



ATTORNEY SEARCH

How to Choose Which Legal Recruiting Firm You Should Join

by Harrison Barnes
CEO of BCG





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hen you are deciding which recruiting firm to be part of, your decision should not be much different than if you were deciding whether to buy a franchise with McDonald's, open up your own hamburger restaurant, or invest your money, time and resources in joining a lesser-known, or not as successful chain. People pay over \$1,000,000 to purchase a McDonald's and you can start your own hamburger restaurant relatively cheaply. Alternatively, you could simply join a local hamburger restaurant that is doing its best to get by.

Here are some of the topics you should consider in making the decision about which recruiting firm to join:

1

The Strength of the Legal Recruiting Firm's Brand

A recruiting firm is as strong as the brand it represents. Some legal recruiting firms have no brands and others have very strong brands. When you are working with a legal recruiting firm with a strong brand behind you then it makes things easier for you. People know who you are when you are calling, and this is critical, because if law firms and companies take your calls it is easier to get your candidates in the door. Brands generally become quite strong because they have been investing in their organization and believe in what they are doing.

At [BCG Attorney Search](#) we have an extremely strong brand and there are few attorneys in the United States who do not know who we are. We have more web traffic than any legal recruiter in the world and spend a ton of time and money publicizing our jobs and getting our company and information out there to the world. Moreover, we have been doing what we do for a long time and we are a major presence at all levels of the market.

[Learn more about the history of BCG Attorney Search.](#)

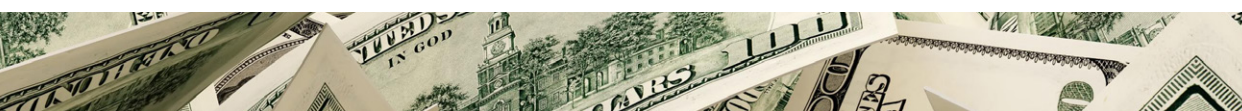
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The Amount of Money Made by the Recruiters at the Recruiting Firm

When you join a legal recruiting firm, you want to make a good living — and this is expected. Many legal recruiting firms will hire just about anyone and give that person a phone and encourage that person to give recruiting a try. Most people fail. Other legal recruiting firms will give their legal recruiters a small salary and low commissions. Others will give their recruiters more of a salary but cap the amount of money they can make in commissions. In fact, there are so many ways that legal recruiting firms compensate people it boggles the mind.

All of the legal recruiters at BCG Attorney Search have past experience working in law firms and law firm environments and the substantial majority of these recruiters make far more money at BCG than they did when they were practicing law or working inside of law firms. In addition, we have never laid off a single legal recruiter in the history of our company. Most of our legal recruiters do very well financially.



3

The Support the Legal Recruiting Firm Gives Its Legal Recruiters

The work required to make placements as a recruiter can also vary from legal recruiting firm to legal recruiting firm. Some companies require their recruiters to find candidates, find jobs, write letters, send candidates out to jobs, post jobs, make cold calls, monitor social media accounts and more. The majority of BCG Attorney Search recruiters work in offices in the cities in which they work and are not “virtual.” We believe that it is more effective for recruiters to work in offices, work normal business hours and exchange information than it is for them all to work remotely.

At BCG Attorney Search our recruiters spend their time recruiting. Our company gets the jobs for the recruiters, has a readily available database of candidates and opportunities, updates its jobs seven days a week, does submissions for its recruiters, answers phones, proofs all letters that go out, posts jobs for all of our recruiters, has researchers available to help recruiters, assists our recruiters with cold calling and more.

Our objective is to make it as easy as possible for our legal recruiters to make placements. We make it so that our legal recruiters spend their time working with candidates and not doing clerical and other busy work. This is better for everyone.



4



How Comfortable You Feel You Will Be with the People You Are Working With

The culture of many legal recruiting firms could be akin to a sales organization with competitive colleagues all trying to get ahead. This competitive atmosphere makes for an environment where people are competitive for jobs, candidates and more. It can be stressful. Other legal recruiting firms are nice places to work and may be “mom and pop” operations with a few recruiters working together, as long as everyone gets along with each other.

