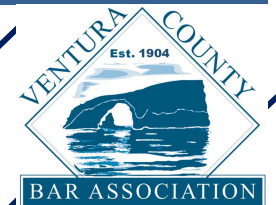


HOW CONSUMERS FIND ATTORNEYS

*Presented by Chris Denove
Trial Survey Group*

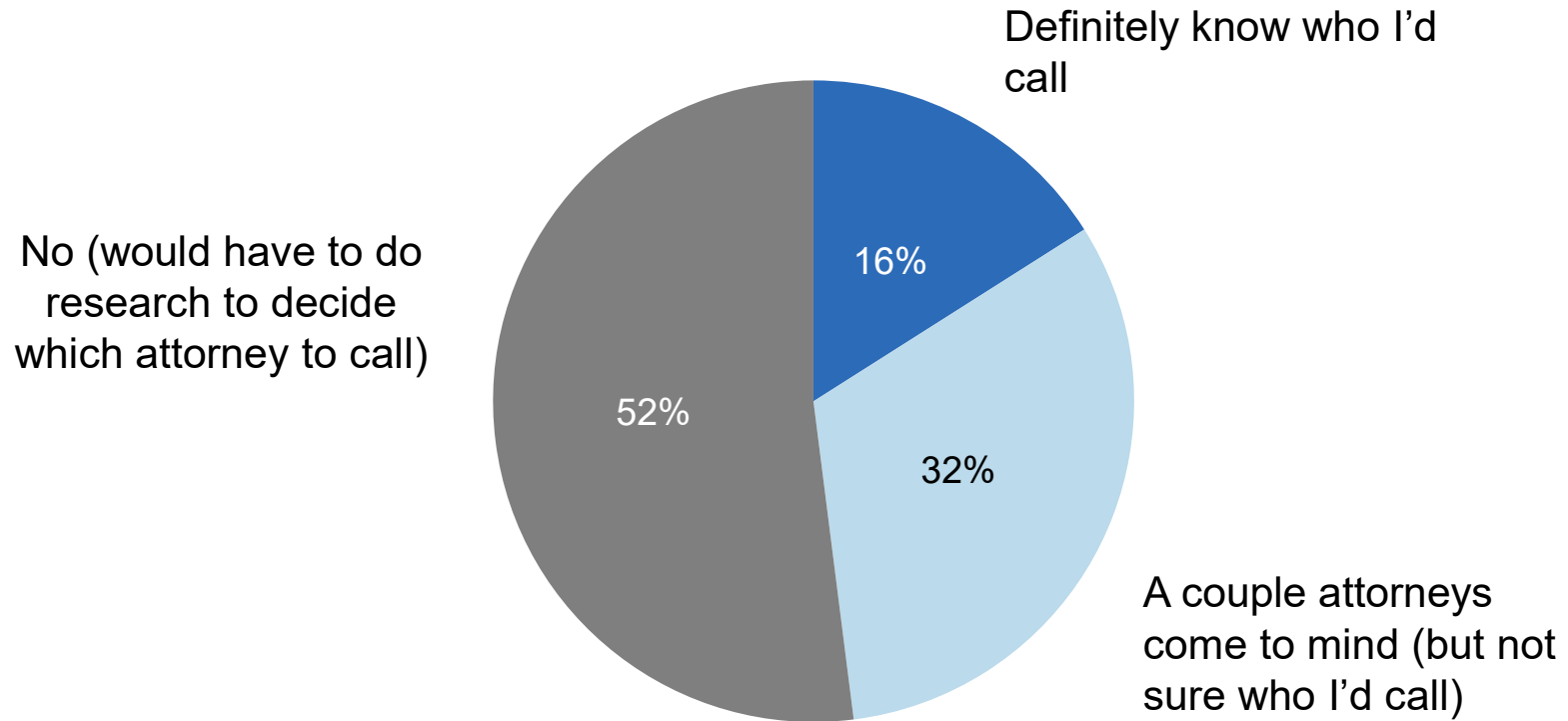
March 24, 2026 | VCTLA Section of VCBA



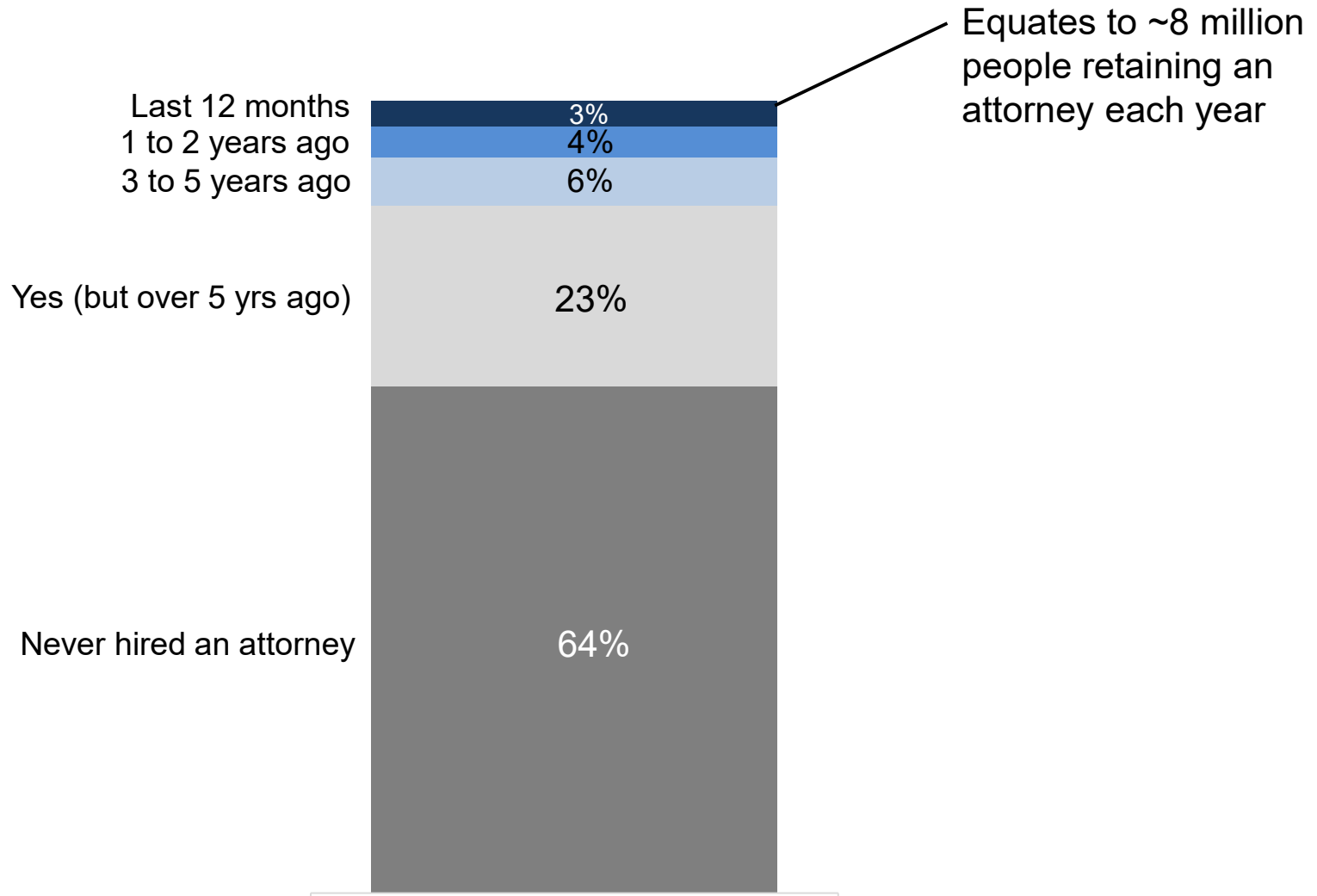
T S G

Trial Survey Group

DO YOU KNOW WHICH ATTORNEY YOU WOULD CONTACT IF YOU WERE INJURED IN AN ACCIDENT TOMORROW?

