



# NL ADVOCATE™

*Market intelligence for legal claims*

**Qualified Attorneys** who practice in consumer debt, commercial collections and subrogation matters improve their financial outcomes with the help of **NL Advocate**, a unique product from **The National List® of Attorneys (The NL)**. Membership grants access to **The NL Marketplace™**, where selected attorneys compete for millions of claims placed with The NL.

**The NL Marketplace** is a “walled garden,” an exclusive online environment where technology, secure information and specialized services are combined to objectively pitch a limited number of pre-qualified attorneys to thousands of forwarders.

The NL vets all firms in the NL Marketplace to ensure performance and compliance with forwarder standards, terms and conditions, insurance requirements and more. NL Advocate insures claims, giving forwarders confidence to place claims risk-free.

**The World’s Largest Network** of forwarders and attorneys has been managed by The NL since 1900. We have new and long-standing relationships with collection agencies, debt purchasers, ARM companies, insurers, forwarding firms, corporate counsel and legal networks. Every day, our business development team brings in additional qualified forwarders who place new claims across multiple regions in a variety of commercial and consumer collection practices.

The continuous forward flow of claims through The NL enables your account manager to actively pitch your firm to forwarders anywhere in the world. NL Advocate augments your firm’s sales and business development operations.

**Data-driven Market Intelligence** gives NL Advocate attorneys a significant edge over the competition. The NL aggregates the placement, process, and performance metrics of each claim in a constantly growing database that already exceeds more than \$50 billion in claim value.

Using proprietary algorithms and predictive analytics, we optimize financial results by matching forwarder claims with NL Advocate attorneys by practice areas, regions and statistically significant market trends and benchmarks. Individual claim data remains secure and confidential.

NL Advocate account managers consult with their firms, delivering key business growth opportunities and strategies based on objective market data, not just hearsay.






**Don’t Wait!** Start using NL Advocate today! Member firms earn an average of eight times their NL investment (8:1 ROI). With the power of NL Advocate behind you, you can more professionally and cost-effectively monetize claims.



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# NL ADVOCATE Features & Benefits



NL ADVOCATE FEATURES	BENEFITS
 <p><b>Access to the NL Marketplace</b></p>	<ul style="list-style-type: none"> <li>• Gain exclusive placement opportunities</li> <li>• Develop new business and forward flow across regions, practice areas, and concentrations</li> <li>• Get matched automatically with claims that fit your firm's unique profile and characteristics</li> <li>• Track and manage cloud-based account information across all web-enabled devices</li> </ul>
 <p><b>World's Largest Forwarder Network</b></p>	<ul style="list-style-type: none"> <li>• Open your firm to receive regular claim volume from thousands of forwarding clients worldwide</li> <li>• Enhance your reputation by aligning with the name forwarders have trusted since 1900</li> <li>• Leverage a forwarder-facing business development team sourcing claims full time</li> </ul>
 <p><b>\$50 Billion Claims Database</b></p>	<ul style="list-style-type: none"> <li>• Rely on claim metrics derived from a statistically significant data set</li> <li>• Discover industry trends and benchmarks using data-driven market intelligence</li> <li>• Identify strategies to improve claim profitability and grow your practice</li> <li>• Secure claim data with provider certifications and attestations for compliance with PCI, AICPA (SOC1, SOC2, SOC3), GDPR, and more</li> </ul>
 <p><b>Assigned Account Manager</b></p>	<ul style="list-style-type: none"> <li>• Access a point of contact for your account directly</li> <li>• Augment your business development function</li> <li>• Be proactively pitched to select forwarders</li> <li>• Add a market research analyst and business strategist to your team, armed with data</li> </ul>
 <p><b>Plus all the Benefits of a Legal Directory</b></p>	<ul style="list-style-type: none"> <li>• List your firm to generate online exposure</li> <li>• Reassure forwarders with claim insurance</li> <li>• Receive and track claims online</li> <li>• Get help with trusted third-party mediation and service upon request</li> <li>• Participate in promotional content in social media, blog posts, white papers, and more</li> </ul>

NL Advocate is an annual subscription sold by region and practice area. Pricing for each region and practice area varies based on market value of claims available to be placed. The NL actively limits the number of firms with access to claims in each region and practice area, such that on average firms earn an 8:1 return on investment (ROI), or eight times their NL Advocate fees in revenue. Individual results may vary. For more information or a quote, please contact your National List sales representative.