



# See How Clio Benefits Everyone at a 100+ Person Law Firm

A Clio Case Study + Q&A

# Table of Contents

- King Law Offices** ..... 3
  
- Introducing King Law:** ..... 4  
A Clio-Based Law Firm
  
- Brian King:** ..... 6  
How a Managing Partner Runs  
a 100+ Person Law Firm with Clio
  
- Kimberly Mullinax:** ..... 12  
How King Law’s General Manager  
Streamlines Operations with Clio
  
- Cindy Andrews:** ..... 17  
How Clio Improves a Mid-Size Law  
Firm’s Billing, Accounting, and Payments
  
- Questions & Answers** ..... 22  
with the King Law Staff

# King Law Offices

In 2019, as a mid-size law firm with multiple offices across North and South Carolina, King Law needed a change. The firm's partners knew that switching to cloud-based legal software could unlock the firm's potential and jumpstart its growth—and after careful evaluation, they chose Clio. Now, King Law has over 100 staff, is growing impressively year after year, and has a better grasp on its business than ever before.

With Clio, King Law got a solution that makes work easier and more efficient for every member of the firm—across every type of role. Clio's diverse feature set offers value for the partners, attorneys, and staff, enabling everyone to work better together and achieve collective success.

➤ [This case study and Q&A provides a detailed look at how King Law uses Clio across its entire, 100+ member practice—and the benefits Clio provides for all the firm's staff.](#)



**Managing Partner**  
Brian King

## Firm Details

**Year founded**  
2002

**Number of staff**  
100+

**Started using Clio**  
2019

**Location**  
North + South Carolina

**Fee types**  
Hourly, Flat Fee,  
Contingency

**Practice area**  
Family Law, Elder Law,  
and Estate Planning,  
Criminal Law, Civil  
Litigation

# King Law: A Clio-Based Law Firm



**BRIAN KING, MANAGING PARTNER**

“Once we joined with Clio, it immediately put us all on the same page across multiple locations, and the results have been incredible. Clio turned us from a \$4-million firm to an \$8-million firm in two years.”



**KIMBERLY MULLINAX, GENERAL MANAGER**

“Clio streamlines our office. It’s the piece of the puzzle that helps us to fit together. Everybody uses Clio in a different way but Clio is the central component that connects all of our locations and all of our employees.”



**CINDY ANDREWS, FINANCIAL DIRECTOR**

“I know that our revenue and billable hours are going up. There are lots of things that Clio does that benefit us, especially in my role for billing and payments. And I think Clio makes it easier for our firm to grow and scale.”

# King Law's motto: "If it's not in Clio, it didn't happen."



## **BARBARA HENRY, SENIOR ASSOCIATE**

"Clio allows me to be successful in my role by ensuring that assignments are never forgotten. In my career field, it is important that assignments for each file never fall behind. As a result, I appreciate the ability to see when tasks that I assign on each Clio file have been completed."



## **JOHN CROTTS, PARTNER**

"We used another practice management software for approximately 20 years before finally switching to Clio. Our biggest regret was that we did not make the change sooner ... investing in Clio will transform your practice and take it to the next level."



## **GABRIELLA MORILLO, ASSOCIATE ATTORNEY**

"Clio helps me stay organized and track my time accurately. I love the Clio sharing option, to share important documents with my clients. Clio is very user friendly ... I caught on quickly, and I find it easy to teach others how to use Clio as well."



## **DELTON BARNES, JUNIOR PARTNER**

"Clio allows my team to be even more successful because of its real-time number tracking. First, Clio makes tracking time extremely simple. If it is easy to track time, it is easy to bill. Second, Clio's Dashboard and Reports make identifying how attainable certain goals are completely instant."



## **LESLIE WALL, FINANCIAL CONTROLLER**

"Conducting billing in Clio saves us time. Our old system took two days and multiple software programs; with Clio, we are able to conduct billing from one program, and it has cut our time billing down to half a day."