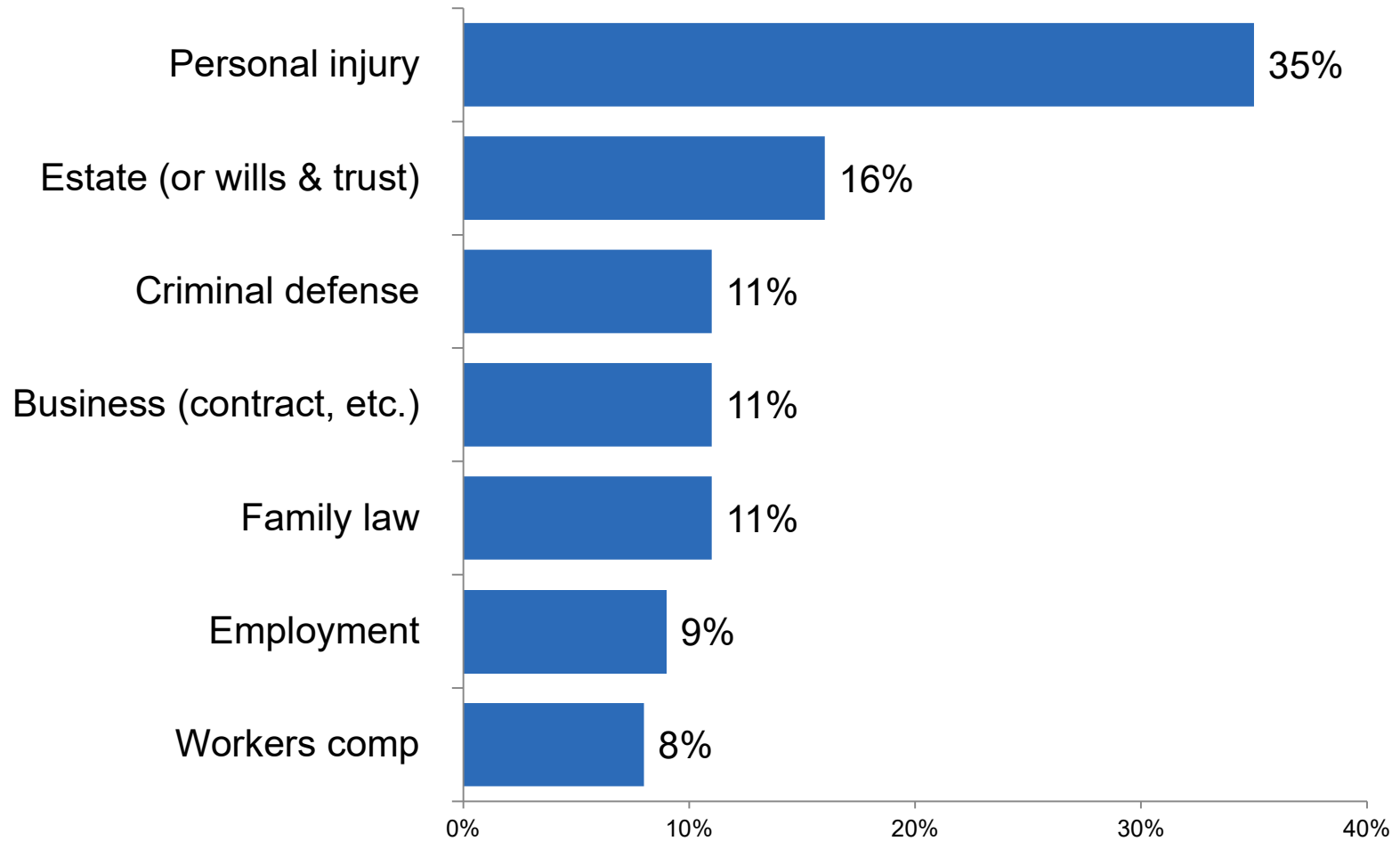


HAVE YOU HIRED / RETAINED AN ATTORNEY IN THE LAST FIVE YEARS?*

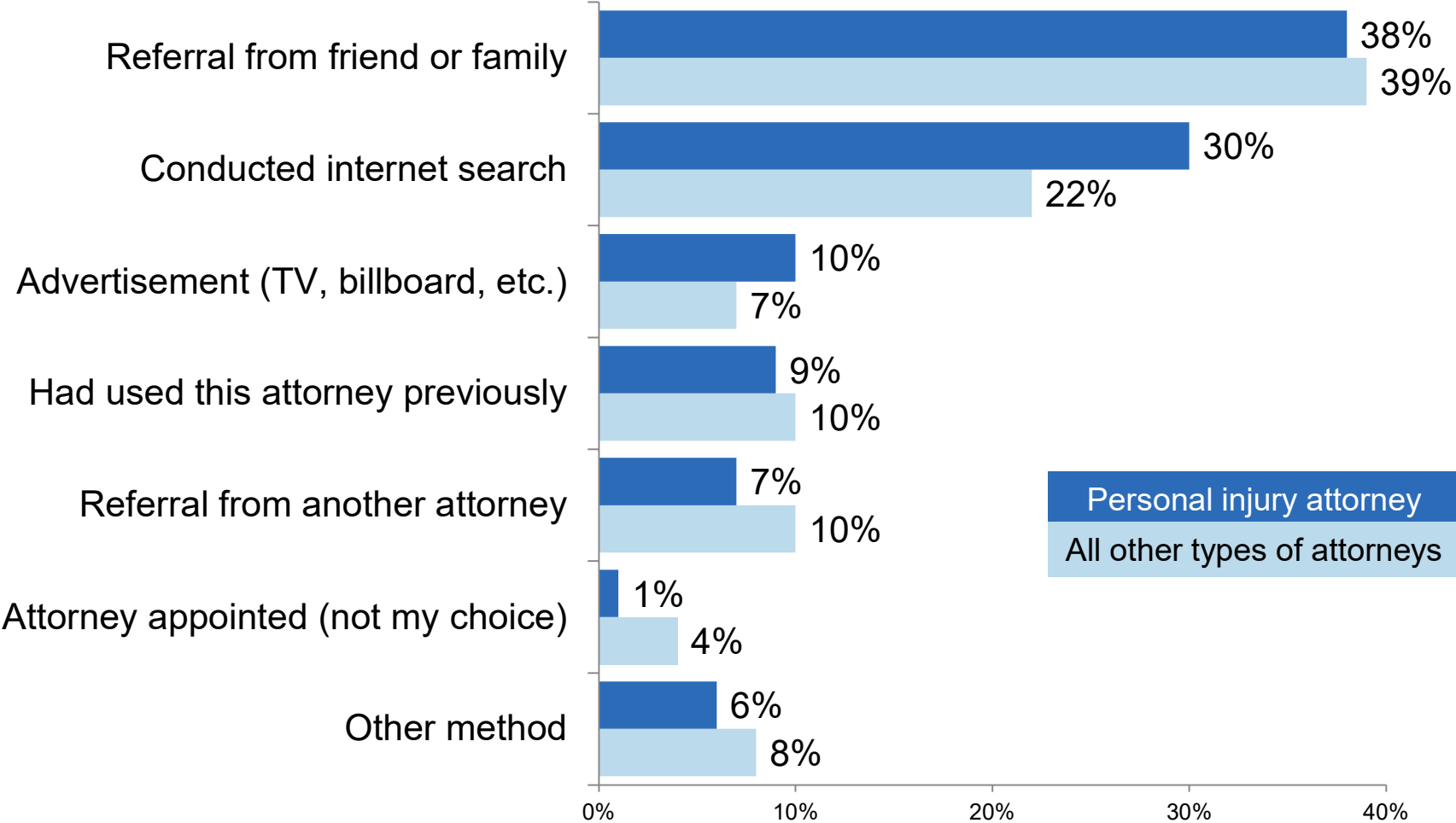


* Respondents who have an attorney representing them in matters where they have only limited direct involvement likely did not indicate that they had hired or retained an attorney, so the actual number is likely higher.

