

## **Do You Post Your Fees?**

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The thread regarding pricing of Barbara Nelson's services has me wondering if any of y'all post or publish your rates on your websites. I do not publish my rates, but I know some attorneys who do. Like Kevin, I like to know what something is going to cost upfront, but it is not all about pricing for me either -- I will still consider other factors as well -- experience and skills of the provider, benefits of hiring the provider, etc. However, I just like to know if I can afford the services offered in the first place b/c if I cannot afford them, period, then I would probably be wasting my and the service provider's time to make the phone call. That happened to me one time -- when I first started out, I spent 2 hours traveling to a hiring attorney's office and speaking with him, only to be asked if I would work for 1/3 my usual rate. I was pretty annoyed. That was the last mistake like that I will ever make.

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I don't advertise my fees, but we do have a set of fixed fees for trademark work we'll provide upon request (and I will, of course, tell people my billable rate if they ask). On a few occasions, I (or firms I've worked at) have charged to put on a seminar--I've always told people up front how much such a seminar would cost them to attend, so I don't waste their time or mine if the price wasn't right for them.

\*Kevin W. Grierson, Virginia

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I post fees for various unbundled services.

Conor Malloy, Illinois

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I have used attorneys (transactional) and other service providers who post their rates on their websites b/c I like the transparency. Seeing their rates makes it easy for me to compare rates of other providers. Thus, I think posting rates can be helpful if one has reasonable and competitive rates. However, if one's rates are on the high side, it might hurt more than help. (Like I said previously, I am not entirely price-driven – I still research the provider to make sure he/she is the right person for the job.)

An attorney I know who posts his fees on his website references the website page in his legal services agreement. He is a litigator, and he posts his hourly rates for various types of cases and courts. I presume that doing this makes it easy for him to change his rates.

Tracia Y. Lee, Texas

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## **SoloSez Popular Threads, October 2013**

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[http://www.rickrutledgelaw.com/documents/Client\\_Distribution/Reference\\_Fee\\_Schedule.pdf](http://www.rickrutledgelaw.com/documents/Client_Distribution/Reference_Fee_Schedule.pdf)

Richard J. Rutledge, Jr., North Carolina

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I consider fees on a case-by-case basis, depending on the client's capacity to pay and the form of payment. I will make it work somehow, whether it's flat fee, hourly, paid monthly, whatever the case may be. In fact, I've only lost a potential client once to fees, but I think that's because they were unrealistic in their expectations.

I made a solid attempt at generating a fee schedule once, but I found that it just didn't work. My clients range from SMLLCs just starting out, to corporations with significant capital and cashflow. So capacity to pay is an essential factor in here, since I know that many small businesses would not be able to afford legal representation unless they were given a cut in fees or a very flexible payment plan.

Mike Kaczynski

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I am like Mike: I like the flexibility of setting a customized fee/rate for each client. I do not post or advertise my rate. My typical statement is "my regular hourly rate is \$\_\_\_, but that can vary based upon the complexity of the case and the time involved." I have been known to quote a rate and then lower it in the middle of the case -- because it is more important for me to keep the client relationship. I have also been known to quote a client a rate for one case, then on his next one, quote higher!

Carla L. Miller, Arkansas

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