## FIRM MEMBER PROFILE: BRIAN KING, MANAGING PARTNER

# How a Managing Partner Runs a 100+ Person Law Firm with Clio

Change can be scary, but as Brian King, Managing Partner of King Law now knows, getting over the fear of change can be just what you need to grow. Powered by Clio, Brian is now running his firm in a whole new way. Clio Manage's Firm Dashboard gives Brian a centralized view of his firm's billing and financials, empowering him to manage the firm and its attorneys from a more data-informed position. And Clio makes it easy for the firm's attorneys and staff to collaborate and work securely from wherever they are—even after just two years, that increased efficiency and transparency has led to millions of dollars of growth.

## Growing \$4 million in the first two years

Because King Law has 100+ staff and multiple offices spread across North Carolina, South Carolina, and Tennessee, coordinating so many people and moving parts was a time-consuming challenge for Managing Partner Brian King. Adding to the difficulty: the firm's outdated practice management software made working flexibly and collaboratively a pipedream.

“Before we were on Clio, we were on a server-based program,” Brian explains. “It made it almost impossible for us to be able to practice from different locations.”

Brian and his partners knew the firm could work more efficiently by switching software, so they evaluated different practice management options. After attending the Clio Cloud Conference and learning more about Clio's solutions and team, King Law went all-in—and didn't look back.

“

From day one, Clio has changed the way we practice law and has changed the way we've been able to take care of our clients.

“Once we joined with Clio, it immediately put us all on the same page across multiple locations, and the results have been incredible,” Brian says. “From day one, Clio has changed the way we practice law and has changed the way we've been able to take care of our clients.”

“Clio has really been a game-changer for us,” Brian adds, because Clio's intuitive, simple, and easy-to-use platform has helped the firm unlock major improvements in a short amount of time.

“Clio turned us from a \$4-million firm to an \$8-million firm in two years.”

“

Clio has really been a game-changer for us. Clio turned us from a \$4-million firm to an \$8-million firm in two years.

A big part of that growth comes from improved productivity. “Clio saves us an incredible amount of time,” Brian notes. “I would say our billing immediately jumped up 20%, just purely on the fact that Clio's Time Tracking enabled us to enter time immediately ... It goes straight to the time entry, right to the client, for a savings of time and a 20% increase in revenue.”

## Software that makes every firm member's job easier

From Brian's perspective, much of King Law's success with Clio rests in how the cloud-based software offers unique benefits to everyone at the firm.

"Clio is like a cube that comes to you, and each person is looking at a completely different side of that cube—but all that data is the same," he explains. "What one person does immediately impacts all the other parts. I think that's incredible."



Clio is something completely different for each part of our firm ... I think that's incredible."

Brian says Clio adds value in a different way for each part of the firm, such as data reporting and firm-wide visibility for the partners, case and document management and e-signatures for the attorneys, contact management and organization for the support staff, and comprehensive billing, trust accounting, and payment collection for the firm's accounting department.

For Brian personally, Clio enables him to have a higher level of insight and impact than the firm's previous software. "Clio really does allow me to be a true CEO of the firm," he says, "and to have that data right at my fingertips. You don't get that from any other practice management software."

Before Clio, Brian spent half of his day on management and the other half practicing law. Now, that dynamic has changed—he can spend more of his time growing the firm for the future, and far less time with his head buried in administrative work.

“Now, my management is no longer trying to find and run reports out of software programs that literally sometimes take 45 minutes to get me those reports. That time is spent one-on-one with my people.”

“

Clio really does allow me to be a true CEO of the firm, and to have that data right at my fingertips. You don't get that from any other practice management software.

### Transitioning 16 years of data into Clio

When King Law decided to make the switch to Clio, it had 16 years' worth of documents, data, and client files to transfer into the new, cloud-based system. For Brian and his partners, this was initially intimidating—until he realized he could lean on the Clio team's support and expertise to ensure a smooth transition.