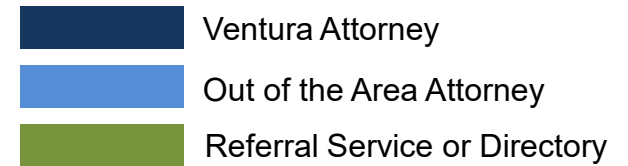
WHAT TYPE OF ATTORNEY DID YOU HIRE IN THE LAST FIVE YEARS?



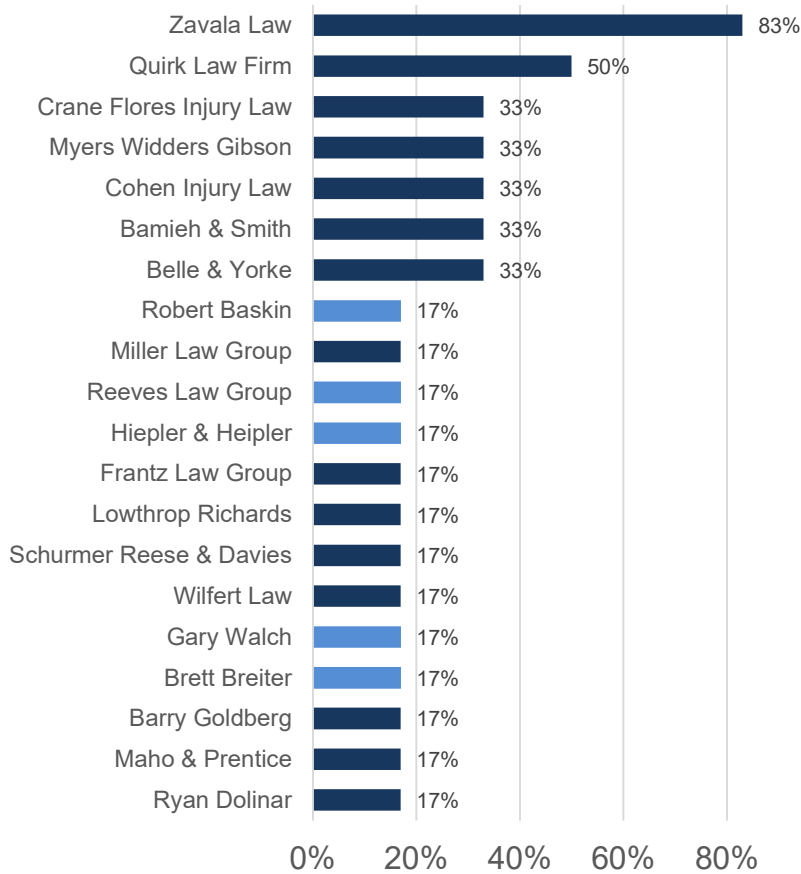
HOW DID YOU FIND THE ATTORNEY YOU HIRED?



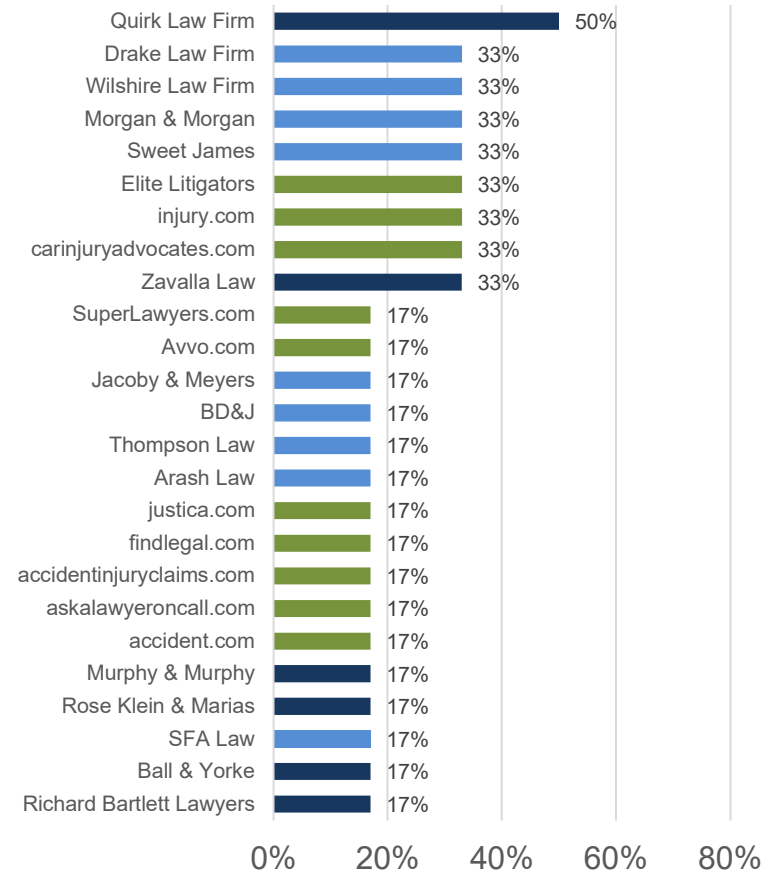
FREQUENCY THAT EACH FIRM WAS IN THE TOP 6 OF RESULTS DURING SIX SEARCHES FOR A VENTURA COUNTY INJURY ATTORNEY



