



PREMONITION™

HOW GOOD ARE THE BIG LAW FIRMS?

PREMONITION.AI

INTRODUCTION

Premonition is an international artificial intelligence firm specializing in litigation analytics. We have assembled the **world's largest database of courtroom records** and a unique AI capable of dissecting the information they hold to reveal the inner workings of a **4.7 billion dollar industry** as never before. Legal services is a tradition-bound industry, where the perception of what constitutes quality is based on more on reputation than measurable ROI. But that is about to change. **Our numbers tell us which lawyers actually win cases and why.** Premonition offers clients *Perception-Reality Arbitrage*: by comparing what lawyers bill per hour versus their track record in court, Premonition reveals an attorney's true value to their customers. It turns out **the biggest myth in legal services has to do with the quality of Big Law firms**, the national and international giants national and international giants to whom top clients turn first.

- By choosing just one Big Law firm to go with, you're essentially making a random selection.
- Performance varies widely between the lawyers working for that firm, and you often have no choice of which lawyer the firm will assign you.
- 93% of winning lawyers work outside Big Law—meaning you arbitrarily limit your selection when you focus on the heavyweights.

This report argues that your chances of finding the very best lawyer for the particulars of your case through Big Law alone is remote.

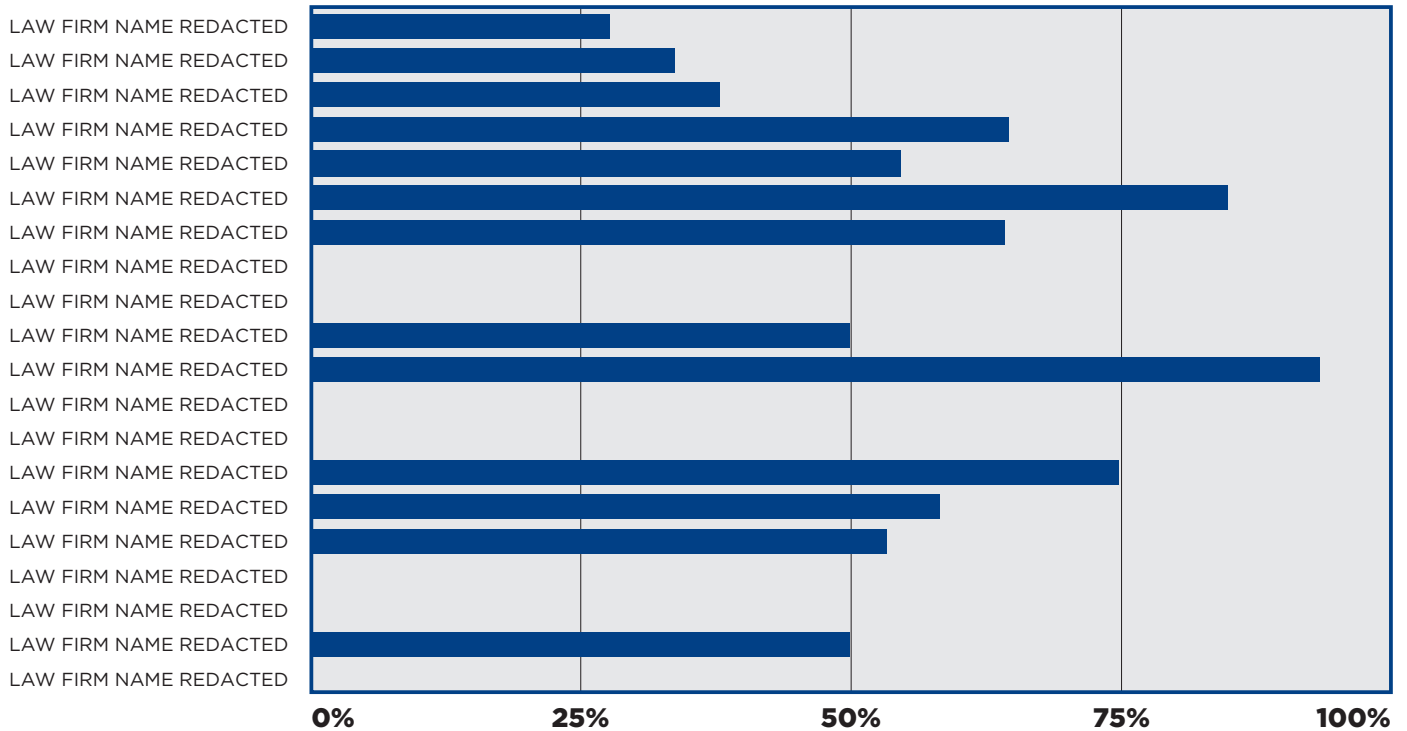
And we can prove it.

