

Solve the problem of unpredictable, ever-escalating
Outside Counsel Fees

with

The 10% Solution

On Task. On Time. On Budget.

Based on time-honored principles of *effective* leadership and management, and proven through experience *to work*, The 10% Solution produces legal services of consistently HIGH QUALITY on time and *on budget*.

Call Bob Sallander at (925) 866-1000 and mention The 10% Solution to explore how you can BENEFIT from this revolutionary approach to case management.



**The 10% Solution is at the intersection of Accountability,
Transparency and Professionalism.**

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Accountability: Owning Your Results

When you are accountable, you take ownership for your results.

Outcomes Not Guaranteed?

Lawyers understandably do not guarantee the outcome of litigation, but this *mantra* has unjustifiably spilled over into the process of litigation.

The issue is one of control. The parties, not the lawyer, control negotiated outcomes. The judge or jury, not the lawyer, controls trial outcomes.

But

Lawyers have control over their **Litigation Plan** and a carefully designed litigation plan can and should be converted into a **Realistic Budget**.

Know How Much a Case will Cost UP FRONT

The 10% Solution promotes lawyer accountability by

1. Providing you with an early, detailed **Realistic Case Budget**.

BUT THAT IS NOT THE END OF IT

2. Greenan, Peffer, Sallander & Lally LLP uniquely utilizes systems to track its on-budget performance and reports to you monthly on expenditures.
3. Moreover, GPS&L provides you with a **Gantt Chart** so you can see the anticipated timing of charges over the life of the case.

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Transparency: The Guarantor of Accountability

YOU BE THE JUDGE

With A Detailed Litigation Plan and Realistic Budget

YOU can *ensure* that your lawyer is

On Task. On Time. On Budget

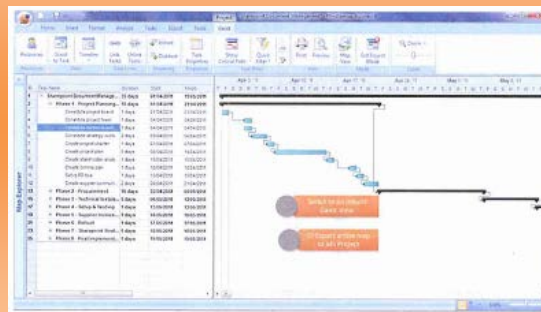
How do you stay **ON TASK?**

A **Detailed Litigation Plan** is the key to ON TASK performance, but many litigation plans are not specific enough to work. Under **The 10% Solution**, GPSL implements the time-tested, proven *critical path* approach to planning that puts first things first and eliminates wasteful detours. **We avoid the “shiny objects” of litigation.**

How do you stay **ON TIME?**

Through a combination of the *critical path* approach to planning and a commitment to **detailed budgeting**, GPSL is able to schedule its activities using state of the art technology to produce a **Gantt Chart**. This gives you *predictability*: knowing what is going to happen **when** and how much it will cost.

With a Gantt Chart you can KNOW what your bill is going to be for the coming months. No More UNWANTED SURPRISES!



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How Do You Stay On Budget?

FIRST you have to have a budget **AND** it must be realistic. What value is a budget that is constantly revised – upward?

GPSL uses a budget form based on the industry standard uniform task-based billing codes.

Plaintiff v. Defendant
Case Budget
21-Nov-12

Objective: Successfully defend Defendant against action for breach of contract and negligence.

