

THE LAW FIRM OF THE FUTURE

Strategies to Improve Your Firm's Profitability in 2027

August 19, 2026

by

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MPF WEBINAR

POWERED BY

TheRemsenGroup
Smart Strategies for the Forward Thinking Law Firm

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The MPF Webinar Series



The MPF Webinar Series: Building the Law Firm of the Future

Strategies to Improve Your Firm's Profitability in 2027

An MPF Webinar with Steve Mabey and Flo Okulaja

August 19, 2026 – 2:00-3:00pm ET



Welcome



Uri Gutfreund

Senior Vice President and Managing Principal, Ames & Gough



John Remsen, Jr.

President and CEO, Managing Partner Forum
President, TheRemsenGroup



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Today's Guests



Stephen Mabey

Managing Director - Applied Strategies, Inc.
Halifax, Nova Scotia



Folarin Okulaja

Partnerships Manager - Laurel
New York, New York



UPCOMING PROGRAMS IN 2026

- **MPF Webinar Series** – Third Wednesdays @ 2pm ET
- **The MPF Fall Symposium** – *Empowering Women* – Oct 6-7, in Chicago, Illinois
- **The MPF Weekly** – Friday mornings
- **MPF Listserv** and **MPF Zoom Calls**
- **MPF Website** – www.ManagingPartnerForum.org



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 **Managing Partner Forum®**

THE MPF 2026 FALL SYMPOSIUM

EMPOWERING WOMEN IN LAW FIRM LEADERSHIP

Leading with Purpose. Influencing Change. Shaping the Future.

 **OCTOBER 6 - 7, 2026**  **CHICAGO, ILLINOIS**



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ADVANCING THE BUSINESS OF LAW

TODAY'S WEBINAR

Strategies to Improve Your Firm's Profitability in 2027

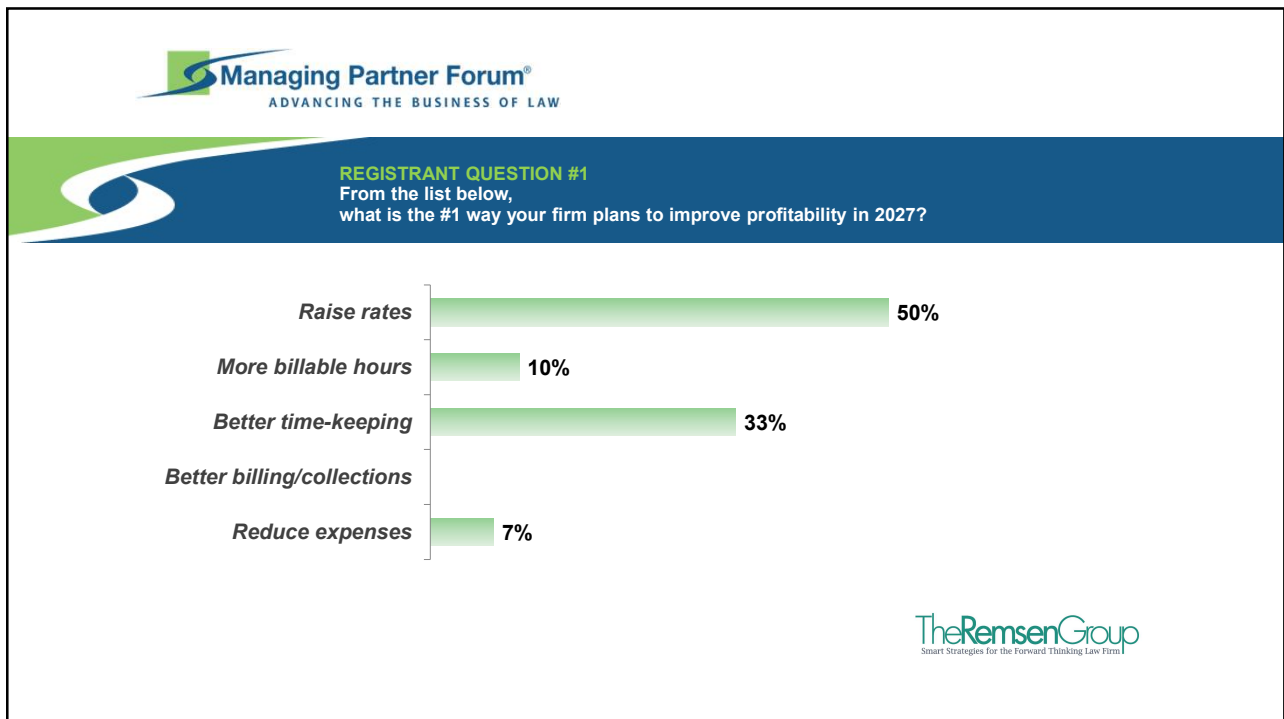
- **125** Managing Partners and Law Firm Leaders
- Registrant Survey Results and Audience Polling Questions
- On-Demand Recording, Handout Materials
- Your Feedback on Today's Session


