Prospectus

LEGAL RESOURCE GROUP LLC

THEWESEMANNREPORT

2010
Legal Market Analysis
Great Lakes Region

LEGAL RESOURCE GROUP LLC

For the first time…

THE**WESEMANN**REPORT

...a comprehensive analysis of the Legal Marketplace in the Great Lakes Region of the United States. Written by Ed Wesemann in partnership with Legal Research Group, the analysis includes:

- The segmentation of law firms into definitive tiers within each legal market based on their size and reputation.
- A review of the competitive capabilities of specific firms within each tier.
- Specific information on the size of legal markets based on the amount spent annually on private practice legal services.
- A SWOT analysis of each marketplace.
- An economic analysis of the key drivers that affect the growth and prosperity of legal practices in each area.
- The demographics that attract business to cities and states.

Covering the Great Lakes region including:

Chicago	Minneapolis
Milwaukee	Columbus
Detroit	Buffalo
Indianapolis	Cleveland
Cincinnati	Pittsburgh

✓ 115 pages of detailed factual competitive intelligence

✓ 126 charts, graphs and illustrations

✓ 8 States and 10 Metropolitan Areas

✓ Information on 215 law offices

Provided electronically in PDF form so it can be easily distributed to and used by…

- **Managing Partners** and **Executive Committees** *to design competitive strategies.*
- **COO's** and **Executive Directors** *to analyze merger opportunities and seek out merger partners*.
- **CMO's** *to gain competitive intelligence*.
- **Practice Group Leaders** *to assess comparative reputations.*
- **Office Managing Partners** *to identify practice niches.*

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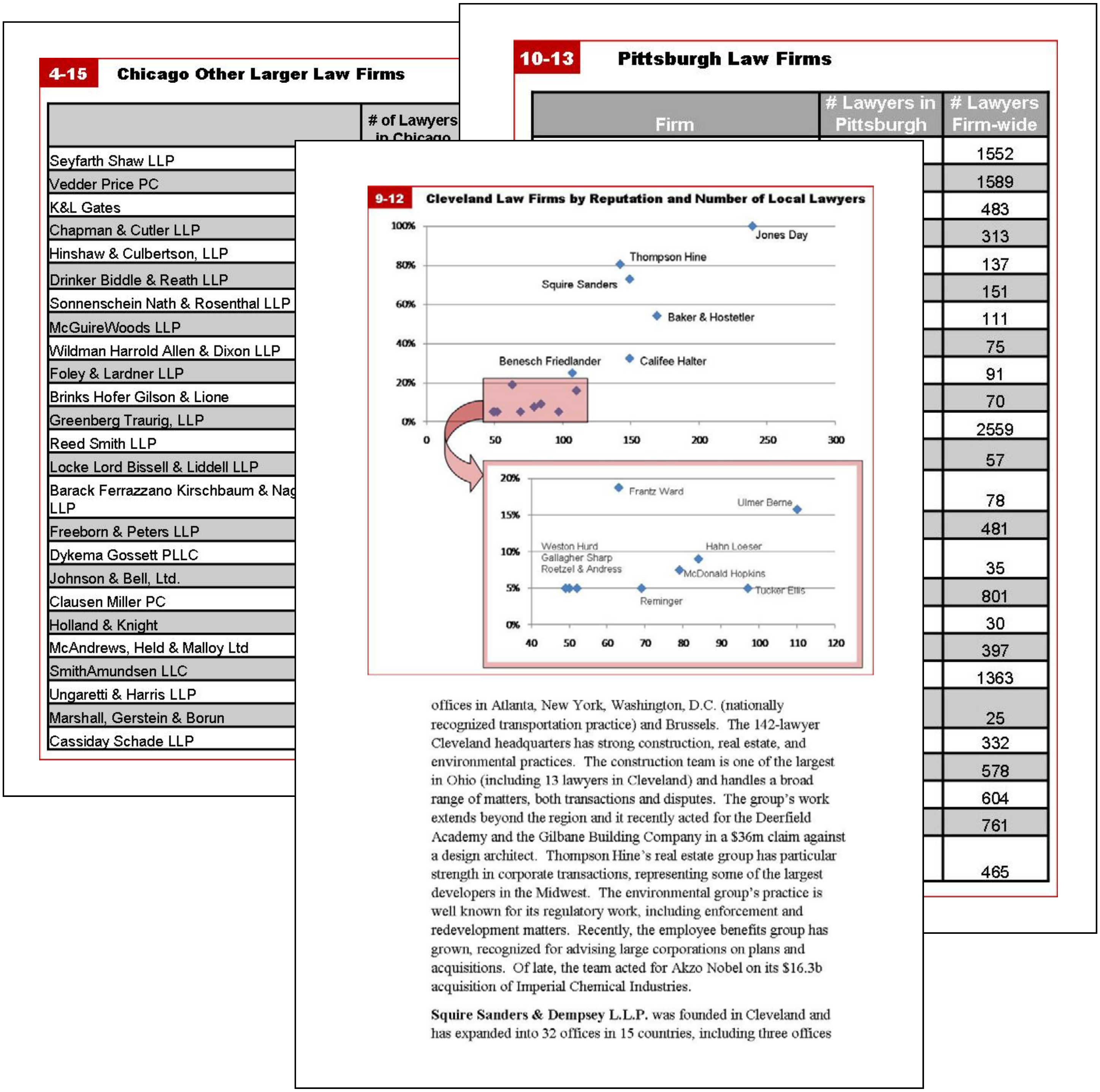
A detailed competitive analysis for each city providing:

