

Strategic Benefits from Outsourcing

Cynthia Feathers and Craig S. Brown in an article entitled “**Contract Attorneys: How a Small Firm Can Reap Huge Benefits**” in the February 2011 edition of the NYSBA Journal, made a significant case for outsourcing of legal work for small law firms.

In the introduction to their article, Feathers and Brown state: “*The **outsourcing** of legal work may conjure up images of major law firms and Fortune 500 corporations using outside and even overseas entities to handle administrative tasks and routine legal projects. Yet outsourcing is also a vital tool for small firms, including solo practitioners. This is especially true when it comes to using contract attorneys to provide highly skilled legal work.*”

Feathers and Brown identify the significant benefits for outsourcing for small to medium size law firms. **Seven huge benefits** are summarized as follows:

1. Small firms become “full-service” firms.
2. Level the “paying field” with large-firm competition.
3. Free up professional and staff time for more productive work.
4. Serve as a “personnel cushion” – not having to hire staff for specific services.
5. Provide quality legal services in areas outside of the firm’s core competency.
6. Expand your firms services without overhead or employee costs!
7. Provide an alternative to the “hourly rate billing” paradigm.

Feathers and Brown conclude that by outsourcing small to medium sized law firms can keep clients, attract new business, become more competitive, save money, [provide quality legal services in areas outside of the firm’s core competency] and make the best use of the firm’s own experience and resources.

Simply put, Feathers and Brown state that it makes good business sense to outsource.

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