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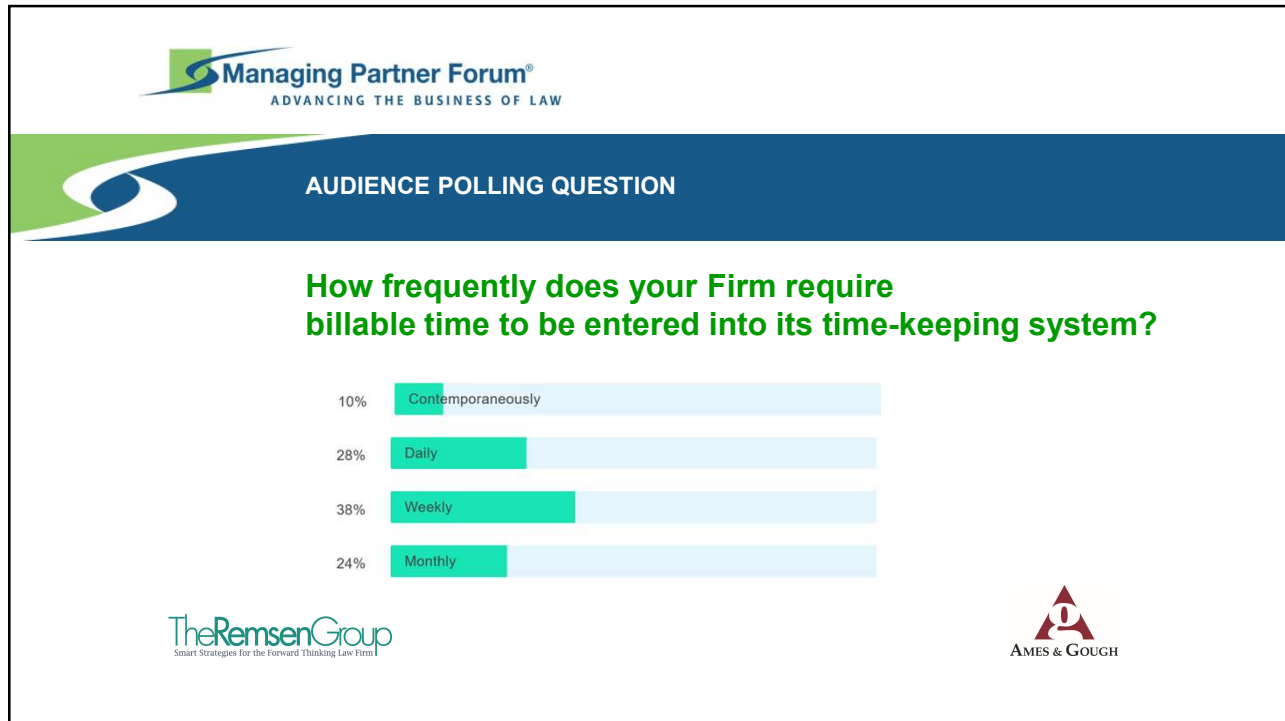


STOP THE LEAKS

- **Standard Rate Schedule**
- **Solid Intake Process**
 - Engagement Letters, Retainers, Background/Credit Checks
- **Contemporaneous Time-Keeping Practices**
- **Efficient Billing Procedures**
 - WIP, Write-Downs
- **Confident Collections Practices**
 - A/R, Write-Offs



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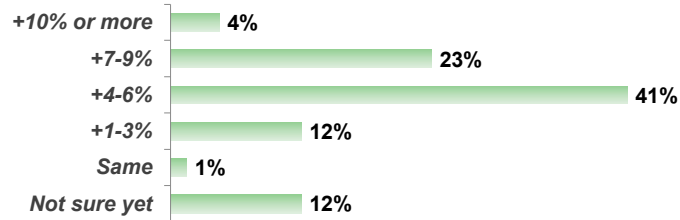


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REGISTRANT QUESTION #2

Does your firm plan to implement rate increases in 2027?



