Law Practice Management Resources
Client Maintenance Plan: 365 Day Sample Workflow

This case process is based on 5 phases. The first 3 phases are designed to occur over strategic 10-day periods with a target completion date at 30 days from the signed engagement agreement. The first 3 phases are:

1. Estate Planning Design
2. Document Drafting and Review
3. Execution and Closure

After the first 3 phases, the client may progress into the law practice's Client Maintenance Plan. Through the Client Maintenance Plan there are 2 phases. The first, is the initial year within the plan, and the second, describes the annual re-enrollment in the plan.

4. First Year in the Client Maintenance Plan
5. Ongoing Re-Enrollment in the Client Maintenance Plan

This section may be modified to fit your practice needs and timeline. Additionally, Client Management Stop Gap Letters should be used to supplement this case process when there is a time delay or to create more time within this process.

Prior to Phase 1, law firm will have completed the following:

- ☐ Sent Welcome Packet to potential client
- ☐ Initial information gathering process
- ☐ First meeting with attorney and potential client
- ☐ Signed engagement agreement between attorney and client
- ☐ Initial "What to Expect from Us" letter (or Client Management Letter 1)
- ☐ Create client contact record in Practice Management system

Phase 1 – Estate Planning Design

First 3 Days from Start Date: Information Finalization and Answer File

- ☐ Review information gathered to create design

- ☐ Review all case information for accuracy
  - If not accurate, you will need to notify client (see below)
  - If yes, determine if you will help and should bill for additional time/resources

- ☐ If incomplete:
  - You will need to notify client
  - Determine if client may need help gathering information
  - If yes, determine if you will help and should bill for additional time/resources

Based on the law firm's internal timeline, if the client has not complied in furnishing the requested information, this may be an appropriate place to insert a Client Management Stop Gap Letter

- ☐ When review complete and all the needed information is present, scan all documents received to cloud folder

Based on the law firm's internal timeline, this may be an appropriate place to insert a Client Management Letter 2

Days 4 – 10: Design

- ☐ Communicate with client on any requested information per expectation the previous week

- ☐ Design the client estate plan structure to be used for drafting

- ☐ Provide to the team member who will assist in drafting

- ☐ Schedule an internal meeting to review questions on design, if any

Phase 2 – Document Drafting and Review

Days 11 – 15: Document Drafting

- ☐ Draft all estate planning documents in law firm software of choice
  - Publish to word processing program, if needed
  - Add customizations and preferences, if any
  - Prepare supporting documentation, if any
  - Brand estate planning documents for the firm

- ☐ If next appointment is not set, set appointment

Based on the law firm's internal timeline, this may be an appropriate place to insert a Client Management Stop Gap Letter

Days 16 – 20: Document Review and Meeting Preparation

- ☐ Review drafted documents

- ☐ Make any last-minute changes no less than 48 hours before

- ☐ Prepare for client meeting including desired outcomes to discuss with client

Phase 3 – Execution and Closure Days 21 – 25: Execution Meeting

- ☐ Meet with client to review drafted documents

- ☐ Provide originals, copies or scanned documents to the client, pursuant to firm's process

- ☐ Maintain originals and copies for the firm, pursuant to the firm's process

- ☐ Establish expectations for when client will next receive communication from the firm

Days 26 – 30: Closure of the Estate Planning Case

- ☐ Post-client meeting, review all case information for accuracy
  - If not accurate, discuss with attorney immediately for handling
- ☐ Scan all documents received to cloud folder
- ☐ File client's case file pursuant to firm policy
- ☐ Send case closure letter to the client for existing work
- ☐ Send any secondary letters to decision makers and additional parties, with client consent
- ☐ Enter the client's information into the law firm's annual marketing campaign
- ☐ Send branded thank you to the client for doing business with the law firm

Days 31 – 305: Entry in the law firm Client Maintenance Plan

- ☐ Review the Client Maintenance Plan agreement with the client and discuss payment
- ☐ Provide Client Maintenance Plan Benefits information to the client, making sure to include the Client Maintenance Plan information and event schedule
- ☐ Update the client file with additional actions that need to be taken through the Client Maintenance Plan. Depending on your program, this may include:
  - Additional funding
  - Additional communication with decision makers
  - Additional communication with professionals and health care providers
  - Engagement with advance directives company, if necessary
  - Furnishing event schedule and sending periodic invitations
  - Schedule monthly, quarterly, and ongoing communication for the client
  - Schedule meetings for annual updates

- ☐ Prior to the end of the first year of the contract prepare new contract and review all case information for accuracy
    - If not accurate, you will need to notify client (see below)
    - If yes, determine if you will help and should bill for additional time/resources

Days 305 – 365: Re-entry in the law firm Client Maintenance Plan

- ☐ Review the re-enrollment in Client Maintenance Plan agreement with the client and accept payment

- ☐ Provide the updated information for the Client Maintenance Plan and event schedule for the next year

- ☐ Update the client file with additional actions that need to be taken this may include:
    - Additional funding
    - Additional communication with decision makers
    - Additional communication with professionals and health care providers
    - Engagement with advance directives company, if necessary
    - Furnishing event schedule and sending periodic invitations
    - Schedule monthly, quarterly, and ongoing communication for the client
    - Schedule meetings for annual updates
    - Schedule meetings for law changes and updates