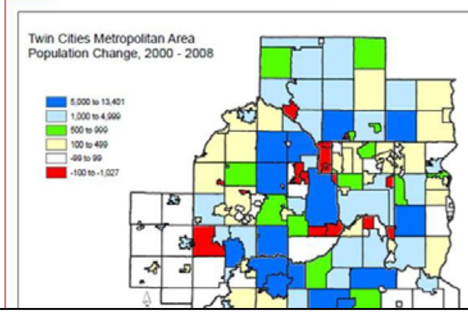
- ✓ ***Comparative reputation within the specific legal market***
- ✓ ***Detailed descriptions of competitive situations***
- ✓ ***2010 depth counts of lawyers in the local office and firm-wide***



An accurate and up-to-date economic analysis of each metro area including:

- ✓ ***Projections of the growth of key drivers that affect the legal market***
- ✓ ***Prognosis for timing and extent of legal market economic recovery***
- ✓ ***2010 Assessment of stability of leading industries and top employers***

7-5 Growth Rate Within the Minneapolis Metro Area



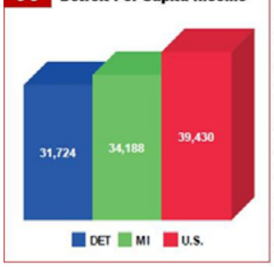
to the national average of 83.4 percent, and only 11 percent are college graduates, less than half of the national average. The poverty rate is 26.1 percent, two and a half times the national average.

6-5 Detroit Metropolitan Area

Economic Analysis

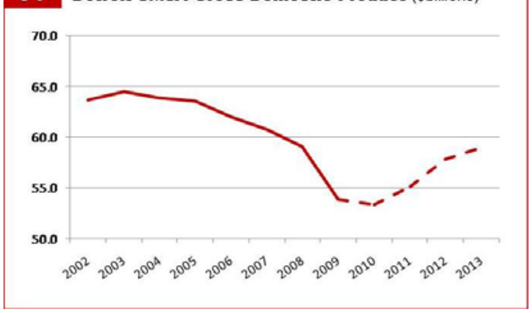
Conditions in Detroit remain bleak. Auto industry job losses continue as the industry restructures and the heavily auto dependent support industries are equally unstable. No other industry is rebounding; even the usually reliable healthcare industry is under stress because of reduced Medicaid funding and increases in the number of uninsured residents. The unemployment rate has leveled off in recent months, but at 18 percent, it is still among the highest nationally. Household credit quality is eroding, and the improvement in home sales is largely due to the sale of foreclosed properties.