BIG FIRM WIN RATE %

Big Law firms have the biggest names, the biggest offices and the biggest marketing budgets. Just as the average consumer will spend more for a perceived luxury brand than its generic alternative, legal services shoppers are often swayed by the security of an established name. But the **Big Law firms also have big performance differentials**, as the following chart of some of America's largest practices shows.

One of these firms has a 93.51% win rate in the Miami market over the past three years. Another literally hasn't won a case in the area during this period—despite local anecdotal accounts that suggest they're Miami's best.

BIG FIRM WIN RATE %



THE BIG LAW FIRMS HAVE LARGE PERFORMANCE DIFFERENTIALS

Florida's Largest Law Firms by Number of Attorneys
Source: Florida Trend

HOW BIG IS THE ADVANTAGE OF BIG LAW OVER SMALL PRACTICES?

On the whole, quite small. Among firms we've categorized as Big Law versus small, the big fish do have a slight advantage, **winning 6.98% more often than small firms as a group.**

The only relevant factor is the specific lawyer representing your case. **92.3% of winners work at small firms,** because most lawyers don't work for Big Law. By limiting your research to the largest firms, you limit your selection for no good reason.

“

“GRADES ARE NO STRONG INDICATOR OF HIRING EFFECTIVENESS.”

- Schultz & Sedeck, 2011

”

**BIG LAW FIRMS BEAT
SMALL LAW FIRMS BY**

6.98%

BUT

SMALL LAW FIRMS ACCOUNT FOR

**92.3%
OF ALL WINNERS**

(BECAUSE MOST LAWYERS DON'T WORK AT BIG LAW FIRMS)

Big Law firms employ some of the country's best litigators—it would be almost be difficult for them not to, given how many lawyers they hire in the first place. But studies have shown that law firms' hiring choices are **38% worse than a random selection.**¹

WHY?

Despite their reputation for scouting talent, without analytics law firm hiring practices are essentially random. Most Big Law firms hire top graduates right out of law school. It sounds logical right? But there's a problem:

- *Graduates from the top law schools get hired first:* Except the numbers don't show that a lawyer's alma mater correlates with superior courtroom performance.
- *Firms prefer candidates with the best grades:* Except that studies have long shown that academic grades don't necessarily correlate to ability as a litigator.
- *These idealized candidates are overpaid:* Big Law firms all tend to share the same approach to finding new talent, and their competition drives up prices.