AI Search



General Search



CHAT GPT EXPLANATION FOR:

REASONS FOR CHOSING WHICH ATTORNEYS TO RECOMMEND

Recommended Firms

- Baldwin Law
- Myers Widders Gibson
- Law Offices of Robert Stutz
- Heipler & Heipler
- Reeves Law Group
- Miller Law Group

- **Track Record and Experience** (stated that three of the recommended firms had been involved in high-value settlements and verdicts)
- **Specialization** (focus on personal injury, noting that two of the recommended firms have special knowledge with auto accidents and wrongful death)
- **Reputation & Client Feedback** (mentioned these firms have positive reviews on Google, Avvo, Yelp)
- **Contingency Fee Model** (said most of these firms work on a “no win / no fee” basis)
- **Local Knowledge** (stated that knowing the local courts and adjusters leads to faster and larger settlements compared to a “big firm from Los Angeles”)



GENESIS AI EXPLANATION FOR:
*REASONS FOR CHOSING WHICH
ATTORNEYS TO RECOMMEND*

Recommended Firms

- Zavala Law
- Richard Bartlett Lawyers
- Quirk Law Firm
- Crane Flores Injury Lawyers
- Law Office of Robert Baskin
- Ball & Yorke

- **Documented Local Success** (cited examples of a large verdict from three of the recommended firms)
- **Peer Recognition & Industry Success** (mentioned awards of two of the firms, such as trial lawyer of the year and the multi-million-dollar advocates forum)
- **Both Sides Perspective** (noted that one of the attorneys had defense experience that provides "insider knowledge")
- **Client Communication** (mentioned that two of the firms are "known" or "praised" for personalization and communication)

