
ENTREPRENEURS

Website helps link lawyers with prospective clients

Dynamic Lawyers uses technology to answer legal questions

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Toronto lawyer and lobbyist Michael Carabash thinks he has come up with a better way for lawyers and clients to find each other.

The idea came to him while he trolled through craigslist, an online service that provides classified ads and forums for users. Lawyers on the site had placed ads for their services and in the forums people were posting their legal problems.

He knew there had to be a better way for lawyers and clients to come together.

"Basically, I saw a trend in using technology to facilitate people finding the right lawyers and getting more certainty about the costs of legal services," he said.

HELP FROM FRIENDS

With the help of two friends he created Dynamic Lawyers, a website where people can ask questions anonymously and get a response from lawyers for free.

The site allows the public to make posts about their legal questions and lawyers to respond to the posts by e-mail. Carabash said not only do people searching for legal help benefit, but so do lawyers.

"I say, listen, I want you guys (lawyers) on here. I want you trying it out. I'm not going to charge anything for the first two months. Afterwards, I need to charge you because we're taking out Yellow Page ads and it gets expensive. I'm only going to charge you 30 bucks a month."

Carabash said that's a real deal for lawyers.



Michael Carabash's Dynamic Lawyers uses technology to help link lawyers with prospective clients to answer legal questions.

"Everybody says that is ridiculously cheap. Because if you know what lawyers charge - like \$150-\$200 an hour - so if they get one client off of this, whatever deal they do, even the most basic real estate deal, they should rake in a couple hundred bucks. So it's really affordable for lawyers."

Dynamic Lawyers also saves lawyers time by only e-mailing them posts that pertain to their specific area of legal expertise.

It also ensures that clients get the right person for the job.

For example, a user may specify their legal question deals with family law, and the particular family law matter is divorce.

All the divorce lawyers receive this post in their e-mail as soon as it is made.

"You may (lawyers) get bombarded by us with five, 10 posts a day, a week," he said. "That's a good thing to have, all sorts of prospective clients."

ACTIVITY GROWING

Carabash said activity on the site has grown slowly, but steadily.

In the first 40 days Dynamic Lawyers averaged about 26 posts.

After a Toronto daily published an article on the service in December, the site received 30 posts within a 24-hour period.

He wants to see it grow to 25 to 30 posts a day, and expects to see activity increase with further marketing.

"It hasn't been profitable yet," he said. "Based on the way things are going, it will be profitable in a year or two."

Pam, who requested that her last name not be used, found the site very useful.

She sought legal advice after she found a bug in her fruit drink at the mall food court.

"It was very easy to use and it was anonymous," she said. "I got two prompt replies and liked the advice I got. I would recommend that you go there. You don't have to spend an arm and a leg on it."

To visit Dynamic Lawyers, go to www.dynamiclawyers.com.