At BCG Attorney Search we hire people who are highly credentialed, intelligent, and driven, but generally not competitive with their peers. Instead, we are looking for people who share information with each other and who are interested in the subject of legal recruiting and not just making lots of money. This sort of personality provides a supportive atmosphere where people can exchange ideas with each other and grow.

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Whether the Legal Recruiting Company Is “Above Board” or Not

Many legal recruiting companies pay their legal recruiters as independent contractors — which appears to be illegal according to our consultations with tax accountants and other professionals. Many do not register themselves in the states where they do business or pay taxes there. This is something we have also found is illegal. Other legal recruiting companies do other things that are questionable as well. Some recruiters even “bribe” candidates to work with them.

See this article for more information:

Should You Work With Recruiters Who Offer You Bribes or Kickbacks to Take Jobs?

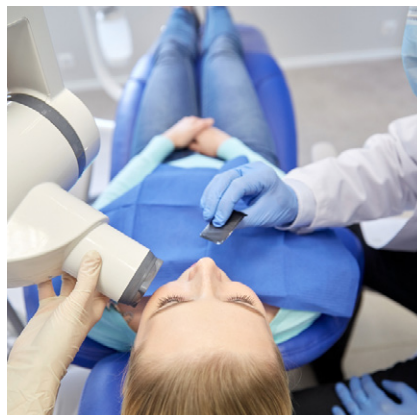
BCG Attorney Search is operated as it should be. All of our legal recruiters are employees and not independent contractors. All of our offices pay taxes in the states in which they do business and are registered to do business in the states where they operate. We pay workers compensation for all of our legal recruiters and the recruiters are paid through a major payroll service.

6

Whether the Legal Recruiting Company Offers Benefits

Many legal recruiting firms do not offer benefits or other assistance to their legal recruiters. They also do not contribute to these benefits or do anything else to assist their employees. You are a “hired sales gun” and that is it.

At BCG Attorney Search we have always contributed generously to and offered our legal recruiters and employees healthcare benefits. In addition, we offer a 401K plan that our recruiters can contribute to as well. We expect that recruiters who join us will be with us for their entire careers (many have been) and we want to support them in every way we can.



7

Whether the Legal Recruiting Company Is Constantly Improving

Many legal recruiting companies have been operating in the same way since they started. They may have started legal recruiting in one manner and operated under that same (often stale) paradigm for a long time. Other legal recruiting companies may be good at one aspect of legal recruiting and not another.

At BCG Attorney Search we are incredibly focused on constantly improving at what we do — all the time and every day. Each morning at 8:00 am our executive team has a meeting that generally lasts 45 to 90 minutes where we go over an aspect of the business. Each day, our recruiters receive suggestions from me (I am the CEO and am also a legal recruiter) about ways to improve their recruiting. All of our recruiters have weekly calls with a manager and once a week all of the recruiters get on a call and discuss changes that we can all make to become better at what we do. Change and improvement are built into the DNA of what we do at BCG Attorney Search.

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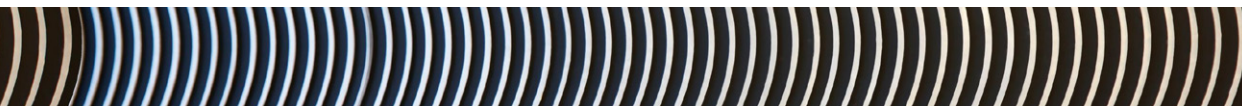
The Flexibility the Legal Recruiting Company Offers

Some legal recruiting companies expect their recruiters to be there all day, every day. Other legal recruiters offer their legal recruiters a certain degree of flexibility – whether it is one day off a week, or other types of flexibility.

At BCG Attorney Search we offer legal recruiters a great deal of flexibility. Whether it is time off for maternity or paternity leave, or time to pursue a new interest — we are happy to allow our recruiters to have flexibility. We have made BCG Attorney Search the sort of place that people can be who they are and live their lives in a way that works for them. Our goal is to service our candidates as effectively as possible. We have found that a happy legal recruiter provides the best service.

