Firms are continually seeking creative ways to structure fees as well as leverage client services and talent to maintain their competitive stance. Evaluating how real estate components affect profitability, overall operations and client support, as well as the generations of lawyers that work within a law firm are just some key drivers in today’s decision making.

In response to these challenges, Cushman & Wakefield’s Legal Sector Advisory Group developed its proprietary National Legal Sector Benchmark Survey and National Associate Survey. Our 2019 survey had nearly 1,400 law firm managing partners, decision-makers, and associates from across the country respond, providing key insights, statistics and trends about the business, financial and operational drivers, affecting the legal sector.

**COMING IN JUNE:** The 2019 Bright Insight National Legal Sector Survey Results

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Greatest Competition in the Past 12 Months:

- 42% Same Size Firms with Similar Practices
- 35% Larger Firms (National/International)
- 9% In-House Counsel
- 6% Boutique Firms
- 3% Other
- 2.5% Fixed-Fee Legal Services
- 2.5% Alternative Legal Services Providers

Top 10 Important Personal Factors for Associates:

In order of importance

1. Collegial Work Environment
2. Work/Life Balance
3. Exposure to Clients
4. Making Partner
5. A Private Office
6. Compensation
7. Mentoring by a Senior Attorney
8. Flexible Work Schedule
9. Business Development Opportunities
10. State-of-the-art Technology