“When we went to Clio in 2019, we had to take 40,000 files and 150,000 client contacts and all of the documents into Clio. It was an incredible amount of work,” Brian says. “Clio was with us every step of the way.”



Working with Clio's award-winning, 24/5 Customer Support team and Clio's in-house Data Migration Specialists helped King Law feel well taken care of throughout the migration process, which was invaluable to Brian and his partners.



If you get Clio and you implement Clio, they will be there with you to help you through the transition process, and you will immediately net what you used to gross. That's going to happen immediately.

As soon as the transition was complete, Brian couldn't believe how much of a difference he noticed. Speaking to other firm partners about his firm's experience, he had this to say:

"If you get Clio and you implement Clio, they will be there with you to help you through the transition process, and you will immediately net what you used to gross. That's going to happen immediately."

After committing to Clio and coming out with a more productive and profitable firm, Brian can attest that the switch was worth it.

"Switching to Clio has changed the way that we think," he says. "Yes, there were some pressure points during that shift, but it changed the way we thought, and now we couldn't even imagine any other way."

Reflecting on his firm's Clio adoption, Brian had one more piece of advice for leaders at other mid-sized firms: Commit.

“You have to commit (to making the switch),” he says. “You can’t say ‘Oh, well, a few of the partners want to use Clio, but some of them still want to use pen and paper.’ You have to embrace it, and if you do embrace it, you will never find a program that makes it easier to be a manager of a law firm.”

“

You will never find a program that makes it easier to be a manager of a law firm.



## FIRM MEMBER PROFILE: KIMBERLY MULLINAX, GENERAL MANAGER

# How King Law's General Manager Streamlines Operations with Clio

Successfully managing a mid-sized law firm's operations means wearing a lot of hats, but—as King Law's General Manager Kimberly Mullinax has learned—it doesn't have to mean juggling a lot of programs and software. Since her firm implemented Clio's practice management software, Kimberly has been able to focus more on working with the team, growing the business, and providing better client service. She's also had to spend far less time chasing down data and documents in multiple places.

### From difficult old software to an easier, better system

Kimberly has been part of the King Law team since the firm opened in 2002, so she witnessed the evolution of the firm's operations firsthand as it grew to become a 100+ person practice across North and South Carolina. Looking back, Kimberly recalls exactly how frustrating and time-consuming it was to work from an old, server-based system—before King Law switched to Clio.

“In our previous software, I was not in the office, if I was not hardwired in, I couldn't see the client file. I couldn't find my leases. I couldn't find contact information a lot of the time,” Kimberly says. “I couldn't see my calendar from my phone, because there was no app at that point. It was truly a struggle to operate unless you were sitting directly in front of a computer.”

Managing the firm's 22 offices, spread across three states, made things even harder.

“It was very difficult,” Kimberly says. “You left home really early. You tried to be where you needed to be early so you had time to plug in, connect, open all your programs, and find what you needed.”

“

In our previous software ... it was truly a struggle to operate unless you were sitting directly in front of a computer.”

As soon as the firm implemented Clio, however, Kimberly’s job—and King Law’s operations as a whole—became easier and more efficient.

“With Clio, we can get everything from a tablet, from our cell phone, or essentially anywhere that there’s an internet connection. I don’t have to worry if the King Law server is down.”

Thanks to Clio, the entire office’s operations are streamlined, and time lost to manual data entry is shrinking. One example: The firm’s accounting department used to need a full day or more to complete its weekly billing. Now, that time has been reduced to four hours or less.

“

(In our old software) our accounting department would sometimes spend a full day or even more doing weekly billing. With Clio, we have now gotten our weekly billing down to about four hours.”

## Putting everything the firm does in one central place

“Clio streamlines our office,” Kimberly says. “It’s the piece of the puzzle that helps us to fit together. Everybody uses Clio in a different way, but Clio is the central component that connects all of our locations and all of our employees.”

Clio’s central, cloud-based system is invaluable for helping Kimberly work with multiple departments at the firm and at multiple firm locations—and it’s the only program that she uses on a day-to-day basis.

