education

For Primerus members, education doesn't end with a law degree. Primerus attorneys are required to complete an average of 30 hours of C.L.E. (Continuing Legal Education) a year. This is more than twice the typical state bar C.L.E. requirement.

Civility

Primerus members still hold the courtroom to be a place of honor. Accordingly, as officers of the court, all lawyers and judges deserve our respect, even when in disagreement. Members may express themselves strongly, but never rudely. Primerus attorneys pledge courtesy and civility, in accordance with the profession's noblest traditions.

Community Service

Primerus members believe that law, in its purest sense, is community service. The law, fundamentally, exists to hold communities together. Primerus members pledge themselves to numerous community service endeavors including pro bono services for those who cannot afford legal counsel.

You can be confident that the Primerus name is a symbol of quality; and when you choose a Primerus lawyer, you can expect personal service from seasoned lawyers whose fees are reasonable.

For more detailed information about the International Society of Primerus Law Firms or Primerus Defense Institute please visit www.primerus.com ^[1] or www.primerusdefenseinstitute.com ^[2].

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