The focus of the legal recruiting company you join is important. The legal market is complex and it is changing daily. Some legal recruiting companies focus on law firms, some focus on companies, some focus on both, some focus on placing attorneys in law firms and some focus on placing attorneys and legal staff in law firms, some focus on placing contract attorneys and some focus on placing anyone (attorney or non-attorney).

At BCG Attorney Search the focus of what we do is permanent law firm placements. We care very deeply about this and we do not do contract attorney placements, we do not place people in other professions and we focus on placing attorneys in full-time positions inside of law firms. This level of focus makes us strong and it enables us to excel at what we do.



The Firm's Leader and Involvement in the Firm

Many legal recruiting companies are led by non-attorneys, some are led by people trying to make a lot of money, some are led by people who do not care, some are led by people interested in building up their egos, some are led by people dedicated to the work, some are led by private equity firms and others are led by public corporations. There are a huge variety of people who lead legal recruiting firms. The type of person that leads your legal recruiting firm will set the tone for how the recruiting firm operates, whether or not the firm will succeed over the long term and how successful you are likely to be operating there. Experienced managers will run a company differently than inexperienced managers. People who are seeing the business for the first time will run the business differently from those who are not and people who are interested in the subject matter will set a tone for the business that is different from those who are not.

BCG Attorney Search [founder Harrison Barnes](#) has led BCG since its beginning and continues to be actively involved in every aspect of the business each and every day. He is passionate about legal recruiting and is a full time legal recruiter.

See: [A Letter to BCG Attorney Search Recruiters from Harrison Barnes: Thoughts on BCG Attorney Search](#)

The company reflects the recruiting style of its founder and his profound interest in the subject matter of legal recruiting. The company is also led by several people who have been with the company since it was less than a few years old. At all levels, there is a high level of understanding of what it takes to improve in the business and to run the company successfully for the benefit of everyone there. [Claudia Barnes](#) is also a manager of the company, and has been with the company almost since its inception as well.



The Backgrounds of the Legal Recruiters You Will Be Working With

Some legal recruiting firms are composed of non-attorney “sales types” and some are composed of people who have a strong interest in the subject matter and experience in the industry. Other recruiting firms are composed of whomever the legal recruiting firm believes it can hire who looks good on paper. Still others are composed of attorneys with fancy degrees, or former law firm legal recruiters. The backgrounds of the legal recruiters in the firm you join will have a profound impact on whether or not you like coming to work, whether or not you enjoy the people you are working with, and whether or not you trust other people inside the company.

At BCG Attorney Search, all of our legal recruiters have experience working inside of top American law firms as attorneys, or in a recruiting capacity. In addition to these qualifications, however, the most important thing that we look for in our recruiters is an interest in the subject matter of legal recruiting, an interest in people, a demonstrated interest in helping other people, a willingness to grow, and a demonstrated interest in connecting with their colleagues. You should be careful of legal recruiters who are just interested in making money and may be salesy. You should also be careful of legal recruiters who go into the profession for the wrong reasons. You should be equally careful of legal recruiters who have good pedigrees and rely on that as the reason they should be legal recruiters. Recruiters who come to BCG Attorney Search are set up for success. We are extremely selective because we believe that we provide a rare platform that we are proud of and that elevates us all.





The Support the Legal Recruiting Firm Gives Law Firms

Legal recruiting firms work for legal employers. When a legal recruiting firm contacts a law firm, the most important and crucial thing that the legal recruiter needs to do is support the law firm with candidates and make sure that the law firm gets what it needs. In addition, the legal recruiter needs to make sure he or she is constantly in tune with the needs of law firms or the legal recruiter will become irrelevant and the law firm will use someone else. Law firms work with legal recruiters who support them. Some legal recruiting firms are opportunistic and work with law firms occasionally and only if they have a strong candidate. Other legal recruiting firms are “partners” with law firms and have long-standing, ongoing relationships with them.

At BCG Attorney Search we are extremely responsive to every law firm. Almost every single business day law firms reach out to us with various “exclusive” openings that we aggressively go after and fill. We make sure that we send qualified candidates for every opening a law firm provides. This makes us continually relevant to the law firms that we deal with. We also make sure that we are constantly doing everything we can to strengthen our relationships with law firms at all levels of the search process.