¹ Premonition UK Courts Study

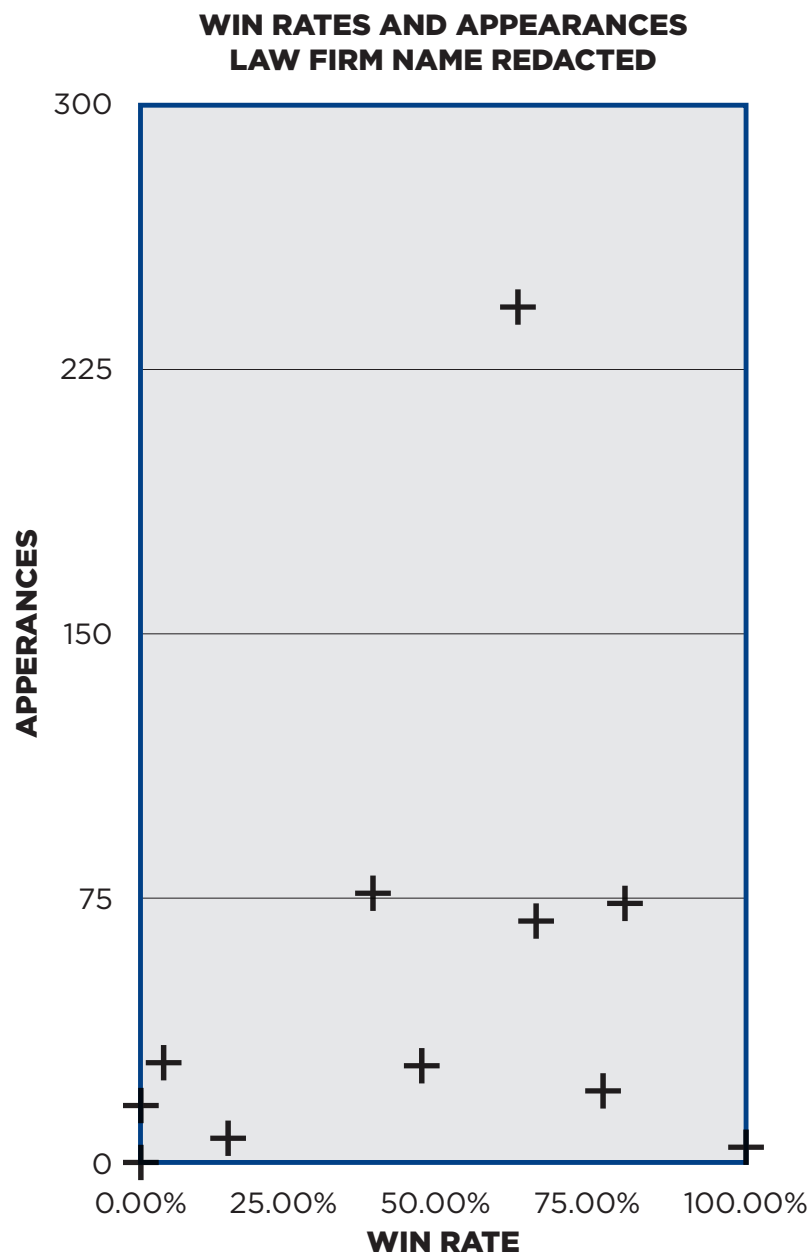
- *Meanwhile 2/3s of the best actual performers are dismissed out of hand: Namely, **women**, who outperform their male counterparts by nearly every statistical measure while billing less regardless of experience and level of ability. Studies have shown that female lawyers are actively dissuaded from becoming litigators (with the exception of family law).*

For every top performer they bring in, there are bound to be lesser lights who are statistically unlikely to win more challenging cases—and that's before even factoring in variables such as case type, judge and jurisdiction that have a profound impact on your chances of victory.

This chart tracks the performance of lawyers working for an unnamed Big Law firm to demonstrate how much variation there is from individual to individual.

FIRM PERFORMANCE VARIES BY OFFICE AND ESPECIALLY BY INDIVIDUAL.

YOUR ODDS OF BEING ASSIGNED A TOP 20 ATTORNEY ARE VERY, VERY LOW.



MONEY FOR NOTHING?

“CLIENTS CANNOT DETERMINE THE QUALITY OF LEGAL ADVICE.”

– *Couwenberg et al, 2009*

Quality is worth paying more for. In other industries, at car dealerships and in clothing stores, the best products command premium rates. In theory, the best attorneys are the ones who get to reward themselves with eye-watering hourly fees. But **do higher billing rates actually correlate to higher win rates?**

Not really.