Service	Attorney	Hours	Rate	Total
Case Assessment, Development and Administration				
Analysis/Strategy				
Draft Periodic Status Reports	RLS	10	\$ 285	\$ 2,850.00
Draft Pre-Trial Report	RLS	10	\$ 285	\$ 2,850.00
Settlement/Non-Binding ADR				
Draft mandatory settlement conference stmt.	KGK	3	\$ 235	\$ 705.00
Communicate with client re. proposed mediation	RLS	0.5	\$ 285	\$ 142.50
Communicate with opp. counsel re. mediation	RLS	0.5	\$ 285	\$ 142.50
Petition Court for client to be on telephone standby	KGK	0.5	\$ 235	\$ 117.50
Review and Analysis of MSC stmts of others	RLS	2.5	\$ 285	\$ 712.50
Attend MSC	RLS	8	\$ 285	\$ 2,280.00
Subtotal for this category				\$9,800.00
Contingency (20%) for this category				\$1,960.00
Total for this task				\$11,760.00
Pre-Trial Pleadings and Motions				
Pleadings				
Draft Cross-Complaint	KGK	2.5	\$ 235	\$ 587.50
Revise cross-complaint	RLS	0.5	\$ 285	\$ 142.50
Draft motion for leave to file cross-complaint	KGK	2.5	\$ 235	\$ 587.50
Revise motion for leave to file x-c/o	RLS	0.5	\$ 285	\$ 142.50
Attend hearing on motion for leave to file X-C/O	KGK	4	\$ 235	\$ 940.00
Attention to service of x-c/o	KGK	0.5	\$ 235	\$ 117.50
Court Mandated Conferences				
Draft CMC statements (3)	KGK	1.5	\$ 235	\$ 353
Appear for CMC (3)	KGK	12	\$ 235	\$ 2,820
Subtotal for this category				\$5,690.00
Contingency (20%) for this category				\$1,138.00
Total for this task				\$6,828.00
Discovery				
Written Discovery				
Respond to interrogatories from MJ Hall	KGK	8	\$ 235	\$ 1,880.00
Respond to interrogatories from Landmark	KGK	8	\$ 235	\$ 1,880.00
Respond to requests for admissions from MJ Hall	KGK	8	\$ 235	\$ 1,880.00
Respond to requests for admission from Landmark	KGK	8	\$ 235	\$ 1,880.00
Document Production				
Respond to RPDs from MJ Hall	KGK	4	\$ 235	\$ 940.00
Respond to RPDs from Landmark	KGK	4	\$ 235	\$ 940.00
Depositions				
Predeposition conference with Eva Preciado	RLS	6	\$ 285	\$ 1,710.00
Defend Preciado deposition	RLS	8	\$ 285	\$ 2,280.00
Report on deposition of Preciado	RLS	1	\$ 285	\$ 285.00
Prepare for deposition of Landmark PMK	RLS	4	\$ 285	\$ 1,140.00
Take deposition of Landmark PMK	RLS	8	\$ 285	\$ 2,280.00
Report on deposition of Landmark PMK	RLS	1	\$ 285	\$ 285.00
Expert Discovery				

THEN you must **track** your performance to stay within the budget. At GPSL, all time keepers are informed of the applicable budget and commit to abide by it. **MOREOVER**, GPSL software tracks budget performance in real-time, allowing us to perform within budget.

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Professionalism:

The How and Why Behind The 10% Solution

There is no need to recreate the wheel.

GPSL employs a team of professionals that is highly trained in the Firm's systems and regularly evaluated for proficiency and compliance.

OUR KEY SYSTEMS INCLUDE (but are not limited to)

- **Daily Review of Advance Sheets**
- **Key Decisions Summarized**
- **Distributed Through Case Notifications and Coverage Quarterly**
- **Weekly Training Meetings**
- **Continuing Legal Education**
- **Proprietary Operations Manual
(providing consistency and standardization of approach)**
- **Constantly Updated Brief Bank**
- **Legal Research Files**
- **Forms File**
- **Checklists**

The CHANCES ARE that we have litigated many of the issues presented by your case. We will not need to research the issue from scratch because we have kept and indexed our prior briefs *and those of our opposition* for easy retrieval.

UPDATING prior briefs is fast and easy with our up-to-date legal research files.

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The 10% Solution Guarantee

Greenan, Pepper, Sallander & Lally LLP will handle all cases falling within the Business Segment assigned to it by [Client] during the Baseline Period in accordance with the Guidelines and in accordance with best practices for a Fee not to exceed 90 percent of the Baseline.

Definitions

Baseline: [the average annual amount of outside counsel fees paid by client to defend cases within the Business Segment.]

Baseline Period: The 12-month period beginning [date].

Business Segment: [defined business segment to which this agreement applies]

Fee: The total amount charged by GPS&L for legal services rendered in connection with all cases falling within the Business Segment assigned to it by [client] during the Baseline Period.

Guidelines: [Client's] billing guidelines, as modified.

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