

Law Firms:

Law firms are advantageous customers for banks as they provide sticky, long-term deposits at a low cost. By attracting and retaining law firms' significant deposits, banks enhance stability and foster growth.

With ZEscrow you can offer law firms:

- **Three-party account management** with configurable interest for **every IOLTA/IOLA/IOTA account**.
- **A secure streamlined digital platform** for managing client accounts
- **Enhanced protection** for sensitive client funds and information.
- **Transparent and detailed** financial reporting, aiding in accounting, auditing, and **strategic decision-making**.
- **Risk management**, ensuring adherence to legal and regulatory requirements in financial operations.
- **Legal compliance**, offering law firms seamless alignment with industry standards.

What law firms look for in a banking partner:

- **Seamless compliance solutions**, ensuring legal and regulatory trust account management.
- **Specialized trust account services and robust security** for secure client fund management.
- **Streamlined transaction tracking**, ensuring accuracy and efficiency.
- **Expertise in legal tech integration**, providing efficient solutions for client account management.
- **Detailed record keeping and reporting** that allows law firms to track financial activity.



Qualifying Questions for law firms:

When approaching prospective law firm clients, it's essential to ask targeted questions. Here are 10 qualifying questions designed to gauge a law firm's fit for ZEscrow:

1	Can you describe the current system or software you use for managing your firm's finances, including IOLTA accounts?
2	How does your current financial management system impact your firm's operational efficiency and your ability to serve your clients? Are there any specific areas where you're looking to improve?
3	How do you currently ensure compliance with state and federal regulations for IOLTA accounts, and what challenges have you faced in this area?
4	What are the most time-consuming tasks related to managing your client accounts, and how do you think these could be improved?
5	How open is your firm to adopting digital-first solutions for managing client accounts and finances?
6	What specific challenges do you face in managing client funds?
7	Are there any specific features or customizations you require from a financial management system to better serve your clients?
8	How important is real-time financial oversight and reporting for your firm, and how well does your current system meet this need?
9	Looking ahead, how do you see your firm growing, and what role do you believe financial management technology will play in supporting that growth?
10	Who in your firm would be involved in the decision to implement a new financial management solution, and what are the key factors you will consider?

These questions serve multiple purposes: they help identify the firm's current state of financial management and compliance, gauge openness to digital solutions, uncover specific pain points, and understand the decision-making dynamics within the firm. The responses will provide valuable insights to tailor your pitch of ZEscrow as the optimal solution for their needs.