“As general manager, there are a lot of things that I oversee—from human resources to facilities to marketing technology—and in order to keep organized, be efficient, and be where I need to be, I have to use Clio,” Kimberly says. “Everything that I do is in Clio.”

“

Clio streamlines our office. It’s the piece of the puzzle that helps us to fit together. Everybody uses Clio in a different way, but Clio is the central component that connects all of our locations and all of our employees.



From Kimberly's calendar tasks to client documents, contacts within and outside the firm, marketing agreements, and any other important files, Clio is her go-to resource for everything she needs each day. This is true for all of the firm's support staff, she says, whether they work on the client intake side or the case management side of the business.

"Clio has improved the efficiency of all of our staff, and it has also allowed us to provide a clear picture to all clients with transparent billing. It allows them to know what work has been performed on a weekly basis," she explains.



Clio has made our lives much, much better here at King Law, as far as our staff and attorneys.

## Finding the right fit—and making the switch

Looking back to the time before King Law adopted Clio, Kimberly's main thought is that she wishes they had made the switch sooner. "Knowing now what I didn't know, then, I wish we would have done it before," she says. "Because Clio has been a game-changer for our firm."

Once King Law's partners decided to make a software change in order to continue to grow the firm, it took more than a year of research, evaluation, and listening to others in the industry to find the right fit.

"One thing that King Law really liked about Clio was it was a one-stop shop. We were previously using multiple programs and they all ran independently of each other," Kimberly recalls.

"Absolutely, it was worth it!"

During this research phase, the firm's partners attended the [Clio Cloud Conference](#), read Clio's annual [Legal Trends Report](#), talked to Clio Certified

Consultants and lawyers at other firms about the software, and ultimately decided they were ready to make the move.

While transitioning to Clio meant the firm had to adapt to change—from learning new software to migrating the firm’s data—Kimberly says: “Absolutely, it was worth it!”

In addition to enhancing the firm’s overall efficiency, Kimberly says that turning to Clio has enabled the firm to grow in a major way. “Our attorney staff has doubled since going to Clio, and our revenue has increased,” she says.

“Our attorney staff has doubled since going to Clio, and our revenue has increased.”

With this in mind, Kimberly’s advice to other law firm managers and administrators that are considering legal software is to follow King Law’s lead: Take your time, do your research, and be prepared for change. The goal, she says, should be to make an educated choice for your firm—because finding the right legal software can change everything.

“Clio has made our lives much, much better here at King Law, as far as our staff and attorneys,” Kimberly says. “Again, it’s cloud-based, it completely turned our world upside down—for the good. From where we came from to where we are now, it’s two different worlds. We do everything almost in a different way ... it’s a win-win for everybody.”

“

Knowing now what I didn’t know, then, I wish we would have (made the switch to Clio) before. Because Clio has been a game-changer for our firm.

## FIRM MEMBER PROFILE: CINDY ANDREWS, FINANCIAL DIRECTOR

# How Clio Improves a Mid-Size Law Firm's Billing, Accounting, and Payments

Improving efficiency in a law firm's accounting department can make a huge difference for the practice's bottom line—but that isn't always easy, especially for a mid-sized firm with 100+ staff members and multiple offices across two different states. Fortunately, as Cindy Andrews of King Law learned when the firm switched to Clio in 2019, the right software can help law firms manage their finances more easily and rapidly. From faster billing to automated payments and more streamlined accounting, Cindy uses Clio to save time—and save the firm money—every day.

## A better system for the Accounting Department

As the Financial Director of a busy firm with offices in three states, Cindy Andrews ensures that King Law's billing gets done—and that payments come in. This can be challenging due to the high volume of invoices that comes with a growing firm, but Clio's billing, payment collection, and accounting features give Cindy's team what it needs to run smoothly.

“Before, we were using another accounting software,” Cindy explains. “And with that software, when I did billing, it took all day long. And then I had my trust pull, which I had to do on another day.”

