



<http://www.lawandmore.co.uk/legal-news-and-careers/legal-news-&-events/new-legal-directory-is-launched/>

## **New legal directory is launched**

A new service, which promises to revolutionise how lawyers promote themselves online, has been launched.

Hailed as the first serious alternative to the traditional lawyers' directories, Rapoport's Directory breaks new ground in that it provides detailed, searchable data on individual lawyers' ability, performance and track records.

The directory, which is free to both public and lawyers, will allow lawyers to post objective information about themselves – types of matters handled, clients acted for or against, judges appeared before, successes and other information which will help the consumer make an informed buying decision.

Rapoport's Directory, which is a not-for-profit venture, claims to cut through the marketing hype, providing the consumer with factual information which is directly relevant to them.

Dr Yuri Rapoport, managing director of Rapoport's Directory said: 'When wading through directories and lawyers' own websites, it is too easy to be dazzled by marketing hype or spin, when what you actually need is hard, objective facts. The service aims to assist consumers – both companies and individuals – in making critical buying decisions.

'If you're planning to litigate against the world's leading burger retailer, you ideally want a lawyer who has been up against them before. They will know the score – what will work and what won't. Likewise, if you're divorcing a footballer, the lawyer who handled three similar cases last year is going to be a big help'.

Yuri Rapoport, a lawyer himself, developed the concept of 'broking' legal services and founded Prime Law Brokers in Australia in 1996; he is now applying his 12 years' experience of various work referral models to help UK lawyers take full advantage of the Legal Services Act.

Lawyers across all disciplines are being encouraged to sign-up for their free entry in the directory; a nationwide public launch is planned for the autumn

[www.rapoports.co.uk](http://www.rapoports.co.uk)