



SUREPOINT LEGAL INSIGHTS

# Comprehensive Solutions for Legal Marketers

Acquired by SurePoint Technologies in 2024, SurePoint Legal Insights (formerly Leopard Solutions) has been a trusted provider of data-driven intelligence for the legal community since 2002.

Our platforms—including the Leopard List and Leopard InHouse databases—offer accurate contact and biographical data on law firm and in-house attorneys.

With SurePoint Legal Insights' market insights, your Business Development professionals can connect with general counsel at 12,000+ U.S. corporations through our comprehensive in-house attorney database. They can also leverage 20+ years of attorney data to uncover valuable connections between your firm's attorneys and in-house counsel.

Meanwhile, your Marketing teams can build highly targeted lists using advanced filters such as practice area, location, attorney type, and more to drive precision outreach.



## Highlights:

- Find connections between attorneys and corporate legal departments.
- Stay up to date on legal market changes with firm alerts.
- Benchmark your law firm against your competitors.
- Track and monitor alumni, law firm trends, and growth opportunities.

# How SurePoint Legal Insights Helps **Legal Marketers**:

## 1. Alumni Tracking

Keep track of the attorneys who have left your law firm, notably the attorneys who went to a corporation to work in-house.

## 2. Retention Defense

Monitor and identify the attorneys at your firm who are at risk of leaving by tracking those with the highest probability of moving.

## 3. Find Connections to Prospects

Leverage SurePoint Legal Insights' 20 years of attorney history and uncover connections between your attorneys and in-house attorneys that work at the 12,000+ U.S. companies in our database, by viewing shared work and education history.

## 4. Client Development

Highlight the strengths of your firm versus your competitors' by leveraging data on firm growth, diversity, retention, and client representation.

## 5. Partner Integration

Utilize the attorney connection map to tap into a new lateral's network to help support the strategic growth initiatives of your law firm.

## 6. Business Development Support

Create business development plans with your attorneys by reviewing the list of in-house counsel they are connected to through their shared work and education experiences.

### About SurePoint<sup>®</sup> Technologies

SurePoint Technologies drives Firm Performance by helping mid-sized law firms and the broader legal community operate efficiently, compete effectively, and grow with confidence. Powered by a connected legal technology ecosystem, our configurable Practice, Finance, and Growth Solutions streamline operations—from timekeeping and billing to CRM and business intelligence—so legal professionals can focus on what matters most: serving clients and leading with impact. **Leopard Solutions is now SurePoint Legal Insights.**