“

Before Clio, King Law’s billing took Cindy a full day to complete—and didn’t even include her trust pull. Since switching to Clio, she does her billing, start to finish, in four hours.

“Since we’ve switched to Clio, I am able to do billing—start to finish—in about four hours,” she says. “The end result is it is faster for me to do billing. It is working, and it is quicker.”

Specifically, Cindy uses Clio to make the financial aspects of the firm run more smoothly. In addition to useful features for simplified trust accounting and reporting, she uses Clio Billing to dramatically cut down the firm’s weekly billing time, Clio Payments to streamline credit card payment collection, and Clio’s integration with QuickBooks Online to work seamlessly with the firm’s accountant.

“The end result is it is faster for me to do billing. It is working, and it is quicker.”



## The time-saving value of Billing, Payments, and QuickBooks Online

In Cindy's role as Financial Director, Clio's features and integrations are key for helping the firm increase efficiency and improve its bottom line.

“Before Clio, we just sent out a bill to everybody that had a balance every week, and that made billing so time consuming,” Cindy recalls. “But Clio is quicker. Not only in the fact that I can do current billing in four hours—everything I need to do, including my trust pull—but also because our Financial Controller can automate the outstanding invoices to clients. It has definitely sped up our tasks, and I think, yes, Clio has made a difference in our revenue.”



Yes, Clio has made a difference in our revenue.

Clio has also simplified how the firm accepts credit card payments. Now, Clio Payments makes it easier for clients to pay their invoices online—instantly—and it gives them flexibility to pay the way they need to. “With Clio Payments, clients are able to either go directly to their invoice and pay their invoice, or several invoices all at once,” Cindy says. “That time savings is excellent.”

Thanks to Clio Payments, Cindy eliminates the large amounts of time and effort that she used to devote to manual payment processing.

“I love the Clio Payments credit card processing feature,” she says. “Before, in our other accounting software, when somebody was to make a credit card payment, they may have gone onto our website and made a payment, or it would come to my email. I'd then have to turn around and then apply that payment—it was totally manual.” Now, Cindy says, “Clio Payments is doing that automatically for us.”



I love the Clio Payments credit card processing feature.

In addition to better billing and payments, for Cindy, using Clio and QuickBooks Online together allows for more useful reporting—and unlocks even more useful benefits. Cindy uses QuickBooks for her weekly trust pull, for a matter balance summary report she runs, and bank account activity reports that coincide with the trust pull.

Using QuickBooks with Clio also helps the firm work more effectively with their accountant, who requested that the firm use QuickBooks. “We were using a different software before, but the accountant was used to using QuickBooks—it works well for her,” Cindy explains. “She does tasks for us in QuickBooks, and I’m guessing that probably saves us money in the long run, because it’s pushing information over from Clio to QuickBooks so that she can do her job.



Our accountant does tasks for us in QuickBooks, and I’m guessing that probably saves us money in the long run, because it’s pushing information over from Clio to QuickBooks so that she can do her job.

## How Clio empowers law firm growth

Cindy uses Clio to support her mid-sized firm, but she sees opportunity for all firms of all sizes to benefit from Clio when it comes to financials and supporting growth—especially when it comes to Clio Payments. Clio

“Payments is a definite benefit for a large firm or small firm, regardless of the size.”

Cindy points to how Clio’s features are able to increase efficiency across the firm—from smoother billing to reporting to attorneys better capturing their time—as factors that help the firm grow at a steady and impressive pace: “I think Clio makes it easier for our firm to grow and scale.”

Additionally, Cindy says, Clio has made many tasks easier than they were before, such as Clio’s helpful bill-sharing functionalities. “Clio has made things very easy in that respect,” she says. “And it has saved us time overall.”



Clio has a lot of features that are beneficial to billing. Sending out emails, and emailing bills and printing bills—Clio has made things very easy in that respect. And it has saved us time overall.

Additionally, because Clio makes it easier for the firm’s attorneys to capture all their time entries, Cindy can ensure the firm is billing more effectively—and bringing in the revenue they’ve earned.

