

How including flexible payment options to your marketing strategy help grow your legal practice?

The 2020 annual benchmarking study conducted by the Australasian Legal Practice Management Association (ALPMA) has identified revenue growth, cashflow and lock up as the main financial challenges for law firms, with **work in progress (WIP) and debtor days often exceeding 90 days.**

As clients seek certainty in fees and flexibility when it comes to payment, many firms had to move away from traditional billing, looking into alternative to ensure their practice's profitability. With the impact of COVID-19 and many clients accessing Government stimulus and Job Keeper programs, it is now, more than ever, time to rethink your payment collection strategy.

One of the most popular trends is to move towards flexible payment plans, making your fees easier to pay while guaranteeing reduction in debtor days and increase in cash flow for your firm. There are several flexible payment frameworks offered on the market. If you are seeking a client-centric approach with payment plans specifically created for legal services, QuickFee offers solutions adapted to your client's needs. Here is a list of the different payment solutions currently offered:

- Non-recourse, interest-free and credit risk free monthly instalments - for firms of all sizes
- Generic legal fee funding services - for firms with a revenue over \$1M
- Disbursement funding - for firms with a revenue over \$2M
- Family law funding - for firms with a revenue over \$3M

The benefits of offering interest-free monthly instalments

Buy-now-pay-later (BNPL) or more specifically for the legal profession, service-now-pay-later is an interest-free payment service which allows consumers to delay payment by paying via instalments while your firm is still paid in full. BNPL payment options have grown in popularity over the last few years. Data collected by ASIC demonstrates that 59% of Australia's population is now aware of buy-now-pay-later (BNPL) services, with 1 in 5 Australians aged 25-34 using them.



These statistics validate how important it is for the public to be offered flexible payment options. All businesses including law firms will need to adapt to this new reality in order to remain relevant in this day of age.

One of the major advantages of BNPL services for your firm's cash flow is to allow you to get paid upfront while your clients pay via interest-free instalments.

QuickFee Instalments: a non-recourse, credit risk free advice now, pay later solution

As a legal service practitioner, offering credit risk free payment options to your clients show that you care for their general wellbeing and bring a compassionate perspective to your service fees.

Developed exclusively for service providers, the instalments payment plan offered by QuickFee is one of the only non-recourse pay later solution which does not affect your client's credit file.

Contrarily to BNPL providers, QuickFee Instalments is not a loan. It uses your client's existing credit card to split payment in a responsible way, without opening any new line of credit, allowing them to #beatthebank by avoiding high credit card interest rates. It is the smart payment solution for sensible spenders.

Fee Funding

Fee Financing service allows your clients to extend credit without breaking the bank. Your clients can pay over 3 to 12 months while you receive 100% of the invoiced amount upfront. QuickFee Financing is an easy way to support your clients without putting your firm at risk.

Family Law Funding

Family Law Funding is a funding service tailored to family law services. It provides your clients with the funds to use as invoices become payable. Your clients can fund their case while your invoices are settled as early as the next day. Through a simple application process, your client is given a pre-approved limit and only has to paid interest each month until settlement of the matter.

Disbursement Funding

This solution is designed for personal injury law firms. It allows your firm and your clients to fund costs for a matter to progress towards settlement. Invoices are settled the next day, however no payments are required from your client or your firm until settlement of matter.

Pay Now Portal

Most people prefer electronic payment options – and most legal practitioners are now on board with that shift too. The Pay Now portal makes it easy for your clients to pay now or later, using a fully integrated online portal which is compatible with most leading firm management software. It can be used to accept payments on your website, by email, or anywhere else you can insert a payment button. Using QuickFee Pay Now will help you reduce A/R and get paid faster by letting your clients pay anywhere, at any time and choose flexible payment options while your firm gets paid in full immediately.

How to showcase your flexible payment options to attract clients

QuickFee sent a short survey to clients of professional service firms in March 2021 and found that 80% of respondents would prefer to use a structured payment plan for an emergency purchase, including unexpected legal expenses. **And 95% would be more likely to use a provider that offered a payment plan.** If you're not already promoting payment options, now is the time. Clients are making decisions based on their favourite payment methods, so displaying that you offer greater flexibility can help you convert more prospects.



Step 1: Create a dedicated payments or pricing page on your firm's website.

Did you know that pricing and payment pages tend to be the most visited spots on websites? All you have to do is add an online payment portal link or payment landing page to your site's navigation bar. It's not the only thing prospective clients will consider, but it might help get them in the door.

Step 2: Give your clients a payment link at every single touchpoint.

Online payment methods are appealing because they're convenient. Increase that convenience by adding your online payment portal everywhere. That means including it on invoices, flyers, and any other communications so that the link will always be available. As a bonus: This can also help reduce your accounts receivable over time.

Step 3: Include payment methods in your call-to-action.

If your firm is already committed to a strong legal marketing strategy, it's even easier to start promoting payment options in your PPC campaigns.

In a nutshell...

A small change such as offering flexible payment solutions to your clients could lead to major gains over time. Not only it could help your firm stand out from the competition, but it would also help you enhance your client relationships, stop chasing overdue payments and sell more of your services.



To learn more about flexible payment plans that can help your practice grow, contact QuickFee at **02 8599 8410** or visit quickfee.com.au/law.

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