

P Primerus

Standing on Principle

*“It’s the lawyer’s
equivalent of the
Hippocratic oath.”*



Primerus

The World’s Finest Law Firms

International Society of Primerus Law Firms

171 Monroe Avenue, NW, Suite 750

Grand Rapids, Michigan 49503

1.800.968.2211 toll free | www.Primerus.com



What it means when you see the Primerus seal.

If you're looking for a lawyer, you're probably looking for experience. Someone worthy of respect. Most of all, someone you can trust.

Unfortunately, even the most experienced individuals sometimes have a hard time finding expert counsel.

Behind the Primerus seal is a wealth of research. It tells you that Primerus screens each law firm and its members carefully to ensure that our rigorous standards are met and upheld.



The process begins with a series of questions.

We ask judges...

- Is our candidate for Primerus membership honest and forthright in dealing with the court?
- Does the candidate file motions and briefs on time?
- Is he/she prepared to present a case?
- Is the case presented clearly, convincingly, knowledgeably?
- Is the candidate respectful to the court at all times?



We ask other lawyers...

- Our research shows that the respect of a candidate's opponents is often the strongest recommendation.
- Primerus poses the same questions it asks the judges to other lawyers who know and have worked with our candidate.



We ask bar associations...

- These associations are the licensing body for lawyers. We check with them to make sure that all of the lawyers in the firm are members in good standing with the bar associations and that none have a history of ethical violations or grievances filed against them.



We ask clients...

- Did the candidate quickly respond to your phone calls?
- Did he/she keep you informed of the work being done on your behalf — and why?
- Were the fees and charges explained adequately?
- If there were changes or new developments in your case, did you receive a quick, clear explanation?
- Were you treated with care, respect and courtesy?



And we ask insurance carriers.

- Once we're satisfied that a lawyer meets our standards, we check with the candidate's insurance carrier to see if any malpractice claims have been filed. If so, we review the claims thoroughly to determine what occurred and why. Candidates with a history of malpractice claims are not qualified for admission to Primerus.



The end result...

Only law firms that have passed this careful scrutiny successfully have the right to display the Primerus seal.

For them, the seal is an honor that recognizes integrity and a commitment to excellence in service to their clients.



A reliable worldwide society.

Primerus law firms are located in cities throughout the world. All are independent from one another and are usually boutique firms. This gives each of our members a chance to cultivate their own individual approach to the practice of law as well as more one-on-one contact with clients. All Primerus firms are solely responsible for the matters entrusted to their care.

For clients, our far reaching society means that whether you need legal help locally or in other cities worldwide, Primerus lawyers are ready to assist you.

Now please read on to learn more about our standards, in the form of the Six Pillars.



Integrity

Research shows this is the number-one quality people want in their lawyer. And no wonder. Most legal matters are so sensitive, you must be able to trust your lawyer completely beyond a shadow of a doubt.

But how do you measure integrity? We rely on our extensive screening process outlined previously. We ask judges, we check with other lawyers, and we ask bar associations. We check with clients, insurance carriers, and national rating organizations. We can't read what's in an attorney's heart. But we can learn their reputation. And we can stay in touch to make sure they adhere to Primerus' high standards.



Excellent Work Product

“Work product” is a matter of more than winning or losing. It means that all of a lawyer’s work for a client – be it writing a will, drafting a contract or forming a corporation – is of consistent high quality. It means his or her records are detailed and clear, as is his or her communication with clients.

There are two ways we assure quality of work product. One is through reputation and screening. The other is by being an organization of specialists. Like doctors, Primerus members specialize in a certain area of practice, developing their expertise just as medical specialists do.



Reasonable Fee Structure

Primerus member firms may work by the hour, on a contingency plan (pay if you win), or on other fee arrangements.

But one thing about their fees must be constant: they must always be reasonable, based on what is customary in their geographic area and on the individual attorney's knowledge and experience.



Professional Education

For the Primerus member, education doesn't end with a law degree. We require our member attorneys to maintain the highest standard of continuing legal education throughout their careers.

Our professional education requirements are more stringent than those of licensing bar associations. And they cover more than just law. We also require education on ethics, and other aspects of professional conduct.



Civility to Bench and Bar

Primerus members still believe the court is a sacred place. It's where America, alone among cultures, resolves its differences peacefully, and with dignity.

Accordingly, as the court's officers, judges and lawyers deserve our respect, even when we disagree with them. We may express ourselves strongly, but never discourteously.

Primerus members pledge their civility, in accordance with the barrister tradition, and with the goal of regaining the public's trust.



Community Service

Primerus members believe that law, in its purest sense, is community service. The law, after all, exists to hold the community together. (That may be why many of our nation's founding fathers were lawyers, as are many leaders today.)

That's why Primerus members pledge themselves to numerous endeavors including *pro bono* services for those who cannot afford legal counsel.



The Primerus Pledge

*In keeping with our standards,
each Primerus attorney makes the
following pledge:*

As a member of the International Society of
Primerus Law Firms, I pledge myself and my firm:

- *To provide my clients a high level of service and an excellent work product at a reasonable cost;*
- *To educate the public about the law and its importance to our democracy;*
- *To generously volunteer my services to serve my community;*
- *To the continuing pursuit of my own professional education and improvement;*
- *To civility in all my dealings with members of the bench and bar;*
- *And to integrity as my highest value in all decisions, large and small.*



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