6-6 Detroit Per Capita Income



Car production. An increase in vehicle production to replenish depleted vehicle inventory and prepare for new model launches is providing a modest boost to Detroit's auto-related payrolls, but the

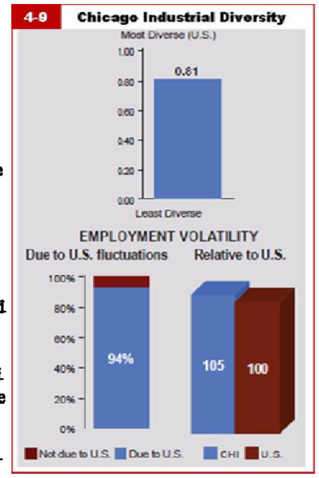
6-7 Detroit SMSA Gross Domestic Product ($billions)



growth and longer commutes.

Slower migration. The exodus of people from Chicago has been slowed dramatically by the recession, according to the latest data from the IRS and the Census. The new trend is national; the rate of interstate migration is now at its lowest point since the 1940s. This trend is driven by both diminished job prospects outside the metro area and reduced labor mobility due to falling house prices.

4-9 Chicago Industrial Diversity



Prognosis: The recession in Chicago has moderated, and the stage is set for a nascent, though dampened, recovery. Any recovery will be jobless for at least the next year, and the area's limited exposure to high-tech firms will inhibit a stronger recovery in the medium term. The city's growing budget woes will also dampen