Our research has shown that billing rates only have a 3% correlation with win rate. In other words, clients should be looking at win rates first to narrow down whom to hire.

If the best option happens to have a sky high rate, hire them with confidence if you can afford it. But **chances are good there's a more reasonably priced operator who can provide virtually identical service.**

+3%

**CORRELATION BETWEEN
BILLING RATE
AND WIN RATE**

BIG LAW FIRMS HAVE FEW TOP ATTORNEYS

We deal in **predictive analytics**, helping clients understand their odds of winning before they ever step into the courtroom. The strongest single predictor of case outcome we've found in our research is the relationship between **judges and lawyers**. Lawyers with a strong track record before a given judge tend to keep on winning—and those that can't seem to buy a break from the bench continue to lose.

In the following pages, we look at judges on the Miami Circuit Court, listing the records of the 20 most successful attorneys in each judge's courtroom. Lawyers who work in Big Law firms are highlighted in yellow.

These charts show you how Big Law falls short. If you miraculously had every major law firm available to select from as panel counsel, as well as the analytics to tell you which one of their lawyers was the best match for your judge, **you would still be unable to find a top 20 lawyer a third of the time.**

You have to **think outside the Big Law box to get the best results.**

BIG LAW LAWYERS BEFORE MIAMI, FLORIDA JUDGES



Antonio Arzola
CA21

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	10	10		100.00
2	7	7		100.00
3	7	7		100.00
4	7	7		100.00
5	5	5		100.00
6	5	5		100.00
7	5	5		100.00
8	5	5		100.00
9	8	8		100.00
10	5	4	1	80.00
11	5	4	1	80.00
12	5	4	1	80.00
13	9	7	2	77.78
14	21	15	6	71.43
15	6	4	2	66.67
16	10	6	4	60.00
17	5	3	2	60.00
18	5	3	2	60.00
19	5	3	2	60.00
20	5	3	2	60.00



Jerald Bagley
CA09

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	5	5		100.00
2	6	6		100.00
3	7	7		100.00
4	5	5		100.00
5	5	5		100.00
6	10	9	1	90.00
7	8	8	1	88.89
8	10	8	2	80.00
9	5	4	1	80.00
10	7	5	2	71.43
11	7	5	2	71.43
12	6	4	2	66.67
13	9	6	3	66.67
14	6	4	2	66.67
15	8	5	3	62.50
16	5	3	2	60.00
17	5	3	2	60.00
18	5	3	2	60.00
19	5	3	2	60.00
20	5	3	2	60.00



Gisele Cardone Ely
CA08

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	6	6		100.00
2	6	6		100.00
3	6	6		100.00
4	5	5		100.00
5	5	5		100.00
6	5	5		100.00
7	5	5		100.00
8	9	8	1	88.89
9	12	10	2	83.33
10	6	5	1	83.33
11	5	5	1	83.33
12	5	4	1	80.00
13	5	4	1	80.00
14	8	6	2	75.00
15	12	8	4	66.67
16	6	4	2	66.67
17	6	4	2	66.67
18	6	4	2	66.67
19	8	5	3	62.50
20	5	3	2	60.00
	5	3	2	60.00



Jorge E. Cueto
CA25

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	7	7		100.00
2	7	7		100.00
3	6	6		100.00
4	5	5		100.00
5	5	5		100.00
6	5	5		100.00
7	7	6	1	85.71
8	6	5	1	83.33
9	18	15	3	83.33
10	6	5	1	83.33
11	6	5	1	83.33
12	6	5	1	83.33
13	5	4	1	80.00
14	5	4	1	80.00
15	5	4	1	80.00
16	8	6	2	75.00
17	7	5	2	71.43
18	7	5	2	71.43
19	6	4	2	66.67
20	6	4	2	66.67
	8	5	3	62.50



