



GENERATE MORE REFERRALS (AND WIN BACK DOMESTIC CLIENTS)

Nexl helps domestic law firms generate more international referrals and outcompete their international competitors through referral partnerships.



INTRODUCTION

If you asked most domestic firms 20 years ago whom they considered their #1 market competition, many would probably answer a fellow domestic firm in their immediate space or perhaps a "growing" firm in some adjacent countries or market.

Unfortunately, for most domestic firms over the last twenty years, globalisation and the rise of BIGLaw and the BIG 4, have fundamentally changed the legal market for many top-tier domestic firms.

Today, if you asked most domestic firm who their #1 competition was, almost without hesitation, many would answer the ever-encroaching hand of BIGLaw (Dentons, Clifford Chance) and the BIG 4 (EY, PwC, Deloitte)

Nexl is here to help domestic law firms take back their domestic clients, by helping top-tier domestic firms - like you - build and manage an international support network, that allows firms to not only compete, but win.

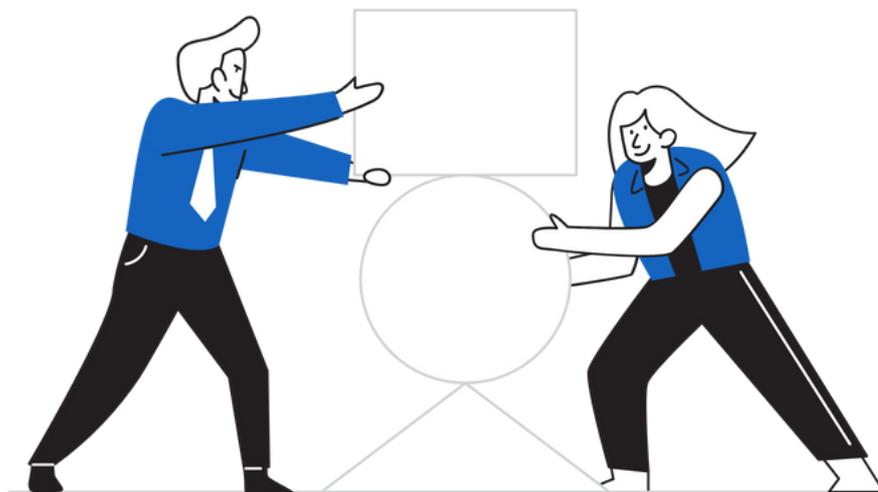
Nexl improves every aspect of your referral relationships, from referral tracking and relationship building all the way to acting as a new channel for your lawyers and the firm to promote your expertise, share practice updates and meet new potential business partners.

Nexl is a complete platform that helps you both build and manage your firm's referral relationships.

We believe Nexl will help you win more clients by helping you build stronger referral relationships and a collaborative community that lets you generate more business while eliminating the operational barriers that stand in your way today.

Founded by legal professionals with vast experience working within legal firms, Nexl grew out of a desire to fundamentally change the way that legal firms collaborate and engage with their referral partners, globally.

NEXL



STAYING RELEVANT IN A GLOBALISED ECONOMY

All independent firms around the world have one common problem. "Borders". A geographical limitation that limits your offering to your clients that are looking to transact outside your domestic market.

The number of international services required is growing year over year. Today, the majority of those clients seek help from large international firms who have established offices in your jurisdiction.

It is time to win those clients back.

How to grow your international client base and stay relevant in today's economy?

Focused relationships between independent firms. But you knew this already. This is why you are looking at Nexl.

Nexl will help you stay relevant by helping you execute your firm's international strategy.



"The importance and revenue potential of focussed relationships between law firms is significantly under-valued by most law firms. Law firms need systems in place to manage those relationships."