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AGGRESSIVE RATE SETTING

Rates by Practice Area

Corporate Law: \$461 per hour (highest average tier)
Litigation & Commercial: \$380 – \$430 per hour
Real Estate / Intellectual Property: \$350 – \$390 per hour
Family Law / Bankruptcy: \$200 – \$300 per hour
Juvenile / Public Defender: \$135 per hour (lowest average tier)

Rates by Geographic Region

District of Columbia: \$492 per hour (highest state/district average)
Northeast (New York, Massachusetts): \$400-\$450 per hour
West Coast (California): \$375-\$425 per hour
South (Florida, Texas): \$280-\$340 per hour
Midwest & West Virginia: \$195-\$260 per hour (lowest state averages)

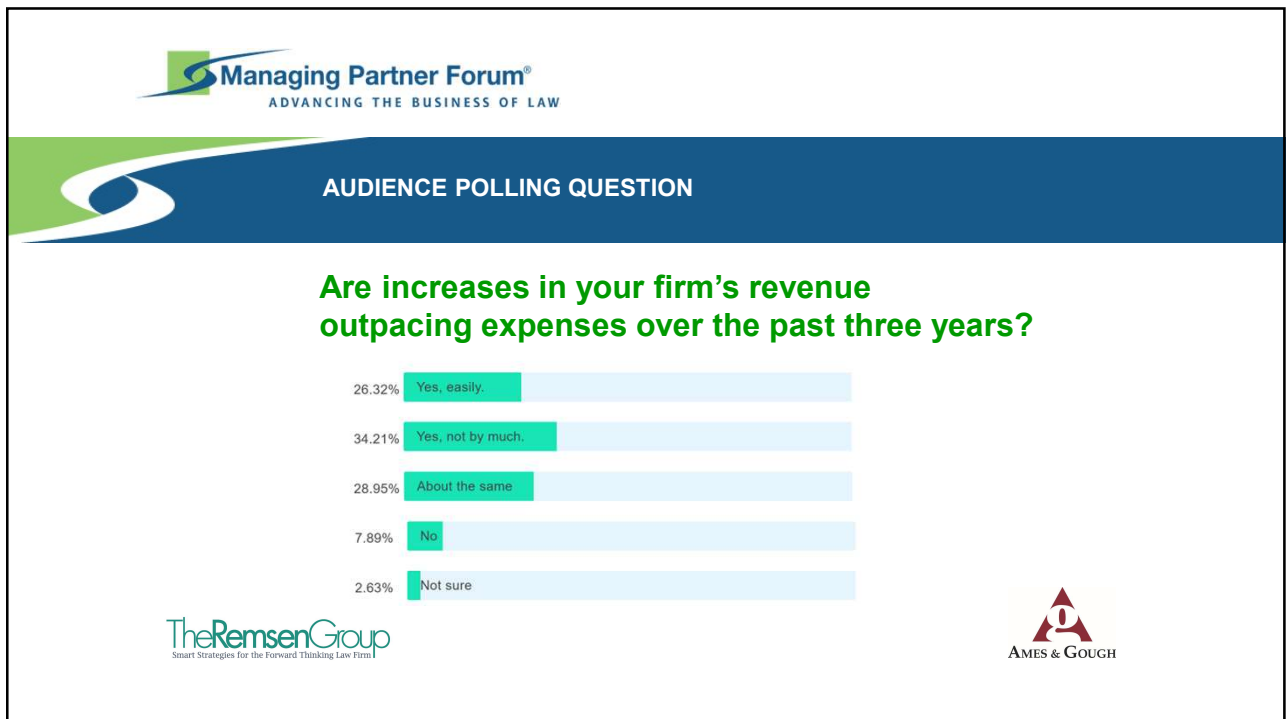
Key Billing Realities

Blended Firm Rates (combining partners, associates, and paralegals): \$311 per hour.