Spencer Eig
CA02

Rank	Appearances	Wins	Losses	Win Rate %
1	11	11		100.00
2	8	8		100.00
3	8	8		100.00
4	7	7		100.00
5	5	5		100.00
6	5	5		100.00
7	7	6	1	85.71
8	6	5	1	83.33
9	6	5	1	83.33
10	6	5	1	83.33
11	11	9	2	81.82
12	7	5	2	71.43
13	10	7	3	70.00
14	6	4	2	66.67
15	6	4	2	66.67
16	6	4	2	66.67
17	6	4	2	66.67
18	11	7	4	63.64
19	11	7	4	63.64
20	8	5	3	62.50
	5	3	2	60.00



Jacqueline Hogan Scola
CA59

Rank	Appearances	Wins	Losses	Win Rate %
1	5	4	1	80.00
2	5	4	1	80.00
3	6	4	2	66.67
4	5	4	2	66.67
5	8	5	3	62.50
6	5	3	2	60.00
7	5	3	2	60.00
8	12	7	5	58.33
9	11	6	5	54.55
10	6	3	3	50.00
11	6	3	3	50.00
12	6	3	3	50.00
13	6	3	3	50.00
14	5	4	1	80.00
15	5	4	1	80.00
16	6	4	2	66.67
17	5	4	2	66.67
18	8	5	3	62.50
19	5	3	2	60.00
20	5	3	2	60.00



**Stanford
Blake**
CA23

Rank	Appearances	Wins	Losses	Win Rate %
1	7	7		100.00
2	6	6		100.00
3	5	5		100.00
4	5	5		100.00
5	5	5		100.00
6	5	5		100.00
7	5	5		100.00
8	5	5		100.00
9	9	8	1	88.89
10	7	6	1	85.71
11	6	5	1	83.33
12	6	5	1	83.33
13	5	4	1	80.00
14	5	4	1	80.00
15	5	4	1	80.00
16	8	6	2	75.00
17	7	6	2	75.00
18	10	7	3	70.00
19	10	7	3	70.00
20	9	6	3	66.67
	9	6	3	66.67



**Beatrice
Butchko**
CA58

Rank	Appearances	Wins	Losses	Win Rate %
1	5	4	1	80.00
2	5	4	1	80.00
3	5	4	1	80.00
4	6	4	2	66.67
5	5	3	2	60.00
6	5	3	2	60.00
7	5	3	2	60.00
8	11	6	5	54.55
9	15	8	7	53.33
10	6	3	3	50.00

**NO OTHER ATTORNEYS ABOVE
50% WIN RATE**



**Abby
Cynamon**
CA31

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	6	6		100.00
2	6	6		100.00
3	6	6		100.00
4	6	6		100.00
5	5	5		100.00
6	5	5		100.00
7	5	5		100.00
8	9	8	1	88.89
9	5	4	1	80.00
10	7	5	2	71.43
11	7	5	2	71.43
12	10	7	3	70.00
13	9	6	3	66.67
14	6	4	2	66.67
15	6	4	2	66.67
16	6	4	2	66.67
17	6	4	2	66.67
18	8	5	3	62.50
19	8	5	3	62.50
20	5	3	2	60.00



**Ronald
Dresnick**
CA20

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	9	9		100.00
2	9	9		100.00
3	6	6		100.00
4	6	6		100.00
5	5	5		100.00
6	7	6	1	85.71
7	6	5	1	83.33
8	6	5	1	83.33
9	5	4	1	80.00
10	5	4	1	80.00
11	12	8	4	66.67
12	6	4	2	66.67
13	6	4	2	66.67
14	5	4	2	66.67
15	6	4	2	66.67
16	11	7	4	63.64
17	5	3	2	60.00
18	5	3	2	60.00
19	5	3	2	60.00
20	5	3	2	60.00
	8	4	4	50.00