Stephen Revell
Partner, Freshfields (Stronger Together)

A CENTRALISED APPROACH

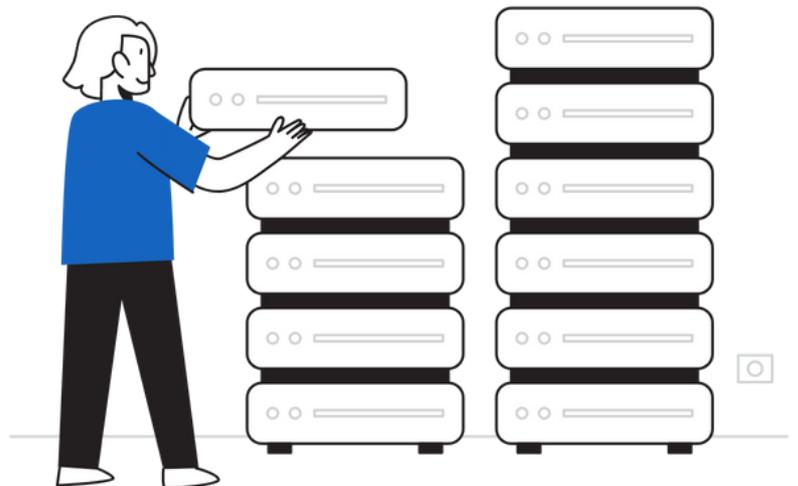
The first step to implementing your strategy is to understand your relationships better and drive a centralised approach throughout your firm.

Be clear who your international referral partners are and make sure your lawyers use the right referral partner for your clients and your firm.

This task has been challenging as there were no systems in place to assist, until now.

With Nexl, you are able to build a centralised directory of all your firm's referral partners.

- Advanced search functions to always find the right relationship firm for your clients.
- Take full control over your firm's referral relationships.
- Track and ensure the quality of your referral network.



UNDERSTAND YOUR REFERRAL ACTIVITIES

Have you ever wondered how much work you refer to your network? Nexl provides deep, multi-dimensional, data-driven insights on referral traffic to and from your referral partners. It will provide a complex overview on the relationships, connections and flow of data between your key referral partners by providing the ability to track incoming and outgoing referrals, identify connections, track relationship development, and best of all, it streamlines workflows to make managing referrals as simple as sending an email.

We add full referral tracking capabilities with best practice business workflows and rich analytics that will drive decision making and strategy development. Imagine being able to build a referral strategy that works. Reward strong relationships and identify those that aren't delivering. Report on tactics that work, and cut those that don't.

Referral tracking is an essential part of every successful international strategy.

With our easy-to-use referral tracking system, you will be able to simply track all of your firm's referral activities.

- Track incoming, outgoing, successful and unsuccessful referrals.
- Increase the visibility of your referral activities.
- Get the data you need to make better referral decisions.





AN EASY WAY TO TRACK REFERRALS

We know how difficult it is to get the referral data you need to better understand your referral relationships.

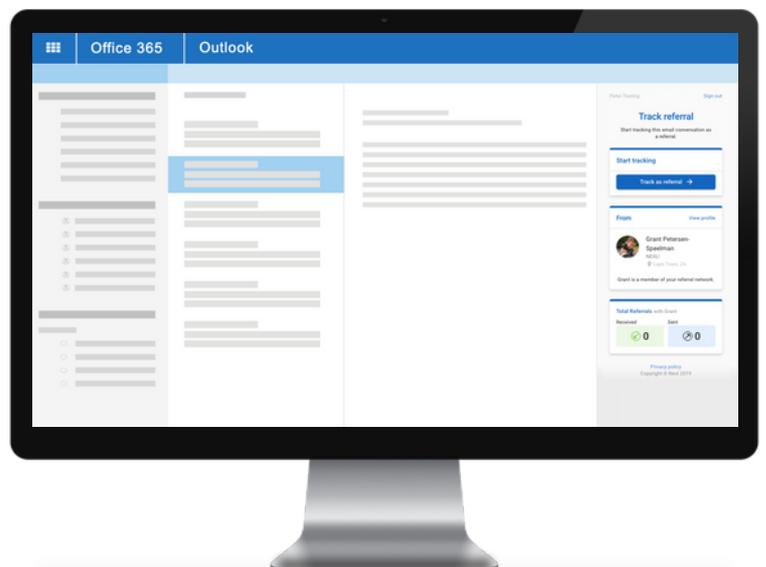
Today, most firms use spreadsheets and manual data entry to try to capture this information.