Source: Clio

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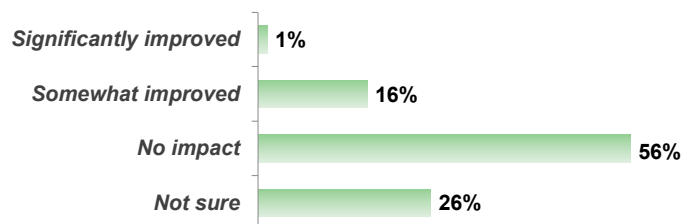


KEY PERFORMANCE INDICATORS (KPIs)

- Billable Hours
- Working Attorney Collections
- Profit per Equity Partner
- Revenue per Lawyer
- Effective Hourly Rate
- Profitability – by Client, Industry, Office, Lawyer
- Utilization and Realization Rates
- Write Downs/Write Offs



REGISTRANT QUESTION #3 How has AI impacted “profitability” at your firm?



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MPF GUIDANCE

- Find the Right Balance Between Culture and Profitability
- Determine the Right KPIs for Your Firm
- Regularly Share Performance Reports with your People
- Raise Rates, Track Time, Bill and Collect
- Talk to Your Clients about AI/Explore Alternative Pricing Models
- Teach Your Firm “Law Firm Economics 101”



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A promotional banner for the MPF 2026 Fall Symposium. The background features a city skyline at dusk with a prominent skyscraper. The text is overlaid on a dark blue gradient.

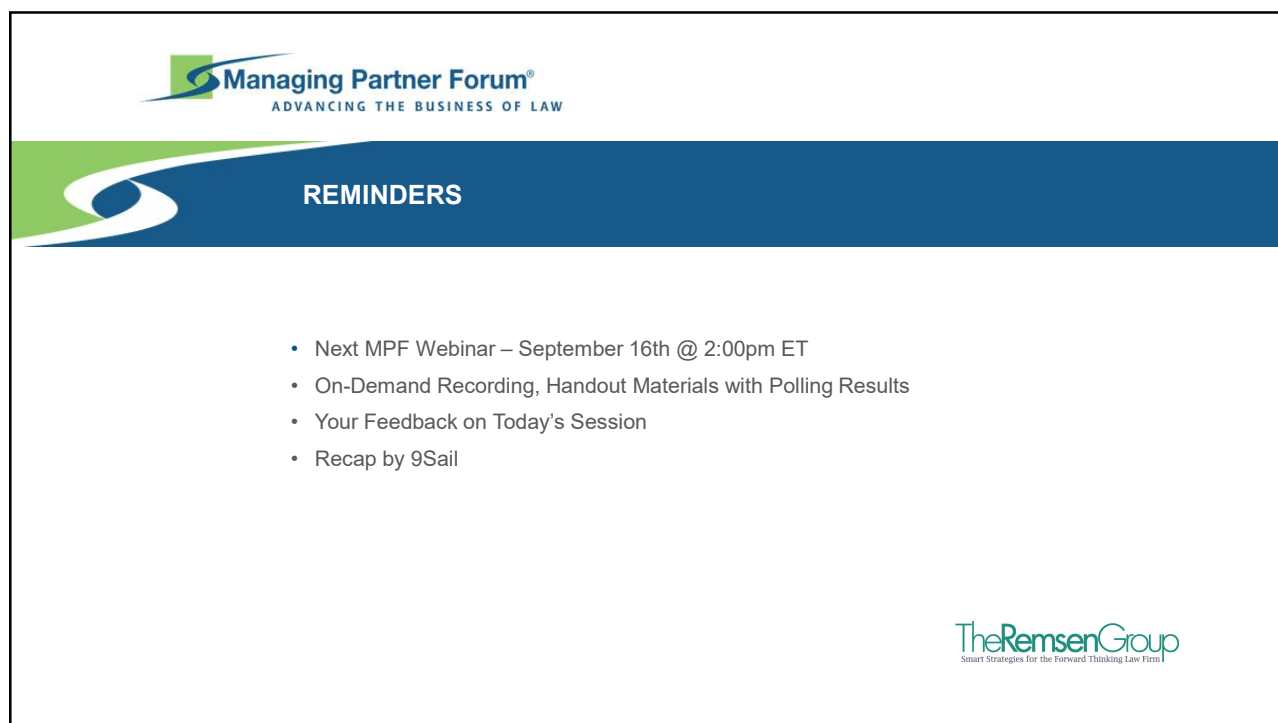
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A slide titled "REMINDERS" from the Managing Partner Forum. It features a blue header with the MPF logo and a list of upcoming events.

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REMINDERS

- Next MPF Webinar – September 16th @ 2:00pm ET
- On-Demand Recording, Handout Materials with Polling Results
- Your Feedback on Today's Session
- Recap by 9Sail

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Thank You!



Stephen Mabey

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CONTACT US

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