**Norma S.
Lindsey**
CA30

**BIG LAW
LAWYERS**

Rank	Appearances	Wins	Losses	Win Rate %
1	7	7		100.00
2	6	6		100.00
3	6	6		100.00
4	5	5		100.00
5	5	5		100.00
6	5	5		100.00
7	5	5		100.00
8	5	5		100.00
9	5	5		100.00
10	5	5		100.00
11	5	5		100.00
12	6	5	1	83.33
13	5	4	1	80.00
14	5	4	1	80.00
15	5	4	1	80.00
16	7	5	2	71.43
17	10	7	3	70.00
18	9	6	3	66.67
19	6	4	2	66.67
20	6	4	2	66.67



**Peter R.
Lopez**
CA10

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	9	9		100.00
2	7	7		100.00
3	6	6		100.00
4	6	6		100.00
5	5	5		100.00
6	5	5		100.00
7	5	5		100.00
8	5	5		100.00
9	5	5		100.00
10	5	5		100.00
11	7	6	1	85.71
12	7	6	1	85.71
13	6	5	1	83.33
14	6	5	1	83.33
15	5	4	1	80.00
16	5	4	1	80.00
17	5	4	1	80.00
18	11	8	3	72.73
19	6	4	2	66.67
20	6	4	2	66.67
	8	5	3	62.50



David C. Miller
CA06

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	14	14		100.00
2	8	8		100.00
3	7	7		100.00
4	5	5		100.00
5	5	5		100.00
6	5	5		100.00
7	5	5		100.00
8	7	6	1	85.71
9	6	5	1	83.33
10	6	5	1	83.33
11	11	9	2	81.82
12	5	4	1	80.00
13	5	4	1	80.00
14	7	5	2	71.43
15	7	5	2	71.43
16	7	5	2	71.43
17	9	6	3	66.67
18	9	6	3	66.67
19	6	4	2	66.67
20	8	5	3	62.50
	5	3	2	60.00



Jose M. Rodriguez
CA15

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	9	9		100.00
2	5	5		100.00
3	5	5		100.00
4	5	5		100.00
5	5	5		100.00
6	5	5		100.00
7	12	11	1	91.67
8	11	10	1	90.91
9	8	7	1	87.50
10	5	4	1	80.00
11	5	4	1	80.00
12	5	4	1	80.00
13	8	6	2	75.00
14	7	5	2	71.43
15	6	4	2	66.67
16	8	5	3	62.50
17	5	3	2	60.00
18	5	3	2	60.00
19	7	4	3	57.14
20	9	5	4	55.56



Rosa I. Rodriguez
CA27

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	8	8		100.00
2	6	6		100.00
3	6	6		100.00
4	6	6		100.00
5	5	5		100.00
6	5	5		100.00
7	5	5		100.00
8	5	5		100.00
9	8	7	1	87.50
10	7	6	1	85.71
11	12	10	2	83.33
12	6	5	1	83.33
13	5	4	1	80.00
14	5	4	1	80.00
15	8	6	2	75.00
16	8	6	2	75.00
17	17	12	5	70.59
18	9	6	3	66.67
19	6	4	2	66.67
20	6	4	2	66.67
	10	6	4	60.00



Marc Schumacher
CA05

**BIG LAW
LAWYERS**

Rank	Appearances	Wins	Losses	Win Rate %
1	8	8		100.00
2	7	7		100.00
3	5	5		100.00
4	5	5		100.00
5	5	5		100.00
6	5	5		100.00
7	5	5		100.00
8	5	5		100.00
9	8	7	1	87.50
10	5	4	1	80.00
11	5	4	1	80.00
12	5	4	1	80.00
13	5	4	1	80.00
14	15	11	4	73.33
15	7	5	2	71.43
16	7	5	2	71.43
17	6	4	2	66.67
18	6	4	2	66.67
19	11	7	4	63.64
20	8	5	3	62.50
	13	8	5	61.54



