



PRIMERUS
CLIENT RESOURCE
INSTITUTE





Primerus is an international society of 180 top-rated, independent, small and mid-sized law firms in 45 countries that have earned the right to display the Primerus seal of quality.

Since Primerus was formed in 1992, we have worked to restore honor and dignity to the legal profession and to help rebuild the public's trust in lawyers and the judicial system. Pursuing this goal was important then, and it's even more vital today. Given the challenges of doing business in a fast-paced, global economy, it has never been more important for companies around the world to develop trusted relationships with law firms that offer high quality legal services at reasonable fees.

To further our efforts, we have created the Primerus Client Resource Institute – an unprecedented opportunity for clients to join us as we revolutionize today's legal industry. By working within this institute, Primerus members and clients from around the world will examine how we, *together*, can improve the quality of legal services available, provide easier access to the world's finest law firms, and ensure clients are charged reasonable fees.

Over the years, we have proven that by working together, clients and lawyers can set a new standard for the legal profession. We hope you will join us as we take that work to a higher level with the Primerus Client Resource Institute.





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Joining the Institute

There is no fee to join the Primerus Client Resource Institute. If you wish to be considered for membership in the Institute, please call or email Chad Sluss at 616-454-9939 or csluss@primerus.com with the following information:

- Name
- Company Name
- Title
- Phone
- Email

Upon submission of an application, membership must be approved by the Primerus Client Resource Institute Executive Committee. Membership is intended for in-house legal counsel, risk managers, claims managers and corporate executives responsible for legal affairs.





Membership Benefits

Members of the Primerus Client Resource Institute will enjoy the following benefits:

- A free 30-minute legal consultation phone call with any Primerus member, anywhere in the world
- Assistance in finding the right Primerus lawyer(s) to meet your needs
- Access to free Primerus educational webinars
- Access to Primerus listservs, available in various legal specialties
- Opportunity to participate in committee membership meetings in various areas of practice



About Primerus

“Companies in need of legal services can call upon any Primerus lawyer with complete confidence that he or she is reasonably priced, highly competent and most importantly, worthy of your implicit trust,” said Primerus President and Founder John C. “Jack” Buchanan.

Every Primerus lawyer is committed to the following common values, called the Six Pillars:

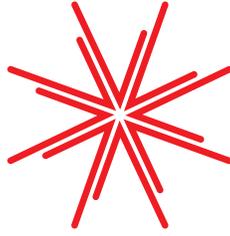
- Integrity
- Excellent work product
- Reasonable fees
- Continuing legal education
- Civility
- Community service

It's because of an unwavering commitment to these values that Primerus has been able to attract

and retain only the best small to mid-sized firms around the world. Primerus submits every potential member firm to an extensive screening process, and once a law firm has gained membership, Primerus ensures consistency of quality among members through annual auditing processes for every firm.

Because of their familiarity with the personal and professional qualifications of fellow members, Primerus attorneys are able to refer clients to other Primerus attorneys with confidence. The lawyers within the alliance have depth of knowledge and expertise in hundreds of specialties and subspecialties and offer personalized attention, excellent responsiveness, extensive legal experience and enduring relationships.





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What Our Clients Say About Primerus

“Excellent lawyers. Real trial experience. All over the country. That’s what Primerus is to me.”

— Peter Barr – *General Counsel (Rack Room Shoes)*

“The absolute commitment of Primerus law firms to its Six Pillars (Integrity, Excellent Work Product, Reasonable Fees, Continuing Education, Civility and Community Service) distinguish them as an excellent choice in any of the jurisdictions around the world in which they provide legal services.”

— Randy Bennett – *General Counsel (Technicolor)*

“Primerus law firms are top quality and provide excellent service at reasonable fees.”

— Rudy Rivera – *VP, Chief International Counsel (Fidelity/National Financial)*

“I was introduced to Primerus about 10 years ago when working with one of their firms in San Francisco. I, and more importantly my clients, were so happy with the quality legal representation, great service at lower cost, and the ultimate results, we now use Primerus firms exclusively nationwide.”

— Matthew Tegmeyer – *Director, Claims (Vericlim)*

“If I had to sum up what Primerus means in one word, I would say “trustworthy.”

— Colleen Taylor – *Claims Administrator (Werner Co.)*

“Primerus makes it easy for a risk or claims manager to find quality defense counsel when needed, anytime, anywhere.”

— Jim Woody – *Sr. Manager Liability Claims & Litigation (Coca-Cola Bottling Co. Consolidated)*



International Society of Primerus Law Firms

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