2016 Revenue Management Report

Taking action. Getting results.

The Revenue Management Report (RMR)

The Revenue Management Report (RMR) is one of the three distinct report offerings from the **Billing Rate & Associate Salary Survey*plus*** (**BRASS*plus***).

Last year, nearly 250 of the largest national law firms benefited from the information provided within this unique Report offering.

The RMR is designed for Firmwide Managers, Office and Practice Group Leaders and the Finance Team. This Report contains information to better understand directionally where the firm has performed compared to its peers and identify potential opportunities to increase revenue.

The PwC Law Firm Services staff are committed to providing law firms with exceptional client service and meaningful insights into their business, resulting in a better understanding of their market position and realizing goals for the future.

Timing

The due date for completing data forms is April 8, 2016, with results distributed on or before May 27, 2016.

Sample Report

Contact a Survey staff member to better understand the content included in this Report offering at *(703) 918-3077* or via email at *pwc.law.firm.survey@us.pwc.com*.

New this year

Incorporating valuable feedback from our clients, the ***RMR*** will offer the following enhancements:

Alternative Fee Arrangement information has been added to this year's release.

The information contained within the ***Revenue360 Dashboard*** has been expanded to include additional features and content.

A new practice group – ***Construction*** – has been added.

Historical Graphic Information has been extended to 9 years.

Report highlights

The RMR provides a wide range of metrics on the four core areas of revenue management - rates, realization, hours, and leverage, delineated by years of experience.

Contains over 100 pages of both graphical and detailed metrics, delineated by years of experience or law school class year.

A supplement to the RMR - the **Revenue360 *Performance Analytics* Dashboard** – is a reporting product introduced last year, that allows multiple users to interactively filter historical and current year benchmarking metrics across multiple comparison groups, multiple metrics and multiple attorney groups.

All of the visualizations created can be saved and/or printed for further review and analysis with Firm leaders.

In addition to each RMR ordered, each Firm will receive a ***complimentary 'Snapshot of Findings' Report*** - a high-level graphical Report designed to showcase the most referenced metrics within the RMR.

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2016 Revenue Management Report

Screenshot from the *Revenue360 Performance Analytics* Dashboard

Home

View:
- (•) Trending
- ( ) Current Year

Metric:
- (•) Standard Rates
- ( ) - Full Year Annual Chg
- ( ) - Net Annual Chg
- ( ) Worked Rates
- ( ) Billed Rates
- ( ) Discounting
- ( ) Billable Hours
- ( ) Fees Billed

Attorney Class:
- (•) EQ Partners
- ( ) NEQ Partners
- ( ) All Partners
- ( ) Associates
- ( ) Sr. Attorneys
- ( ) All Attorneys

Group(s):
- [ ] 1a AmLaw 100 (56 mbrs)
- [ ] 1b Amlaw 2nd 100 (59 mbrs)
- [x] 2a AmLaw 50 NYC (24 mbrs)
- [x] 2b AmLaw 100 NYC (56 mb..
- [ ] 2c AmLaw 100 xNYC (62 m..

Entity Type:
- [x] Total Firm
- [x] Offices
- [ ] Practice Areas
- [ ] Practice Area by Location

Entity Name:
- [ ] Atlanta
- [ ] Austin
- [ ] Baltimore
- [ ] Boston
- [ ] Chicago

Attorney Class: EQ Partners
Group(s): 2a AmLaw 50 NYC (24 mbrs), 2b AmLaw 100 NYC (56 mbrs), 2e AmLaw 25 NYC (15 mbrs)

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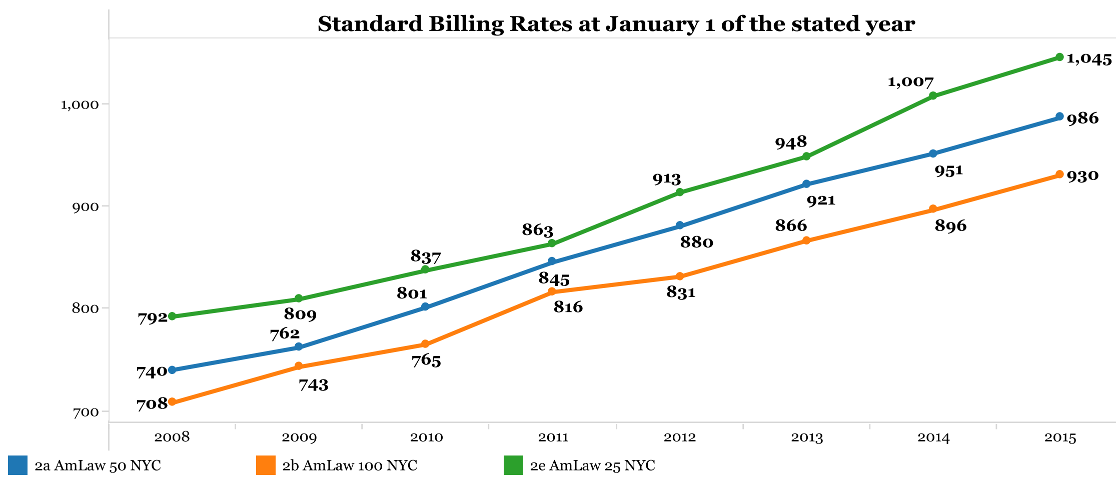

Your Firm	2008	2009	2010	2011	2012	2013	2014	2015	Total %Chg
NYC	780	826	854	896	928	965	1,007	1,035	32.7%
Total Firm	687	741	761	796	824	845	886	918	33.6%

Group Name		2008	2009	2010	2011	2012	2013	2014	2015	Total %Chg
2a AmLaw 50 NYC	1st Qtr	795	809	848	885	902	946	999	1,036	
	Median	740	762	801	845	880	921	951	986	33.2%
	3rd Qtr	702	743	790	819	833	894	903	965	
2b AmLaw 100 NYC	1st Qtr	760	796	820	852	883	924	953	989	
	Median	708	743	765	816	831	866	896	930	31.4%
	3rd Qtr	655	696	733	763	731	768	787	838	
2e AmLaw 25 NYC	1st Qtr	810	842	863	893	923	985	1,032	1,117	
	Median	792	809	837	863	913	948	1,007	1,045	31.9%
	3rd Qtr	768	793	814	847	878	918	955	1,009	

Complimentary Review of Results.

One-on-one discussions and reviews can be scheduled with the Survey Staff to assist participants in their understanding of the Survey results.

Report Export Spreadsheet.

A spreadsheet-based Report that includes all of the firm's data and group results from the RMRs ordered, and offers the ability to analyze data in a more streamlined fashion.

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