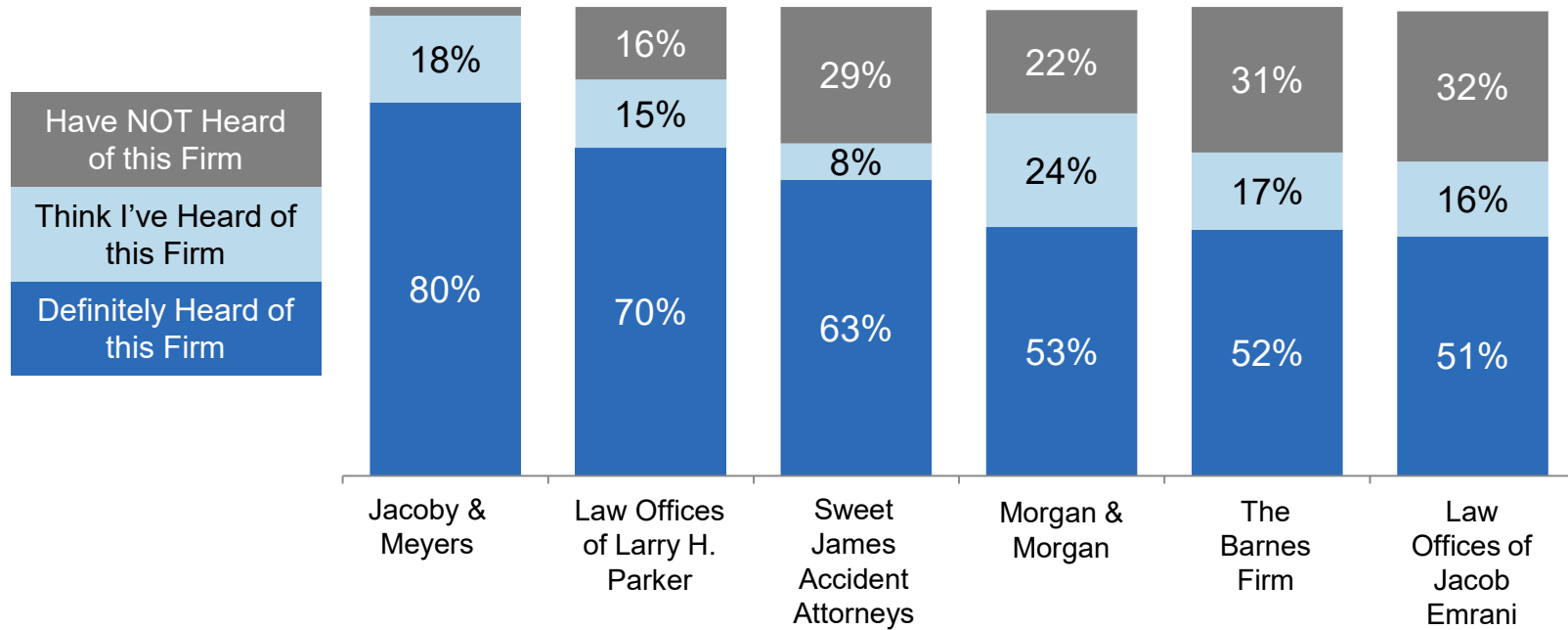


YOUR WEBSITE IS THE TOUCHPOINT THAT WILL BE MOST FREQUENTLY COMPARED AGAINST THE COMPETITION

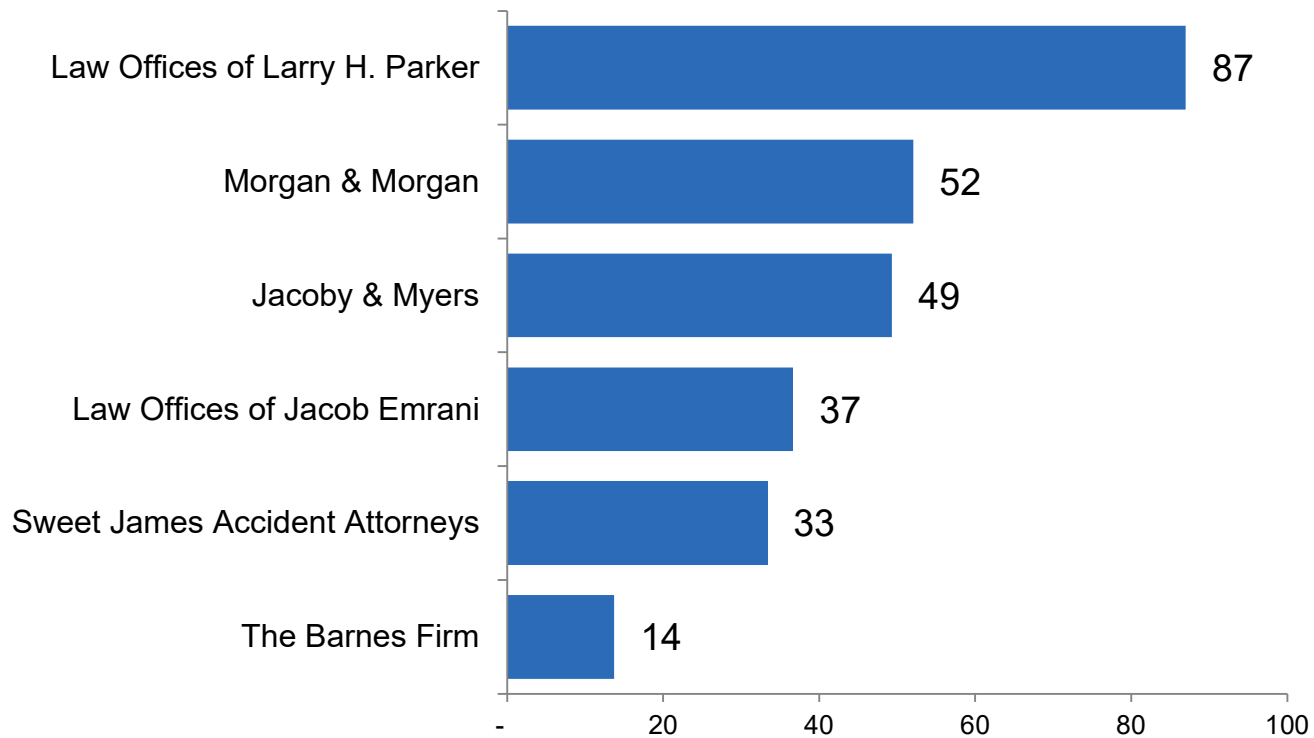


Which Landing Page Gives the Best First Impression?

HOW AWARE ARE YOU OF EACH OF THE FOLLOWING LAW FIRMS?



SCORE*: WHICH LAW FIRM DOES THE BEST JOB OF REPRESENTING CLIENTS (GETS THE BEST RESULTS, ETC.)?



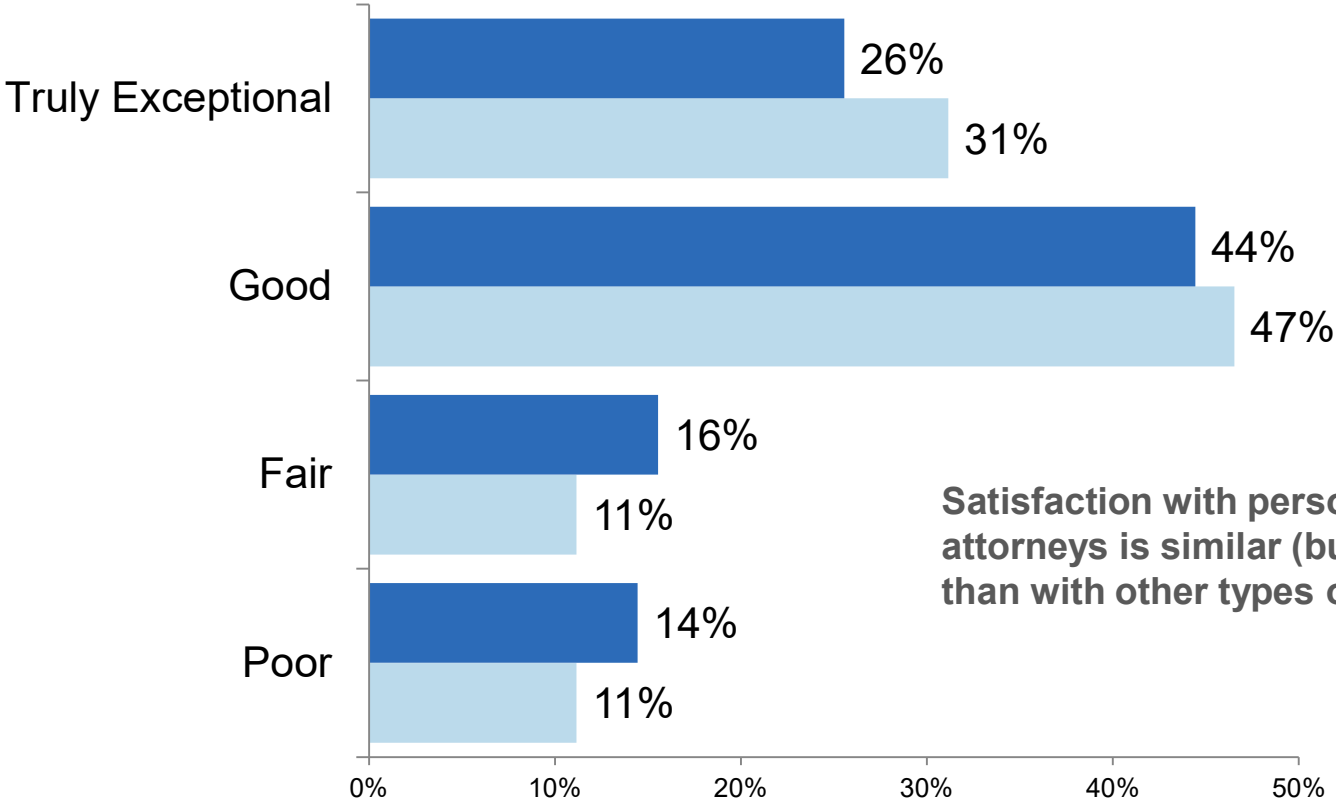
SATISFACTION WITH THE ATTORNEY EXPERIENCE



