



The big attraction
of Keypoint Law?
We lead with
purpose.

KEYPOINT LAW



Keypoint Law is an award-winning challenger firm pioneering a paradigm shift in the Law for the benefit of both lawyers and clients.

Ranked a top-25 law firm*, and the third-fastest growing in Australia*, Keypoint's team of 56 partner-level lawyers provides a comprehensive range of legal services across 24 practice areas from our offices in Sydney, Melbourne, Brisbane, Canberra, and Adelaide.

Our model has been designed to offer lawyers fair rewards, true flexibility, and practice autonomy, whilst providing the strength and support of an established national firm.

THE ONLY NATIONAL MID-TIER WITHOUT:

1. Timesheets and budgets

We are the country's only national mid-tier law firm to operate without timesheets, billable hour targets or budgets.

By removing these outdated conventions, we empower our lawyers to design their work as they choose, offering genuine flexibility and control.

Clients benefit too. They cease being a "KPI of the firm" – against which lawyers are under relentless pressure to bill. Instead, our lawyers work in the way that they know is best suited to the needs of the client. The absence of billing targets takes significant pressure out of the lawyer/client relationship, and encourages a personal approach, leading to greater professional satisfaction and, inevitably, to better business outcomes.

2. The daily commute, everyday.

Powered by sophisticated cloud-based technology, our lawyers have the freedom to choose where they work, everyday.

That may be:

- from a home office; or
- in Keypoint's Central Offices in the CBDs of Sydney, Melbourne, Brisbane, Canberra and Adelaide, just like a traditional law firm; or
- a combination of the two, using the home office as a base and the firm's Central Offices for hot-desking and client or team meetings.

With complete autonomy over where and when they work, there is no obligation on our lawyers to be present in the office if they choose not to be. Where they do elect to be in the office, our firm's Central Offices provide all the facilities you would expect of a national law firm, including first-rate client meeting facilities and team collaboration spaces.

A NATIONAL MID-TIER WITH:

1. 70% pay

We understand that senior lawyers have worked hard to achieve their level of expertise and to build a loyal client following. As a result, we reward the value our lawyers create with the **lion's share of fees**.

Our remuneration structure is 100% performance-based, transparent, and gender-neutral. It does away with the traditional distinction between "salaried" and "equity" partner, and applies to every senior lawyer regardless of experience, terms of service or fee generation. The firm pays:

- 70% of a lawyer's personal billings on clients they have brought to the firm;
- 60% of a lawyer's personal billings on clients referred to them by Central Office or a Keypoint colleague;
- 30% of the personal billings of a Central Office paralegal or lawyer working under their supervision; and

- 15% of billings on work they refer to a Keypoint colleague.

These percentages are based on collected billings, and are specifically positioned to be well above those typically available at conventional firms.

2. Practice autonomy

We empower lawyers to make all key business decisions affecting their work and clients.

Our lawyers are able to set the firm's pricing for clients they introduce, without bureaucracy or red tape. That may be hourly rate billing, fixed fee, retainer or as otherwise permitted by law. In the event of hourly billing, a lawyer's hourly rate is decided by them. Lawyers also have the freedom to discount their normal rate or to write off WIP, at their discretion.

The firm's decentralised approach to pricing empowers our lawyers to flexibly tailor the firm's offering to the client and matter at hand. In particular, it ensures we remain agile and competitive at all times.

3. Connection

From inception, it has been our goal to build a connected culture that values teamwork, collaboration, and genuine relationships.

We achieve a collegiate environment by actively facilitating and promoting meaningful engagement across our firm. We achieve this in a number of ways, which include our regular practice group meetings, monthly drinks and lunch events, our summer and winter parties, our CPD training days, and through the casual interaction which comes from working or hot-desking or using meeting facilities at our Central Offices.

Since 2014, we have brought our interstate teams together on multiple occasions throughout each year, to establish connections and build relationships. The result is an integrated, collegiate, and supportive firm with a strong esprit de corps.

Key metrics which underscore our success include:

- a **97% p.a. retention rate** for our partner-level lawyers since inception in 2014; and
- 30% of the firm's revenue in FY21 being from **internally referred work**.

The genuine connection within and across our firm enables our lawyers to work together seamlessly across our 24 areas of speciality, to fulfill client needs.

THE BIG ATTRACTION OF KEYPOINT LAW? We lead with purpose.

Our lawyers gain the benefits of being in an integrated, cohesive, and collegiate national law firm; one which offers genuine control over how lawyers work – and pays the lion’s share of the fees they generate. The result is a modern and progressive firm, which is driving transformation in the legal profession and rehumanising how the law is practised.

Keypoint is a firm built on quality and expertise, and we welcome enquiries from all suitable senior lawyers. Visit <https://www.lawsetfree.com.au>, or contact us directly for a confidential discussion:



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* In The Australian newspaper’s Law Partnership Survey (Dec 2021, based on partner-level numbers).

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



What our people say

“Keypoint Law has reignited my passion for the law. There’s no pressure for billable hours; no demands to be present in the office; only ongoing support for what I want to achieve.

– Kristina Antonlades,
Consulting Principal

“The Keypoint model provides senior lawyers with the opportunity to be in total control of what they work on, when, and from where, whilst also offering the same (and often greater) level of support, collegiality, quality of work and earning potential that you might expect from a more ‘traditional’ law firm.

– Nick Weaser,
Consulting Principal

Our clients

