

FINANCIAL REVIEW

'Frequent lawyer' scheme takes off

Mark Lawson

With frequent flyer consumer loyalty programs now extremely popular in Australia, a group has launched what amounts to a frequent lawyer program.

A Victorian operation, called **LAWYERloyalties**, says it can arrange substantial discounts on legal services for companies who happen to be frequent users of legal services.

Mr Yuri Rapaport, a Russian-born former solicitor with Corrs Chambers Westgarth, now running the scheme, and the associated broking service, Prime Law Brokers, said that after just a few weeks of operation 170 Victorian law firms, about 8 per cent of firms in the State, were now participating in the program.

He said that in the next 18 months he expected a large proportion of law firms to participate in the scheme and that it would soon be expanded to Sydney.

Those in the market for legal services contact **LAWYERloyalties**, which matches the specialty required with the skills offered by one of the firms on its database. The client is credited with reward points, analogous to the points offered in frequent flyer schemes, which are equivalent to 8.3 per cent of the client's legal bill.

Those reward points can then be traded for legal services at any of the firms participating in the scheme.

Mr Rapaport said that the lawyers involved were being asked effectively to give away one month's worth of legal fees for each year of work, but a major advantage for them was that the clients were required to pay on time, or lose their reward points.

In return for its services, the scheme charges another 1 per cent of the legal bills issued, or 4 per cent on the first bill, for a new client introduced to a firm through the scheme.