The results? An incomplete data set. Busy lawyers don't have the time to manually enter this information. They either choose not to do it or simply forget about it.

This is why we have developed an Outlook add-in that turns your emails into valuable referral data.

With Nexl, you will get a more complete data set.

- One-click referral tracking.
- Simply flag emails as referrals.
- Capture more referral data for better insights.



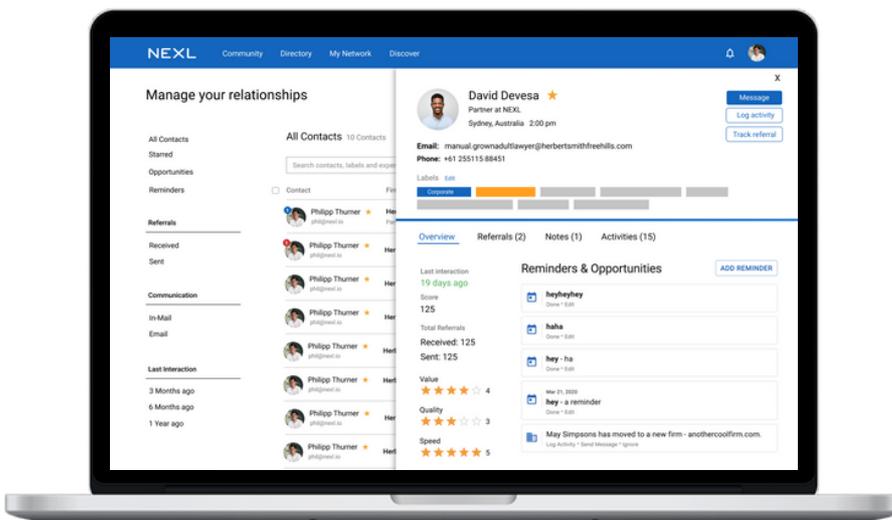
NEVER MISS AN OPPORTUNITY

One of the key factors of driving more referrals is building stronger, long-lasting referral relationships. Your lawyers are required to keep networking and stay in touch with their referral relationships.

The problem is, that it takes time and effort to remember to reach out and it is difficult knowing whom to reach out to.

With Nexl, your lawyers become networking professionals. Our inbuilt relationship manager reminds you and your lawyers to reach out to your important contacts. It gives you deep insights into specific relationships to always know which contacts to focus on and with our advanced relationship profiles you know everything you need to know about your contacts.

Never again miss a referral opportunity by staying top of mind with your network.



GROW YOUR INTERNATIONAL CLIENT BASE

Building a network based on your clients' international needs also allows you to grow your international client base. You will become your network's partner in your domestic market, receiving client work from your network's current client base.

A successful international strategy includes both, generating more incoming referral from your network as well as keeping up with your market's growing international demand.

By tracking your relationships and referral activity, you will be able to drive better reciprocity throughout your network, which will increase your international client base.

