

Recruiting FAQs

Your Guide to Commonly Asked Questions



What makes a successful Aliant member?

The most successful firms that come into Aliant adopt and embrace the global Aliant brand, actively engage in our conferences, monthly virtual networking sessions, participate in practice groups, and build long-term, mutually beneficial relationships with their peers. They encourage others in their firm to also engage, expanding and broadening the relationships they have. Successful firms make introductions of their clients to colleagues, are looking to actively expand their client business, and have established cross-border litigation and transactional practices.

How do we use the Aliant brand?

Our brand is one of our most valuable assets, and Aliant member law firms adopt the Aliant brand, sometimes in combination with the existing firm name. For example, "Smith and Jones LLP" may become known as "Aliant Smith LLP. We are mindful of preserving and leveraging existing firm brands, while continuously expanding the Aliant brand around the globe. The Aliant Marketing team will work with you to create your Aliant branded materials. All Aliant branded materials must be approved by Aliant Marketing.

What is the annual license fee?

Aliant member law firms pay fixed annual fees based on their geographic region and the size of the firm. All license fees are negotiated with each firm, to ensure that the fees are affordable and that each firm has a financially rewarding relationship with Aliant. In many cases, Aliant is able to extend special introductory rates that would allow a prospective member firm to test the relationship with no risk. License fees are spent entirely on local and global marketing and branding.

Is there revenue sharing?

No. Aliant member law firms do not share revenues either with each other or with Aliant. Each firm retains 100% of its revenue.

Are there any other financial commitments?

Yes, but they are nominal. Members are expected to attend an annual conference, which carries travel costs and, sometimes, nominal participation costs. Aliant members are also expected to engage in joint marketing and business development, including producing short website videos, website content and collateral materials such as brochures and business cards.

What are the license fees spent on?

The license fees are 100% reinvested into Aliant. Aliant spends money on marketing Aliant (website, search engine optimization, social media), local marketing of member law firms, brand development and penetration, website development, member communications, training and coaching sessions, collateral materials, annual conferences, and staff salaries to enable the above.

Is Aliant a networking group?

No, Aliant is not a networking group. Aliant is a global law firm with a recognized brand focused on cross-border transactions. The value of the brand allows member law firms to more profitably market their services to clients. All Aliant member firms develop close relationships, and there is a steady flow of work among all the offices.

How do referrals work in Aliant?

Our referrals between member firms grow every year. We have recently begun formally tracking referrals and expect them to increase significantly as we expand our footprint, provide enhanced tools for referral tracking, increase member engagement, and introduce new marketing tools.

Does Aliant require exclusivity in referral relationships?

No. Aliant is intended as a platform that enables and does not restrict. While members are encouraged to build relationships with other Aliant law firms, there are no restrictions. Each member is welcome to maintain its existing working and referral relationships.

Can we continue to operate a local website?

Yes. In many cases we encourage members to continue to operate a local website. This may be an existing website, or an Aliant-developed website, with a local domain name and in your local language. Some members also establish email addresses with local domain names. The Aliant marketing team will guide you through setup of Aliant email address, provide guidance on local websites, and support you in establishing your own micro-site on the Aliant global website.

How are conflict checks run?

Aliant does not perform conflict checks. Because it is organized as a Swiss Verein (a membership organization), all member law firms are “members” of an organization, and not a single unitary law firm. Each local law firm retains the independence of its existence and operations. When multiple Aliant member firms represent the same client, the client must engage each firm separately.

Is there liability exposure among various Aliant members?

No. Based on our research, we do not believe that the actions of one Aliant member will expose other Aliant members to liability. We minimize any such risk by recruiting the best law firms, with clean track records and high success rates, and we require each member firm to carry significant insurance.

Will we receive geographic exclusivity?

Yes. Each Aliant member firm receives geographic exclusivity. Initially, exclusivity may be for a larger region, like a country or a province, and in later years, exclusivity may be reduced to a single city or metropolitan area. This will be based on the size of the geographic region and the size of the legal market.

What control do we have over Aliant’s growth and development?

Each member law firm is an equal voting member of the Aliant Verein. Members vote on various Verein decisions (recruitment, brand development, marketing focus, outreach efforts, etc) and elect a board of directors.

May we participate actively in Aliant?

Yes. We encourage each member to take an active part in their relationship with Aliant. Members are welcome to join the board of directors, spearhead recruitment in their region, organize events, participate and host practice area calls, assist with due diligence, provide content for website, engage in our social media efforts, and develop branded collateral materials with the Aliant Marketing Department.

What types of firms typically join Aliant?

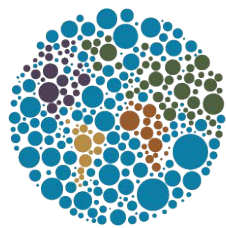
Aliant is a great platform for small to mid-size firms that have a significant transactional cross-border practice or are looking to expand their cross-border practice. Aliant members typically have well known and well-established local brands and are looking for exposure in other countries and markets.

How is Aliant different?

We see ourselves as a close-knit community of supportive professionals—mindful of helping our fellow members and acting as a group. It is much easier to take on the world together, and not alone. Our intention is to build a global brand with a significant local reach. This allows us to have more market credibility, pursue larger clients and work jointly on multi-national client engagements.

Additional Questions?

Contact Chairman, Jacob Stein at jstein@aliantlaw.com



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