



PRIMERUS  
CLIENT RESOURCE  
INSTITUTE



# About Primerus

Primerus is an international society of nearly 180 top-rated, independent, small and mid-sized law firms located in more than 40 countries around the world that have earned the right to display the Primerus Seal of quality.

John C. “Jack” Buchanan formed Primerus in 1992 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 today’s fast-paced, global economy.

Every Primerus lawyer is committed to a set of common values, the Primerus Six Pillars:

- Integrity
- Excellent Work Product
- Reasonable Fees
- Continuing Legal Education
- Civility
- Community Service

It is because of an unwavering commitment to these values that Primerus has been able to attract and retain only the best small and mid-size law firms around the world. Each potential law firm must successfully complete an extensive screening process to obtain Primerus membership, and consistency of quality is ensured through annual auditing processes for every Primerus member firm, so companies in need of legal services can call upon any Primerus lawyer with confidence that he or she is reasonably priced, highly competent, and worthy of your trust.





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## About the Primerus Client Resource Institute (PCRI)

The Primerus Client Resource Institute membership consists of in-house counsel, corporate executives, and professionals who are responsible for the legal affairs of their companies. The PCRI was created with the help of some long-standing Primerus corporate clients, and offers PCRI members access to one of the most valuable services to clients in today's legal market – assistance in finding the right lawyer, with the right skills, in the right location, at the right cost. PCRI membership also provides clients the opportunity to connect with other similarly-situated in-house counsel and corporate professionals.

## PCRI Membership Benefits

There is *no cost* to become a member of the Primerus Client Resource Institute, and PCRI members enjoy:

- A free 30-minute legal consultation phone call with any Primerus member, anywhere in the world
- Primerus assistance in finding the right Primerus lawyer(s) to meet your needs
- Access to free Primerus educational webinars
- Access to the PCRI listserv to communicate with other PCRI members
- On-site educational programs can be arranged that are customized to your business and industry

## It's Easy to Join the PCRI

While membership must be approved by the PCRI Executive Committee, applying is easy. If you wish to be considered for PCRI membership:

- Complete the brief application provided in this brochure and send it to us via mail to the address shown; or
- Go to [www.primerus.com/primerus-client-resource-institute](http://www.primerus.com/primerus-client-resource-institute) and complete the brief online application and click "Submit."

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.

## Have Questions?

Please contact Chad Sluss ([csluss@primerus.com](mailto:csluss@primerus.com)) or Joan Bartosh ([jbartosh@primerus.com](mailto:jbartosh@primerus.com)), or call 616.454.9939.

## 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 – *Vice President, 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.)*



International Society of Primerus Law Firms

171 Monroe Avenue NW | Suite 750 | Grand Rapids, Michigan 49503

1.800.968.2211 | 1.616.454.9939 | [primerus.com](http://primerus.com)



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# Join the Primerus Client Resource Institute

**Name:**

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**Company:**

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**Title:**

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**Job Responsibilities:**

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**Address:**

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**City/State/Zip:**

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**Phone:**

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**Email:**

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**Name of Member/Event/Publication that referred you to the PCRI:**

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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.

## 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. 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, lawyers, bar associations, and clients. 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 successfully passed this careful scrutiny have the right to display the Primerus seal, so clients 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, trustworthy.



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