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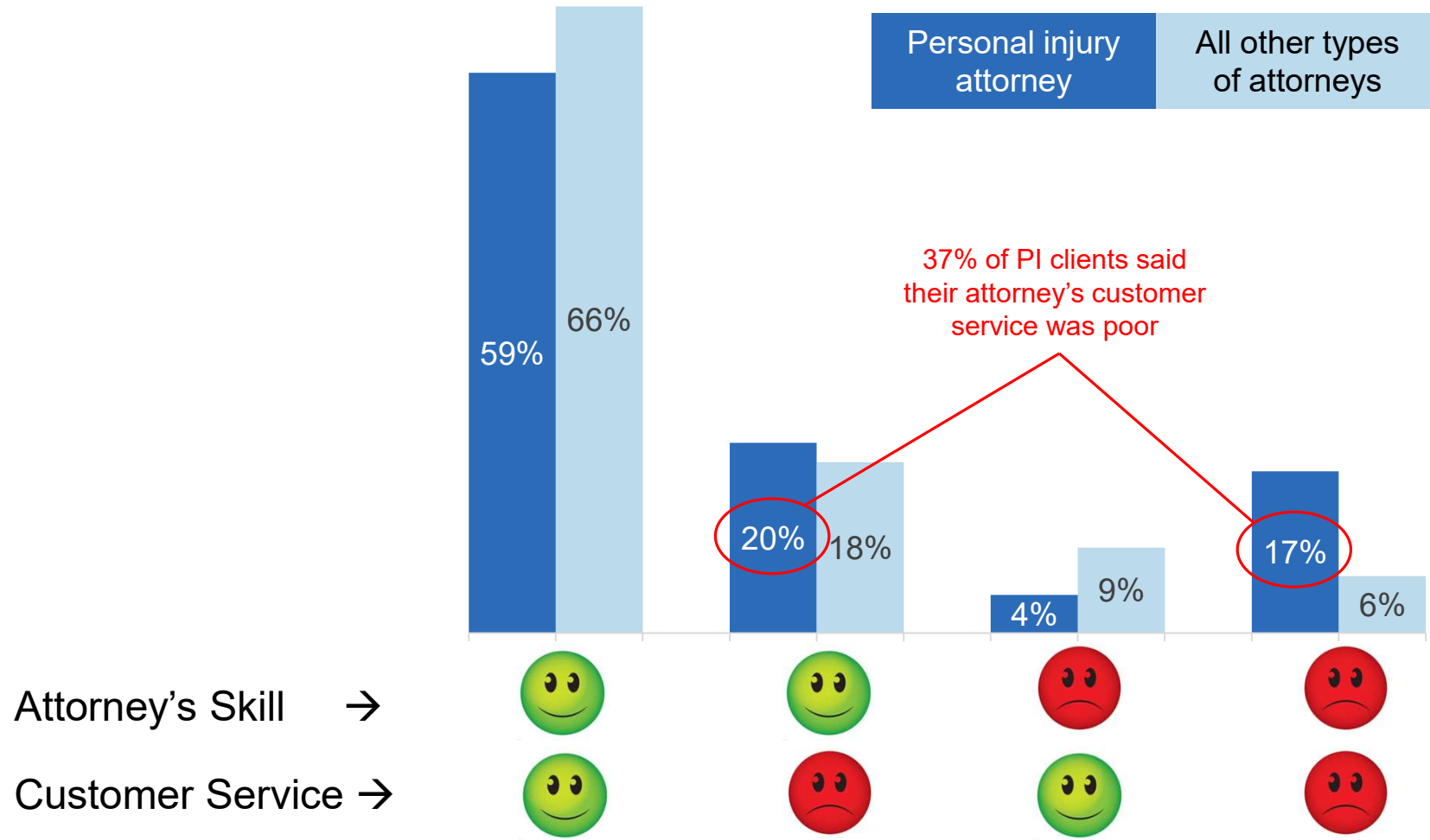
OVERALL RATING OF YOUR ATTORNEY?

Personal injury attorney
All other types of attorneys

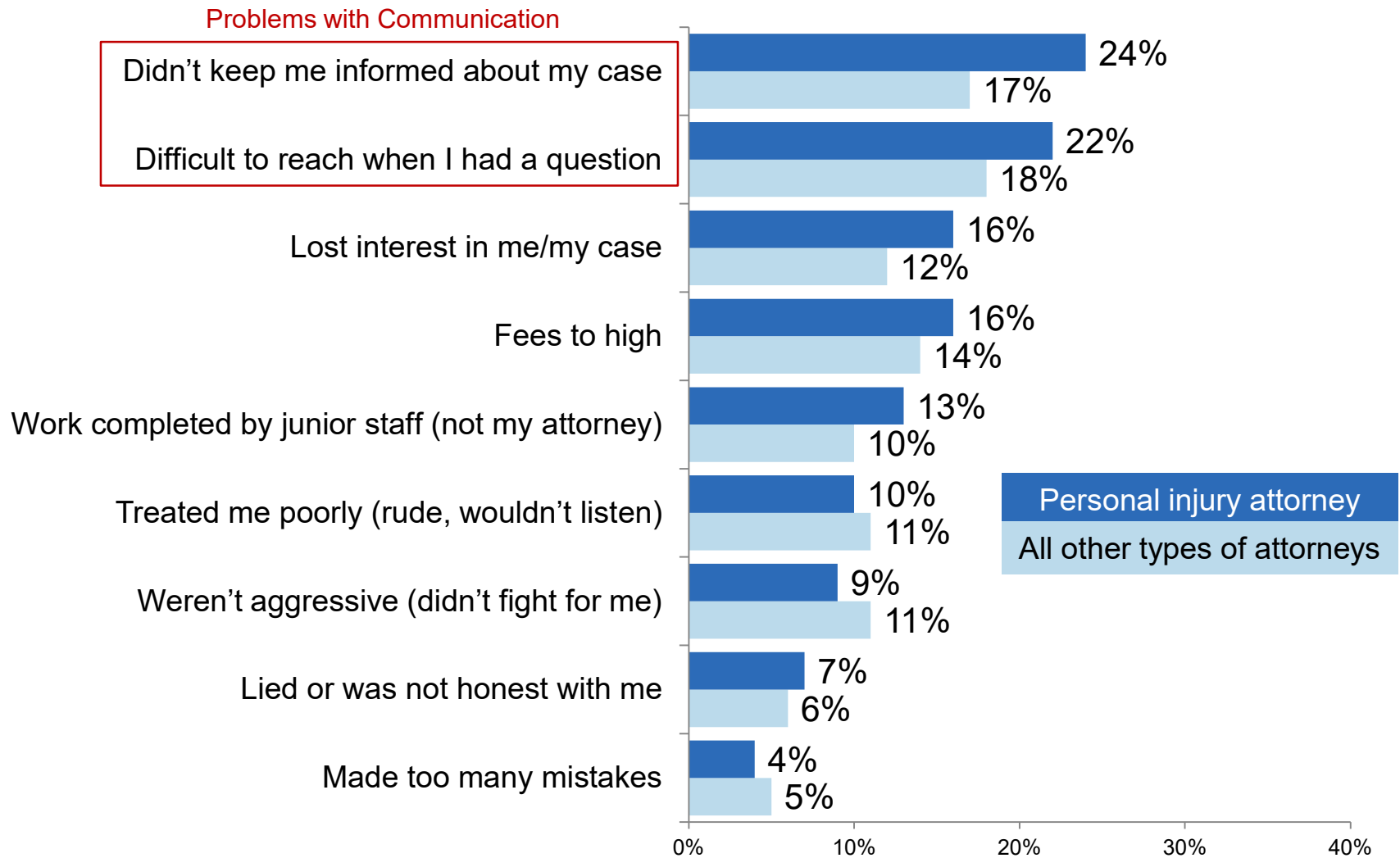


Satisfaction with personal injury attorneys is similar (but less) than with other types of attorneys

