

## Case Study— Practice Management



### KEYTLaw, LLC

#### OVERVIEW

**Customer Profile:** In 2001, Richard Keyt formed KEYTLaw, LLC, a five-attorney Arizona law firm specializing in business formations and operations, contracts, transactions, real estate law, and estate planning. He operates KEYTLaw.com, an online legal information resource averaging 78,000 visitors a month.

**Business Situation:** Keyt knew that he could get a lot of legal business by providing an informative, content-rich website to attract consumers seeking legal services. His new-business strategy has been so successful that his client base has grown to 3,700, while his staff remains small with just five attorneys and four legal assistants. To manage a very high volume of document preparation, Keyt required a “total client, matter, and contact management system to make our phenomenal workflow possible.”

**Solution:** KEYTLaw leverages the full power of Time Matters® from LexisNexis® to centrally manage and track all client relationship, project, document, and workflow matters. The firm stays on top of their workflow with the comprehensive alert and reminder system in Time Matters and has customized their contact and client management systems for maximum efficiency and productivity.

**Product Summary:** Award-winning LexisNexis Time Matters practice management software helps law firms streamline operations and improve efficiency no matter where professionals are working.

## Business law firm manages high-volume internet-generated client base with Time Matters.

Richard Keyt realized early in 2001 that “the internet is an untapped goldmine of potential new clients.” And was he ever right. Since launching KEYTLaw.com, an online legal information website, the firm has acquired 7,000 clients.

Consistently ranked in the top 25 most frequently visited law websites in the United States, KEYTLaw.com is brimming with articles and useful information on Arizona business formations, wills and trusts, real estate, and other contractual agreements.

The site draws thousands of new-business prospects each month seeking legal resources in Keyt’s fields of expertise and offers fixed-price packages to create limited liability companies, corporations, and partnerships on the site.

“We’ve formed 3,700+ Arizona LLCs since 2001 alone, which gives you an idea of the phenomenal volume of new clients that the website generates for us,” Keyt said.

### “Time Matters Makes Our High Volume of Document Preparation Possible.”

Along with that huge client database, though, came a monumental accumulation of legal documentation, making the need for a highly-efficient document management system paramount. “We now have 154,000 legal documents in Time Matters,” Keyt said. “As you can imagine, the volume of work our small legal team of five attorneys and four legal assistants manages on a daily basis would never be possible without a total client, matter, and contact management system working for us to streamline operations. And Time Matters does that for us.”

Although Keyt has been “a Time Matters lover since adopting Version 2 in 1998” and convincing the Board of Directors at his prior employer’s firm to install a 20-user license, he knew that to control his high-volume operations he would need to leverage the full power of Time Matters to run KEYTLaw at maximum efficiency.

*“Can you instantly access a record of a phone call you had relating to a client a year ago or a contract signed by a client two years ago? I can because I use Time Matters.”*

– Richard Keyt  
Founder and Managing Partner  
KEYTLaw

“The document management features of Time Matters solve one big piece of the puzzle for us,” Keyt explained. “Our entire workflow process needs to run like a well-oiled machine to be able to handle the volume of clients served by KEYTLaw. We have over 7,000 clients and 15,600 records on our contact list. The contact management automation piece is critical to our practice management system.”

The use of ticklers, or reminders, to manage chains of events is another Time Matters feature Keyt depends on to manage workflow and mitigate risk. “Business formations require very strict documentation follow-up and management that is highly time-sensitive,” says Keyt. For example, corporations and LLCs that want to be taxed as “S Corporations” must file an IRS Form 2553 no later than 75 days after the entity is formed. When you’ve got hundreds, if not thousands, of filings pending follow-through documentation, you must have an excellent tickler system in place to ensure you get everything done on time.”

### **“Time Matters Allows Me to Access Everything Related to a Client, Matter, or Contact in One Place.”**

“I had to have the best contact management system on the market to help avoid information overload,” said Keyt, who enthusiastically promotes Time Matters as a resource on KEYTLaw.com. “With a touch of a button I can access everything I need on a client, including referrals, related parties, contact information, vendors, and government agencies.”

Keyt continues, “Everything goes in the contact record. We make a record of every phone call, both in and out, and every email in and out. If a client calls and needs three documents immediately, anyone in the firm checkmarks what that client wants, processes records and sends the documents via email, and we have a record of it all in Time Matters.”

## **“We’re Saving Massive Amounts of Time.”**

Keyt’s firm relies on Time Matters to centrally manage client information and matters so they can avoid information overload and quickly locate what’s needed. “If someone calls me and says, ‘Remember that Operating Agreement you did in 2005? I have a question about Section 5.1.’ While they’re asking the question, I can pull up the document on my screen literally in a matter of seconds with Time Matters and provide the answer,” said Keyt. “That’s the type of client service that differentiates us. Plus, we’re saving between 10 minutes to a half hour for each call, several times a week, and that adds up to huge productivity gains for us and our clients.”

Most every law firm can relate to the tedious and time-consuming process of generating mailings to clients, be it marketing letters, legal updates, or firm changes. KEYTLaw uses Contact Manager in Time Matters to produce and mail letters in a fraction of the time it would take manually. “We recently did a mailing of 400 client-specific custom letters in an hour. If we weren’t using Time Matters, each letter and envelope would have taken approximately 10 minutes to prepare,” said Keyt. “Multiply that by 400 and you’re talking over a one-week time savings.”

## **Next Steps**

Law firms today simply cannot afford to miss out on the enormous volume of potential clients who go online to find legal services and resources. Yet simply having a website is not enough, and no one knows how to drive traffic to a law firm site like Richard Keyt.

“KEYTLaw is a virtual rainmaker for us and continues to bring in many new inquiries each day,” Keyt says.

Now, Keyt is prepared to take on even more new business. “Time Matters has helped us create an incredibly efficient and productive law firm and we’ve got our workflow processes down to a science,” said Keyt. “We’re branching out our business formation legal services to include California and other states.”

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With 75% of consumers using online resources to find an attorney\*, Keyt expects his content-based business approach to continue to draw in thousands of legal information seekers in years to come. "That's what happens when you harness the power of the internet."

\*According to Larry Bodine of LexisNexis® and Editor in Chief of Lawyers.com.

- [Read about other LexisNexis Law Firm Practice Management customer successes.](#)
- [Learn how business attorney Edward Enoch used Time Matters® to create a completely digital firm that enhances client service. Read more](#)

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