Victoria S. Sigler
CA42

Rank	Appearances	Wins	Losses	Win Rate %
1	5	5		100.00
2	5	5		100.00
3	5	5		100.00
4	6	5	1	83.33
5	6	5	1	83.33
6	5	4	1	80.00
7	5	4	1	80.00
8	5	4	1	80.00
9	5	4	1	80.00
10	8	6	2	75.00
11	11	8	3	72.73
12	7	5	2	71.43
13	7	5	2	71.43
14	10	7	3	70.00
15	10	6	4	60.00
16	5	3	2	60.00
17	12	7	5	58.33
18	7	4	3	57.14
19	7	4	3	57.14
20	9	5	4	55.56
	12	6	6	50.00



John W. Thornton
CA40

Rank	Appearances	Wins	Losses	Win Rate %
1	9	8	1	88.89
2	5	4	1	80.00
3	6	4	2	66.67
4	5	3	2	60.00
5	7	4	3	57.14
6	7	4	3	57.14
	6	3	3	50.00

**NO OTHER ATTORNEYS ABOVE
50% WIN RATE**



Daryl E. Trawick
CA13

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	10	10		100.00
2	8	8		100.00
3	7	7		100.00
4	6	6		100.00
5	5	5		100.00
6	5	5		100.00
7	6	5	1	83.33
8	6	5	1	83.33
9	5	4	1	80.00
10	5	4	1	80.00
11	5	4	1	80.00
12	11	8	3	72.73
13	7	5	2	71.43
14	7	5	2	71.43
15	6	4	2	66.67
16	6	4	2	66.67
17	8	5	3	62.50
18	5	3	2	60.00
19	5	3	2	60.00
20	5	3	2	60.00
	12	7	5	58.33



Lisa S. Walsh
CA32

**BIG LAW
LAWYER**

Rank	Appearances	Wins	Losses	Win Rate %
1	6	6		100.00
2	5	5		100.00
3	5	5		100.00
4	5	5		100.00
5	11	10	1	90.91
6	7	6	1	85.71
7	6	5	1	83.33
8	5	4	1	80.00
9	5	4	1	80.00
10	5	4	1	80.00
11	5	4	1	80.00
12	7	5	2	71.43
13	9	6	3	66.67
14	6	4	2	66.67
15	6	4	2	66.67
16	6	4	2	66.67
17	6	4	2	66.67
18	8	5	3	62.50
19	10	6	4	60.00
20	5	3	2	60.00
	7	4	3	57.14



Diane V. Ward
CA11

Rank	Appearances	Wins	Losses	Win Rate %
1	9	9		100.00
2	7	7		100.00
3	8	8		100.00
4	8	8		100.00
5	6	6		100.00
6	6	6		100.00
7	5	5		100.00
8	12	10	2	83.33
9	6	5	1	83.33
10	5	4	1	80.00
11	5	4	1	80.00
12	5	4	1	80.00
13	5	4	1	80.00
14	5	4	1	80.00
15	8	6	2	75.00
16	11	8	3	72.73
17	6	4	2	66.67
18	6	4	2	66.67
19	6	4	2	66.67
20	8	5	3	62.50
	5	3	2	60.00

"QUITE SIMPLY, BIG LAW ISN'T BIG ENOUGH. EVEN IF EVERY MAJOR LAW FIRM MERGED, THEY STILL COULDN'T YIELD A TOP 20 PERFORMER A THIRD OF THE TIME."

- Toby Unwin, Premonition Co-Founder & CIO

THE BOTTOM LINE

Factoring analytics into how you select your representation pays big dividends for clients. Going with a Big Law firm without doing your own research turns your odds of winning in court into a very expensive coin toss. With Premonition, you turn that 50/50 proposition into a decisive 80/20 advantage, at less than half the cost on average per hour.

Remember:

- Choosing the biggest firms offer no guarantee of success.
- Within the big firms, there are stars and schmucks.
- There's no reason to put blinders on your search: find the best lawyer, Big Law or small practice.

RESULTS OVER 50% BETTER AND 50% CHEAPER THAN BIG LAW



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