“That’s also been helpful, and it definitely helps us get our time entries in so that we are billing as much as we’re supposed to bill on a client—without forgetting to put entries in. I think that has increased our revenue.”

# Questions & Answers with the King Law Staff

We asked King Law's partners, attorneys, and staff about their experiences with Clio. Here's what they had to say.

## Switching to Clio from server-based software

### WHAT WAS LIFE LIKE BEFORE CLIO, AND WHAT'S IT LIKE NOW?

#### »» [Brian King, Managing Partner](#)

“Before Clio, it took us hours of time to be able to get the data that we needed to be able to run an effective law practice. Afterwards, it became instantaneous—that's what Clio is for us; instantaneous management, instantaneous case work, and instantaneous client responsiveness.”

#### »» [Kimberly Mullinax, General Manager](#)

“With Clio I can take my laptop and I can go work from anywhere. With our system before, we simply did not have that capability. Now, I utilize the Clio Mobile App on a daily basis ... If I've got my cell phone, I can go on and record my time. I can update my calendar. I can communicate with clients or third-party vendors or whoever it may be. I can do that all from a cell phone, with 22 locations.”

## **DO YOU HAVE ANY DATA OR RESULTS THAT SHOW THE IMPACT OF CLIO?**

» **Brian King, Managing Partner**

“Clio saves us an incredible amount of time. I would say our billing immediately jumped up 20%, just purely on the fact that Clio’s Time Tracking enabled us to enter time immediately ... It goes straight to the time entry, right to the client, for a savings of time and a 20% increase.

» **Leslie Wall, Financial Controller**

“Conducting Clio billing saves us time. Our old system took two days and multiple software programs. With Clio, we are able to conduct billing from one program and it has cut our time billing down to half a day.”

## **WHAT WAS IT LIKE TRANSITIONING TO CLIO FROM YOUR OLD SOFTWARE?**

» **John Crotts, Partner**

“We used another practice management software for approximately 20 years before finally switching to Clio. Our biggest regret was that we did not make the change sooner. The transition will be tedious, but Clio tech support will be available to assist every step of the way. Investing in Clio will transform your practice and take it to the next level.”

» **Kimberly Mullinax, General Manager**

“Switching to Clio was worth it! Anytime you make a change, there are going to be some hard decisions that have to be made ... but once it was done, it was fantastic. Knowing now what I didn’t know then, I wish we would have done it before, because it has been a game-changer for our firm.”

## Making every firm member's job easier

### HOW DOES CLIO HELP YOU IN YOUR ROLE, DAY-TO-DAY?

#### >> [John Crotts, Partner](#)

“Clio contains the veins and arteries of our law firm. Our motto to our team is that ‘if it’s not in Clio, it didn’t happen.’ Documents are saved, tasks are assigned, communications are completed both internally and externally, deadlines are tracked, billing efficiency is improved, vital reports are generated, firm statistics are maintained, and more.”

#### >> [Barbara Henry, Senior Associate](#)

“Clio allows me to be successful in my role by ensuring that assignments are never forgotten. In my career field, it is important that assignments for each file never fall behind. As a result, I appreciate the ability to see when tasks that I assign on each Clio file have been completed.”

#### >> [Gabriella Morillo, Associate Attorney](#)

“Clio helps me stay organized and track my time accurately. I love the Clio sharing option ... to share important documents with my clients. Clio is very user friendly, so although I did have to learn how to navigate the software at first, I caught on quickly, and I find it easy to teach others how to use Clio as well.”

#### >> [Leslie Wall, Financial Controller](#)

“With Clio it is easy to see your client’s trust balance, work in progress, and outstanding balance. You can easily track client expenses as well.”