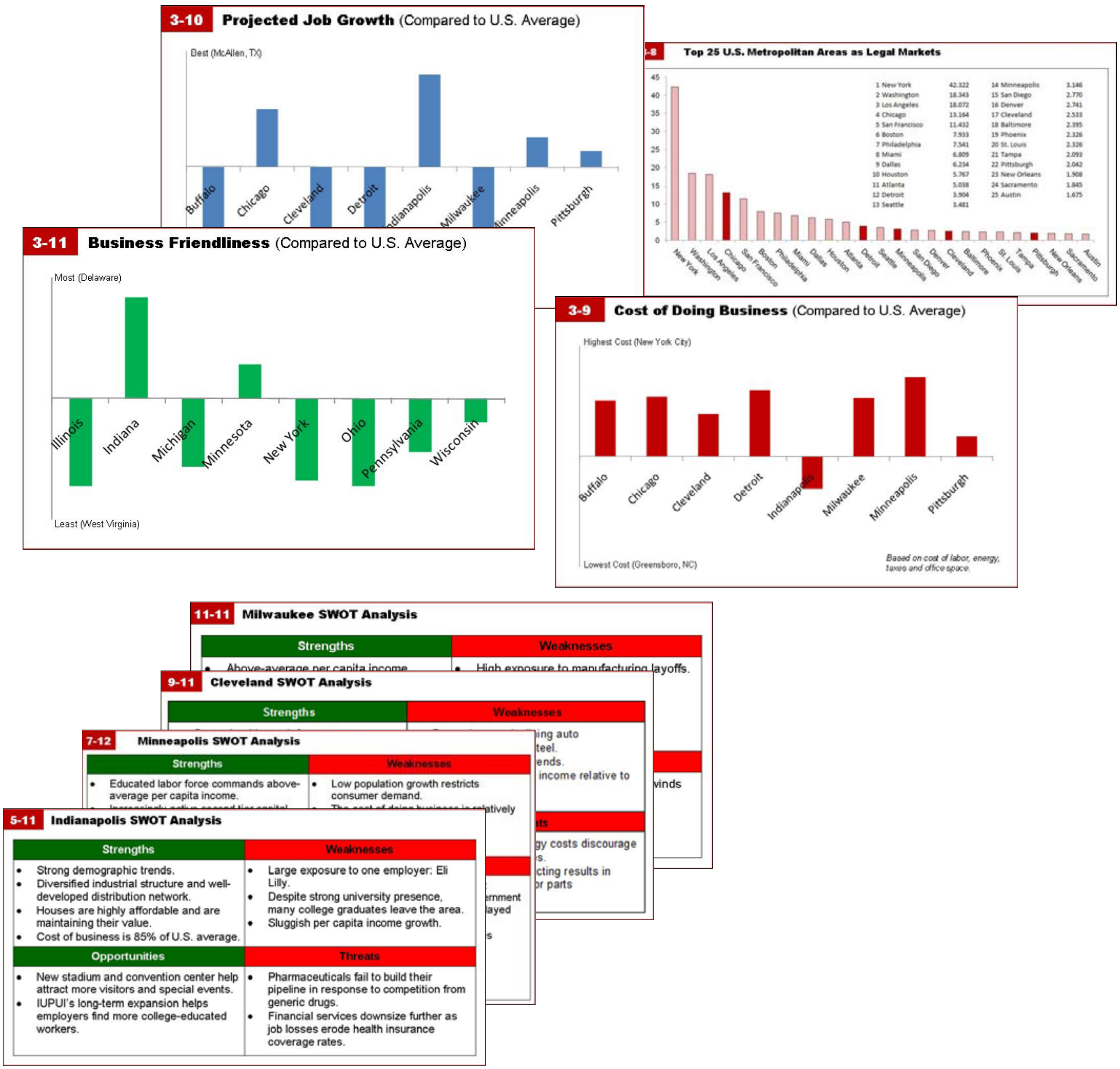
4-10 Chicago Employment and Income

Sector	% of Total Employment			Average Annual Earnings		
	CHI	IL	U.S.	CHI	IL	U.S.
Construction	4.3%	4.3%	5.3%	$62,616	$61,656	$52,869
Manufacturing	9.7%	11.1%	9.8%	$76,287	$72,129	$68,860
Durable	*58.8%*	*61.2%*	*63.1%*	*nd*	*$72,202*	*$70,136*
Nondurable	*41.2%*	*38.8%*	*36.9%*	*nd*	*$72,014*	*$66,651*
Transportation/Utilities	4.7%	4.5%	3.7%	$58,925	$59,250	$57,176
Wholesale Trade	5.5%	5.2%	4.4%	$83,213	$79,286	$72,229
Retail Trade	10.0%	10.6%	11.2%	$30,174	$30,391	$30,169
Information	2.2%	1.9%	2.2%	$98,941	$81,482	$85,435
Financial Activities	7.4%	6.6%	5.9%	$74,518	$59,981	$51,702
Prof. and Bus. Services	17.0%	14.5%	13.0%	$73,812	$65,284	$56,434
Educ. and Health Services	13.5%	13.4%	13.8%	$44,784	$45,461	$45,677
Leisure and Hosp. Services	8.9%	8.9%	9.8%	$24,421	$22,916	$23,049
Other Services	4.5%	4.4%	4.0%	$31,311	$35,730	$32,271
Government	12.5%	14.4%	16.4%	$62,538	$60,560	$60,777

Chicago's growth prospects, as the city will be forced to cut services drastically amid a shrinking tax base. Local industrial diversity and above-average educational attainment will allow it to attract a wide variety of employers, unlike most large and medium-size Great Lakes cities, which will support sustained growth. Expect Chicago to remain

Assessment of demographic, businesses and market data for each state and metro area including:

- ✓ ***Size of legal markets***
- ✓ ***Business friendliness, job growth, cost of doing business and other important indicators***
- ✓ ***Strength, Weakness, Opportunity and Threat (SWOT) Analysis for large firm legal practice in each metro area***



2010 Legal Market Analysis: Great Lakes Region

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