

“ Largely stagnant growth in law firm service demand has persisted for the past six years, despite signs of a strengthening economy, which reflects a slow but ongoing erosion in the law firm percentage share of overall legal market spending. Continuing segmentation of the market or legal and legal-related services is imminent. Going forward, the range of activities that only traditional law firms can undertake will continue to narrow. ”

The Cause: Shifting Client Demands

- Clients expect more value for their legal spending (increased efficiency, predictability, and cost-effectiveness per dollar).
- Now more than ever, clients are willing and capable of combining services of many different service providers in order to achieve greater value, causing the legal market to shift from seller-driven, to client-driven.

The Problem: Law Firms Taking a Passive Approach

- Many of your competitors rely on their traditional economic model that has been successful in the past, and are reluctant to make any dramatic operational changes to this model.
- While keeping the traditional economic model may be an acceptable short-term strategy, failure to respond to shifting trends and the changing expectations of clients could lead to law firms risking their market positions in the future.

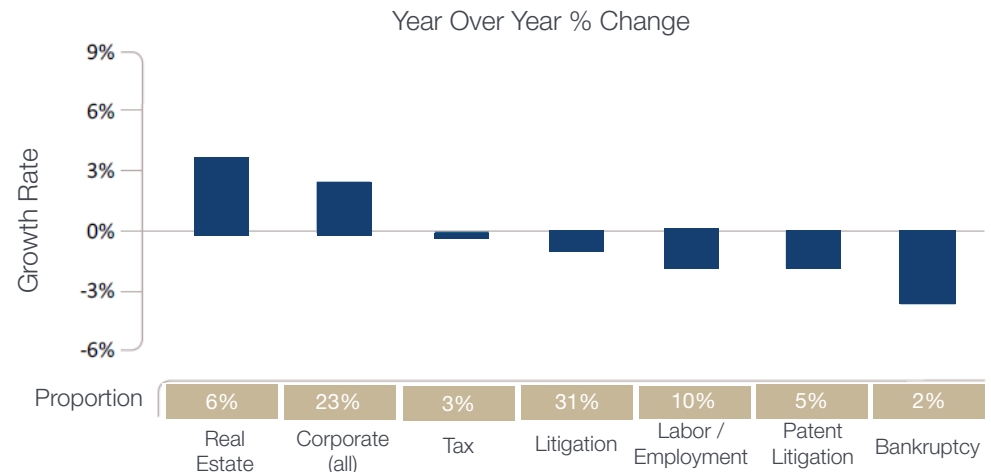
The Solution: How Can Your Firm Continue to Thrive?

- Streamline costs and inefficiencies in your current processes by taking steps to improve your budgeting capacities for client matters, adopting financial systems to facilitate alternative fee arrangements, accommodating outsourcing of certain functions like document review and e-discovery, and implementing project management processes.
- Be proactive in pursuing new strategies to meet concerns and expectations of clients, rather than taking the passive approach of the majority of your competition.

5 Innovative Models Reshaping the Legal Industry



Demand Growth By Practice Type



Source: Thomson Reuters Peer Monitor

■ YTD November 2015 vs. 2014

*Notes: All timekeepers Billable time type; non-contingent matter November 2015 had one greater working day than November 2014



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Source: 2016 Report on the State of the Legal Market 2016, Georgetown Law Center for the Study of the Legal Profession, https://www.law.georgetown.edu/news/upload/2016_PM_GT_Final-Report.pdf

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How Can McKinney Advisory Group Help You & Your Law Firm?



Who We Are

McKinney Advisory Group specializes in representing tenants and managing portfolios on a local, regional, national, and international basis. Our advisors focus on saving clients time, money, and energy. Our comprehensive, goal-oriented model works for clients of all kinds – whether your commercial real estate assets consist of a single facility, or multiple locations.

Focusing on tenant representation, we are able to serve as unbiased advocates for our clients, and find solutions to best serve their needs without creating a conflict of interest on the landlord's side of the transaction. McKinney's team of experts, alongside its client's decision makers, will strategize and create specific plans and solutions for the company's real estate portfolio and for individual properties. To complement our full-service offering, McKinney Advisory Group offers a selection of inclusive services that many other firms will perform for additional fees, if at all, including: Financial Model Research, Growth Projections, Annual Operating Expense Audits, Lease Administration, and Sublease and Buyout Negotiations. McKinney offers:

- ✓ Full-Service Worldwide Tenant Representation
- ✓ Corporate Strategy
- ✓ Centralized Lease Administration & Auditing
- ✓ Tailored & Consultative Approach
- ✓ Personal & Financial Engagement in Maximizing Clients' Bottom Line
- ✓ Highly-Specialized Team
- ✓ Comprehensive Understanding of All Real Estate Costs

Featured Legal Client | Christie, Parker & Hale

Services Provided	Brokerage, Lease Negotiations, Corporate Strategy, Work Space Optimization
Transaction Size	42,112 SF Class "A" Office Space
Annual Rental Savings	\$331,337
Total Improvement Allowance	More than \$70/SF
Rental Abatement	17 Months
Parking Abatement	\$379,000
Total Savings / Concessions	\$8,427,259



Professional Profile | Julie Dunlap | Executive Vice President, Corporate Services



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- Specializes in corporate client relations, multi-market site selection process, site negotiations, lease language review & document preparation, operating expense review, portfolio management, and lease administration
- 17+ years of experience in commercial real estate brokerage, investment, management, and consulting
- Coordinates and manages real estate transactions with owners and their representatives, attorneys, and investors
- Experienced fiduciary advocate for clients
- Paralegal expertise includes preparing and reviewing legal documents for property transactions, acquisition and disposition of properties, and corporate leasing transactions
- Integral part of the investment team involving overseeing acquisitions / dispositions and management of assets in excess of \$500 million
- Selectively represents clients in third-party property management

McKinney Advisory Group's Awards & Recognition



Others include:

- Most Admired CEO, San Diego Business Journal - Finalist 2013 & 2016
- Top Influential, San Diego Daily Transcript - Winner 2014
- Most Admired CFO, San Diego Business Journal - Finalist 2016
- Carma Award, Corporate Alliance - Winner 2014
- Inspiration Award 2014, Center for Wealth and Legacy - Winner 2014
- N. Eldon Tanner "Mr. Integrity" Award, BYU Management Society - Winner 2014



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