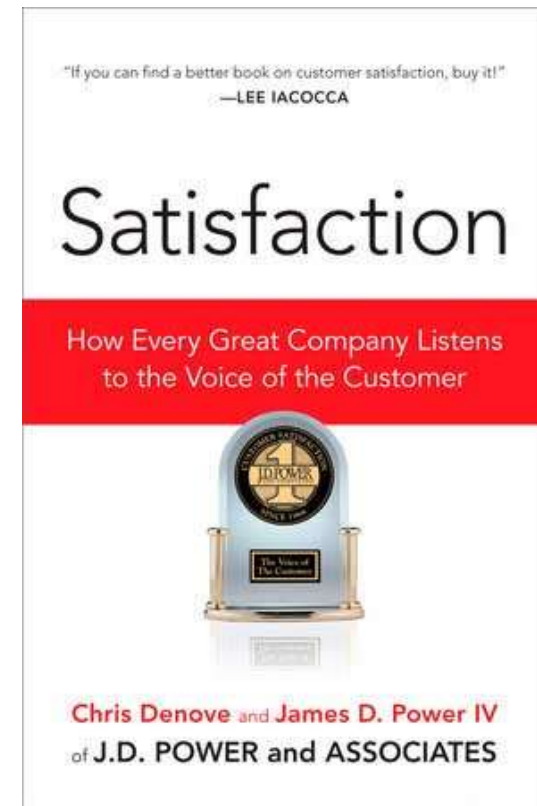
DESCRIPTION OF THE OVERALL EXPERIENCE?



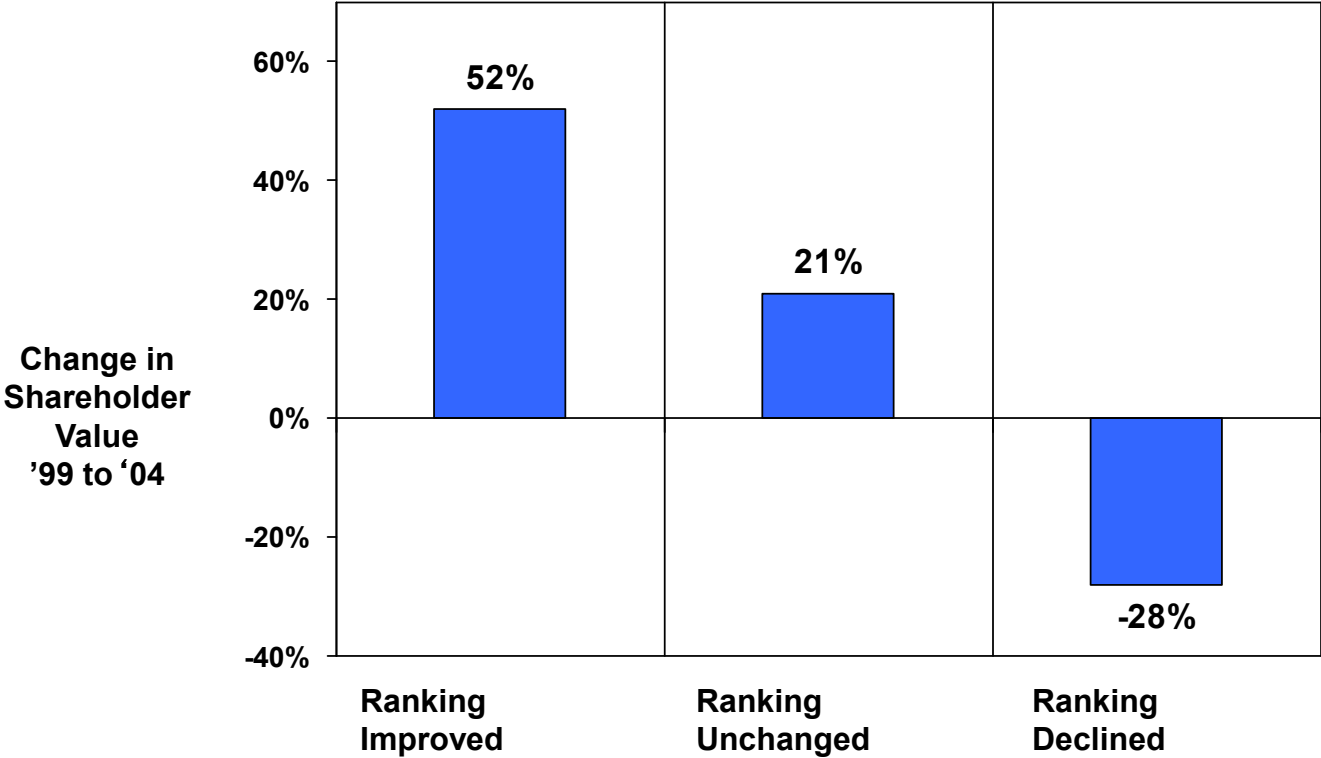
PROBLEMS OR FRUSTRATIONS CLIENTS EXPERIENCED WITH THEIR ATTORNEY/LAW FIRM



Does customer satisfaction really impact the bottom line?



RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND CHANGES IN SHAREHOLDER VALUE



