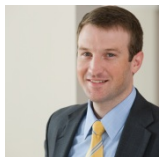


Ben Norman Shares "A Gen X Attorney's Client Service Advice" with NC Lawyers Weekly



Benjamin R. Norman

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On April 27, North Carolina Lawyers Weekly published a [column](#) written by Brooks Pierce partner [Ben Norman](#). The column discusses how attorneys can provide the best possible service to their clients and shares seven ways to develop client relationships that are built on open communication and bottom-line oriented counsel. Ben's advice includes:

Understand: As a litigator, I often have no previous relationship with my clients before my representation begins. That initial period is a critical stage. As early as possible, I work to develop a deep understanding of the factual and legal issues not just surrounding the case, but also my client's business.

Call often: I know email and text messages are the easiest forms of communication. However, I've found that actually speaking with my client always builds a better long-term relationship.

Update regularly: That motion to extend a deadline by two weeks may not be the most significant filing in the life of a case, but it matters to my client and he or she wants to know about it ... I have not just an ethical duty to keep my clients informed about their cases, but these updates also allow me to continue to build their trust and reliance on me.