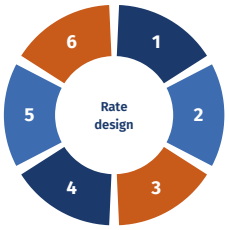
LawVision
CREATING COMPETITIVE ADVANTAGE

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LAWVISION CONFIDENTIAL

STRATEGIC RATE DESIGN

Are your rates designed, or simply inherited?



Every firm sets rates. Far fewer design them: a structure that reflects the firm's value, practice mix and market position, and holds from one year to the next. Too often value leaks away through random discounting, rate stagnation and fragmented rates across practices and timekeepers, which confuse clients and blur the brand. The **strategic rate design** service is an 8 to 12 week engagement that builds a high-performing, market-informed rate structure, the progression plan behind it, and the communication and governance that make it stick.

WHAT WE BUILD

Three years of rate and billing data · peer and market benchmarks · practice leader and partner input

1 STRATEGIC PRICING ARCHITECTURE

Does the rate structure reflect who the firm is and how it practices?

Aligns the rate structure with the firm's identity, practice mix and economic profile: a cohesive framework that balances internal consistency with flexibility across practices, rationalizing timekeeper levels and matter types to curb fragmentation.

DELIVERS: practice-based pricing framework · timekeeper rate map · role-based pricing (optional)

2 MARKET POSITIONING & INTELLIGENCE

Is the firm's pricing stance aspirational or defensive?

Benchmarks current rates against internal and external market data, and diagnoses rate stagnation with compound growth and variance testing by practice, title and timekeeper to show where the firm has room to move.

DELIVERS: market-based rate targets · gap analysis vs. peers · repositioning insights

3 RATE PROGRESSION STRATEGY

Is there a plan beyond this year's increase?

Establishes a structured cadence for annual increases, an internal review schedule and a forward-looking plan so rates do not stall again, with tiered schedules fitted to the firm's practices and timekeeper levels.

DELIVERS: three-year rate progression roadmap · rate increase policies · tiered schedules

4 CLIENT COMMUNICATION & CHANGE MANAGEMENT

Will clients, and partners, accept the new structure?

Messaging aligned with the firm's brand and values, communication materials for internal and external use, a forward-looking communication calendar, and preparation for partners' client conversations.

DELIVERS: rate letter and talking point templates · communication calendar · partner coaching (optional)

5 PRICING GOVERNANCE ENHANCEMENTS

Will the discipline hold once the rates are set?

Reviews and strengthens governance so rate discipline is sustainable: discount authority levels, oversight workflows, and mechanisms to track and review rate deviations as they occur.

DELIVERS: discount approval matrix · governance structure · deviation monitoring tools

6 SOCIALIZATION & ROLLOUT

How does the design become the firm's rates?

Design iteration with partner feedback, socialization with practice leaders, an executive presentation and go decision, then rollout support for specific clients or practices as the new structure takes effect.

DELIVERS: executive presentation · rollout plan · quarterly rate review facilitation (optional)

PLAN AND TIMING · 8 TO 12 WEEKS

WEEKS 1–2	WEEKS 3–5	WEEKS 6–9	WEEKS 10–12
Kickoff, project team and historical rate review	**Baseline, opportunities and fair value alignment**	**Rate design iteration with feedback**	**Socialize, commit and executive go**

WHAT THE FIRM RECEIVES

A **strategic rate playbook**: the structured rate design with its practice framework and timekeeper rate map, a three-year progression roadmap, the communications plan, and an enhanced governance framework, presented to leadership for a go decision. Post-engagement options include partner coaching on rate conversations, the Strategic Pricing AI Advisor, monitoring dashboards and quarterly rate review facilitation.

THE LAWVISION PRICING SERVICES · WHERE THIS ONE FITS

Rapid Rate Diagnostic	**Strategic Rate Design**	Pricing System Diagnostic	Pricing Transformation
6 weeks	**8 to 12 weeks**	8 to 12 weeks	12 to 15 months
Rate performance and its causes	**A market-informed rate structure that holds**	All eight dimensions of the pricing system	Pricing beyond the hour, practice by practice

Interested in the Strategic Rate Design?

Contact Mark Medice: **mmedice@lawvision.com** or **412.721.9475**

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