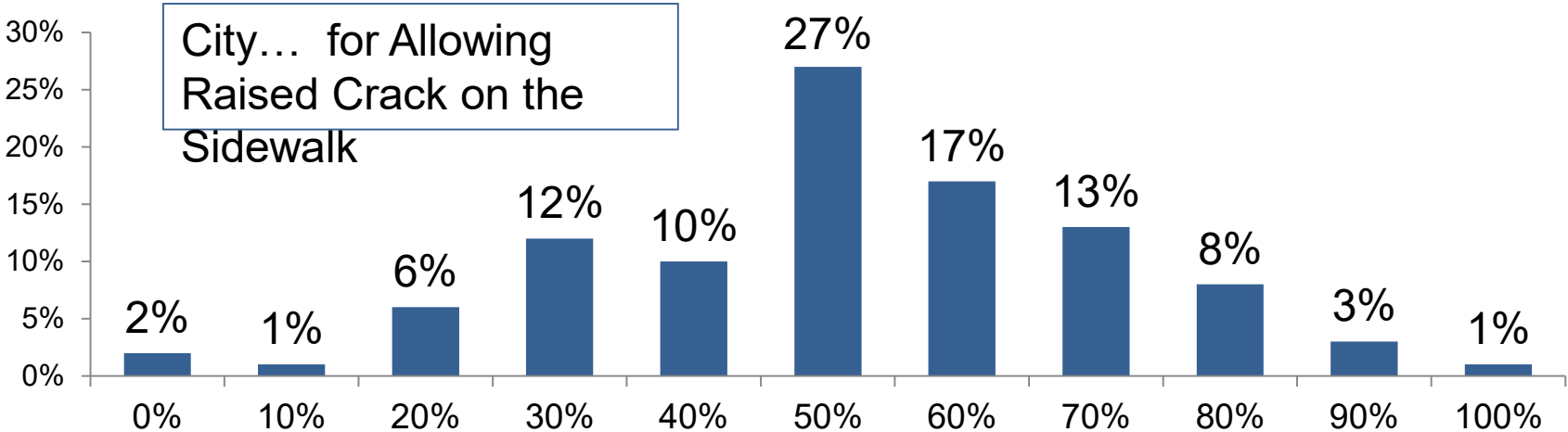
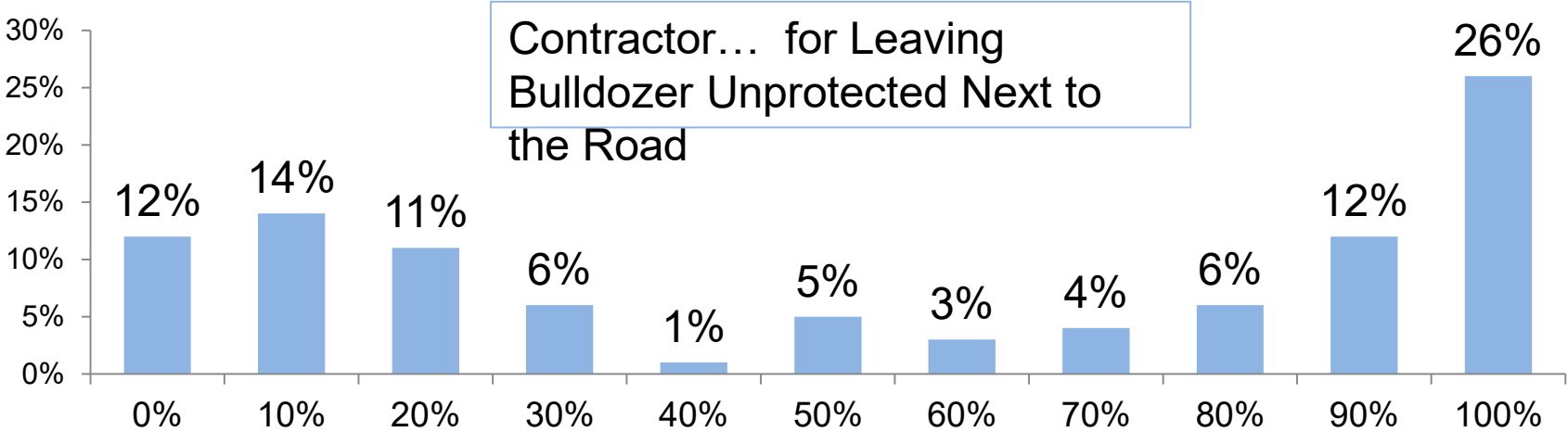
Change in Customer Satisfaction Ranking ('99 to '04)

HOW JURIES THINK



Trial Survey Group

DEFENDANT'S SHARE OF APPORTIONED FAULT



DOES THE SIZE OF THE DEFENDANT IMPACT THE DAMAGE AWARD?



Big Box Retailer

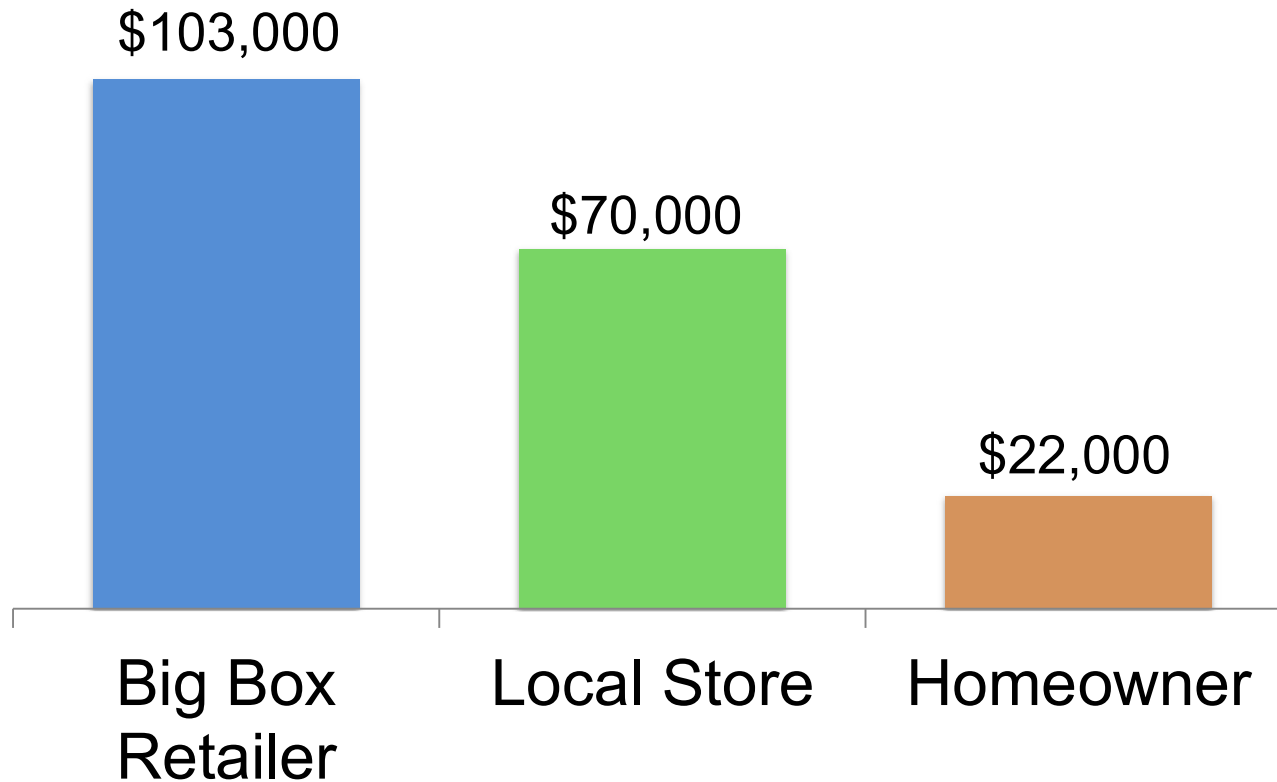


Local Store



Private Residence

AVERAGE VERDICT BASED ON THE SIZE OF THE DEFENDANT



TYPE OF DEFENDANT

Contact Information

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