### WHAT ARE YOUR FAVORITE FEATURES OR ASPECTS OF CLIO?

#### >> [Delton Barnes, Junior Partner](#)

“My three favorite things about Clio are the Dashboard, the Reports, and the Document search feature. Clio allows my team to be even more successful because of its real-time number tracking. First, Clio makes tracking time extremely simple. If it is easy to track time, it is easy to bill. Second, Clio’s

Dashboard and Reports make identifying how attainable certain goals are completely instant. The ability to see numbers in real time means making immediate adjustments as necessary to meet our goals.”

» **Barbara Henry, Senior Associate**

“The ability to assign tasks and ensure their completion makes Clio most valuable for me.”

» **Gabriella Morillo, Associate Attorney**

“It’s modern! I love how easy it is to stay in communication with other people in the firm. My husband uses a legal software that is a lot older and harder to use. Clio gives a fresh database of the entire firm and stays up to date with what is happening in the legal world.”

» **Cindy Andrews, Financial Director**

“I love the Clio Payments credit card processing feature. Before, in our other accounting software, when somebody was to make a credit card payment, they may have gone onto our website and made a payment, or it would come to my email. I’d then have to turn around and then apply that payment—it was totally manual. Or, they would have to call in, and somebody would take the payment. Whereas now, they’re able to either go directly to their invoice and pay their invoice, or several invoices all at once. That time savings is excellent.”

## Taking the firm to a new level

### **WHAT IMPACT HAS CLIO HAD FOR YOU AND YOUR TEAM?**

» **John Crotts, Partner**

“When our policies are followed by our team and Clio is utilized to its fullest potential, we run laps around our competition. We were early adopters of using technology to maximize efficiencies at our office. Clio allows us to remain at the forefront of technological advances in the practice of law.”

## >> **Brian King, Managing Partner**

“Clio is something completely different for each part of our firm. Marketing uses Clio for the statistical models on where our clients are coming from. For client intake, it is contacts, it is quick, it is attorneys’ calendars and shifting to make sure all 18 of our locations—it’s air traffic control for them. For case managers, it’s templates, lists, and paper filing: All of that is connected.

For attorneys, it’s templates, how to practice law. It’s making sure that our clients are taken care of, that court arguments are clearly set up in documents when they’re on the go or in the courtroom. For our accounting team, it’s a completely different program. For them, it’s a billing collection program.

Clio is a cube that comes to you, and each person is looking at a completely different side, but all that data is the same. What one person does immediately impacts all the other parts. I think that’s incredible for what it means to us.”

## **WHAT ADVICE WOULD YOU HAVE FOR OTHER FIRMS CONSIDERING CLIO?**

### >> **Brian King, Managing Partner**

“If you’re out there and you’re thinking about a change, there are a lot of different reasons. You may be frustrated or you may be looking for that change, and you’re probably trying to come up with solutions, because the old brick-and-mortar office solution is no longer there and the recruits that are coming in want to have something that they can practice law in their hands, on their phone, in their back pocket.

Clio offers all of that for you, but it is also a group of people that are going to be backing you up. Instead of talking to salespeople, you’re going to be talking to people partners. You’re going to be talking to the very people that you’ll hopefully be able to see at the Clio Cloud Conference and maybe even at a law firm near you. But it’s a relationship that you want to build,

because if you're a lawyer in the 2020s, you've got to be thinking about what technology is going to be, what you'll want your firm to look like in 10 years. You've got to make a decision of who you're going to bet on.

If you get Clio and you implement Clio, (the Clio team) will be there with you to help you through that process. You will immediately net what you used to gross. That's going to happen immediately. Clio turned us from a \$4-million firm to a \$8-million firm in two years.

You're not going to lose time anymore, you're not going to lose productivity, you're not going to lose a client that you never thought was there ... The amount of money that you're going to spend on Clio, you will instantly gain. I can say that confidently: Whether you're a small firm or a large firm or you're like us—somewhere in an in-between stage—you're going to see that kind of difference."

Over 1,000 mid-sized firms like King Law Office consider Clio the **gold standard**.

Discover legaltech that your whole firm can get behind—built to scale as you grow.

[Find out how](#)