

An award-winning national law firm for the mid-market.

KEYPOINT LAW

ABOUT KEYPOINT LAW

Keypoint Law is an innovative and award-winning commercial law firm. Our team of 56 senior lawyers provides high quality legal services across 24 areas of law from our offices in Sydney, Melbourne, Canberra, Brisbane and Adelaide. This brochure introduces our approach, how we are different, and our service and value.

OUR SERVICE AND VALUE

Why choose Keypoint Law?

- For our depth of experience and sound judgment across 24 areas of law.
- Improved efficiencies and competitive rates.

OUR APPROACH

Our approach is centered around three core elements:

- A partner-level service
- No top-tier overheads
- No billable hour targets

These features enable us to deliver high quality legal services at pricing which provides genuine value to clients.

HOW ARE WE DIFFERENT?

1. A partner-level service

Law firms are generally structured like a pyramid, with partners passing work down the chain to junior lawyers. We have flipped tradition upside down, increasing the number of senior lawyers and stripping out the middle layers.

What does this mean for you? It's simple – the senior lawyer you choose to instruct is the one who does your work – with all the efficiency and quality that brings to bear.

“*Keypoint is the ideal combination of quality in expertise and value in investment.*”

- Paul Marsden, Chief Executive Officer of Lockton
(One of the world's largest insurance brokers)

2. No top-tier overheads

We keep the overheads low, avoid expensive offices, outsource back-office services, and use modern technology. By doing this, we save our clients money.

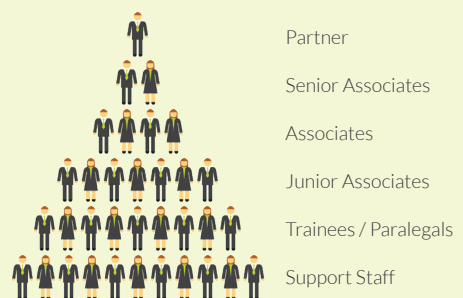
3. No billable hour targets

We are the country's only national mid-tier law firm to operate without billable hour targets or budgets for its lawyers. This means our lawyers are not under financial pressure from the firm to bill. The result is better client relationships and better outcomes.

Our lawyers are also empowered to tailor our offering to clients, including pricing, as they think appropriate, without bureaucracy and red tape. This, in turn, ensures we remain agile and competitive at all times.

What do these features combine to deliver? **They provide our clients with true value for money**, with the ideal union of senior expertise, no added overhead costs, and tailored service.

THEM | TYPICAL LAW FIRM PYRAMID



Partners are instructed but the work is passed down the chain and done by junior lawyers

US | INVERTED LAW FIRM PYRAMID



Your work is done predominantly by experienced, senior lawyers

RECENT AWARDS

- 2021 Winner – *State / Regional Firm of the Year*, Australasian Law Awards
- 2021 Recognised in peer-reviewed '*Best Lawyers in Australia*' across 18 areas of law
- 2020 Winner - '*Employer of Choice*' and Winner - '*Innovative Firms*'
- 2019 Winner - *Medium Law Firm of the Year*, Victorian Legal Awards
- 2018 Winner - *Boutique Law Firm of the Year*, Australian Law Awards



CLIENT TESTIMONIALS

“Very responsive and client focused... very high quality excellent value for money.

- Head of Legal for one of the world's leading manufacturers of steel products for mining

“As well as having outstanding expertise, the firm understood the question and the context from a broader legal, practical and political perspective. These latter factors are what distinguish the best from the rest.

- General Counsel of an Australian Government Department

OUR CLIENTS



Keypoint is a full-service law firm operating across the following areas:

- Banking & Finance
- Bankruptcy, Insolvency & Restructuring
- Competition
- Corporate & Commercial
- Data Protection & Privacy
- Defamation
- Dispute Resolution & Litigation
- Employment Law
- Family Law
- Financial Services & Regulatory
- Franchising & Retailing
- Government & Administrative Law
- Insurance Law
- Intellectual Property
- Mergers & Acquisitions
- Migration Law
- Music
- Oil & Gas
- Pacific Islands
- Planning & Environment
- Property & Real Estate
- Technology
- Wills, Probate, Estate Administration & Superannuation
- Work Health & Safety

CONTACT US

If you would like to discuss any aspect of our service please do not hesitate to [contact one of our lawyers.](#)

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