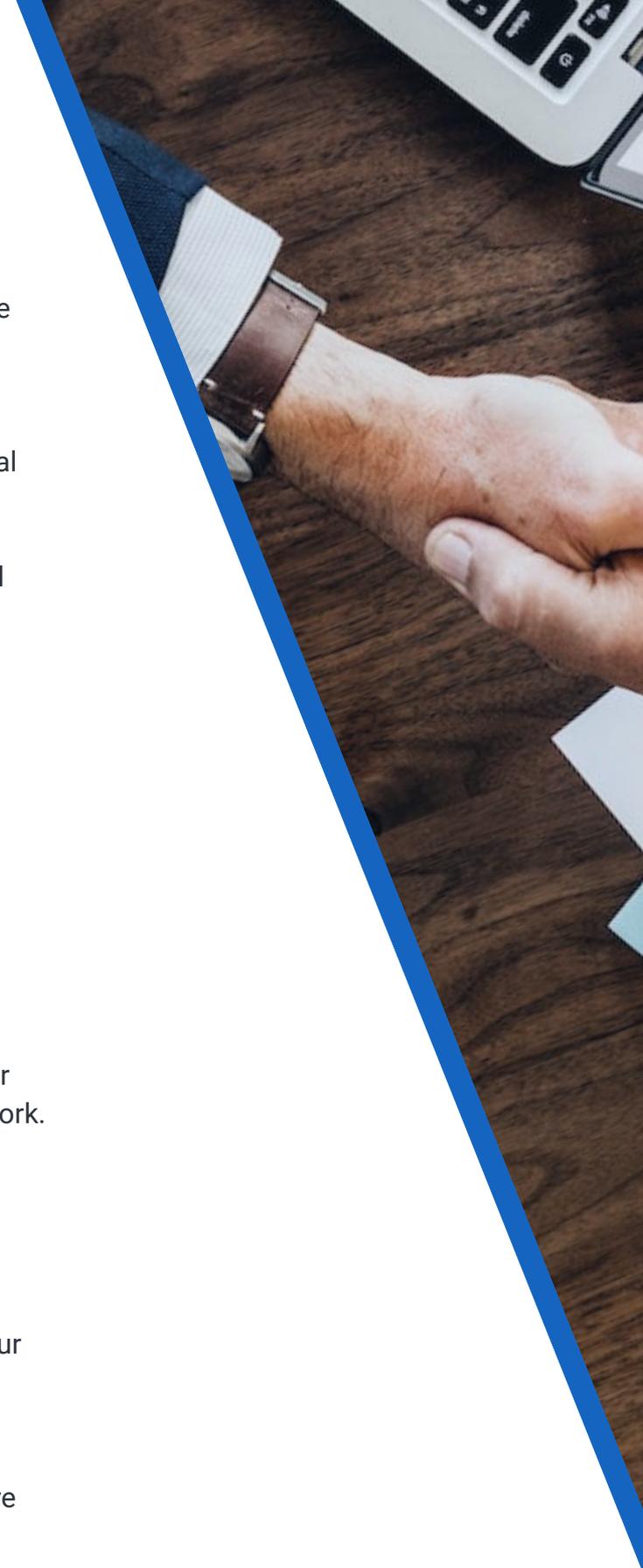
Review your relationships and activity at least every quarter to identify new opportunities to grow your network and win more clients.



THIS IS HOW WE HELP

We have helped BD departments and firms around the world. Here is some ways Nexl can help you achieve your goals.

- Generate more revenue through your firm's referral relationships.
- Create a central directory of all your firm's referral partners with advanced search functionality.
- Increase incoming referral activity by listing your lawyers on the Nexl directory.
- Provide lawyers with a simple solution to track referrals to capture all incoming, outgoing, successful and unsuccessful referrals.
- Get real-time referral insights across your firm to easily identify referral and growth opportunities.
- Help your lawyers and your BD staff build stronger relationships and stay top of mind with your network.
- Help your relationship firms stay top of mind with you to increase incoming referral activity.
- Create a new channel of communication to reach your relationship-firms to promote and market your services.
- Keep up with your clients growing international needs without the risks and costs of opening more offices or merging with other firms
- Simplify global collaboration and reducing the cost involved in the management of multi-jurisdictional cross-border transactions.
- Get the tools needed to execute on a successful international referral strategy.





THANK YOU

<https://www.nexl.cloud>

PRODUCT DECK

NEXL PTY LTD
LEVEL 5, 155 CLARENCE STREET
SYDNEY, NSW, 2000