The History of the Legal Recruiting Company

The history of the recruiting firm you join will have an impact on its core values and whether or not the company is likely to survive and grow in all economic environments. How deeply is the history of the Company ingrained in the people who work there? Does the company have a history of success, or has it had its ups and downs? Is the history of the company based on something positive and making a change in the market, or is it based on something else?

Here is an excerpt from an article by me about the founding of BCG Attorney Search:

Finding a job in the legal field can tend to be quite a challenge. As an attorney, I found myself going through the process several years ago. My job search, like that of many professionals seeking a new position, included perusing job boards to find out who was hiring. As anyone who has ever undertaken a job search involving job boards would probably know, I quickly found myself searching multiple job boards for positions. This was by no means an easy task. I soon caught on that law firms and corporations also posted their openings on their websites. Accordingly, my job search very quickly became a task of epic proportions, and I started keeping a spreadsheet with all of the positions on it that I had applied to on the various job boards.

In addition, I was also using a recruiter for my job search at the time. Since I was using a recruiter, he knew of positions that were not advertised on job boards as well. With so many different sources of positions out there, I very quickly became somewhat exasperated. My exasperation ran on several levels, but it boiled down to the fact that I was frustrated with the legal hiring industry. There was no central source, no unifying theme in the way that legal professionals could go about finding a position. What is so surprising about this is that there are so many highly intelligent people in the legal industry. Why hadn't any of these people found a way to efficiently centralize all the positions?

As I investigated all this it occurred to me that I actually enjoyed looking for a job, searching job boards and speaking with law firms and recruiters. I spent several months investigating the recruiting industry and eventually quit my job at a large law firm to become a legal recruiter. This was not an easy decision to make. I had recently purchased a home, had a large car payment and gotten married. To make matters worse, I had no savings. My new wife, to say the least, was not happy. I was making close to \$200,000 a year as an attorney, had gone to a top college and law...





The History of the Legal Recruiting Company, *continued*

school, clerked for a federal judge and was even teaching law school a couple of evenings a week. Making a decision to become a legal recruiter meant leaving most of these externalities behind and becoming someone completely different. Anyone who has ever changed their focus like this can relate to the difficulty of starting anew. I am sure you too can relate from some of your own life experiences.

Instead of joining an established recruiting firm, I decided to start my own. One of the main reasons I did this was because I was unhappy with the existing state of the legal recruiting industry and knew that I could make a difference there. Having worked with legal recruiters when I was practicing law, I was very unimpressed with the business practices of the majority of them. The one driving force that made me so interested in the legal recruiting business, however, was the fact that all the legal recruiters seemed to have different leads. It seemed like no two recruiters were able to give you access to the same jobs. It was my firm belief that in order for a legal recruiting firm to be really good and fully able to represent their candidates, they would need to have access to all of the jobs. This may not sound all that significant to you. To me, though, the fact that some legal recruiters had certain jobs and others did not was something that was quite fascinating.

When I started my solo recruiting firm, before I worked with a single candidate I spent several months gathering jobs. I started a database on a primitive software program and just kept working on it. When I started working with candidates, I am confident I had more positions than any other legal recruiting outfit in my hometown of Los Angeles.

The research involved to get positions in a legal recruiting firm, if it is done right, is profound. Shortly after making my first placement, I began hiring people to work on my database and get more jobs. Soon the commercial database application I had developed was not good enough and I began hiring programmers to develop my own database for me. Then, I started bringing programmers in house. These programmers are here to this day.

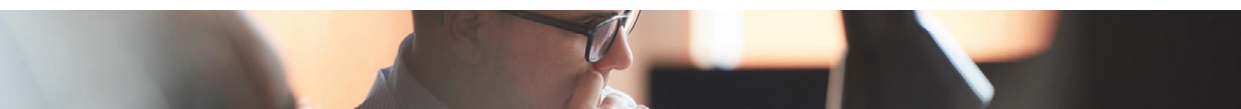
The legal recruiting firm I founded was BCG Attorney Search. We are, in my opinion, are the best in the world at getting positions. The largest reason this search firm expanded, in my opinion, was due to the research we do. At BCG Attorney Search we have made research our biggest objective and consistently have more positions than any other American legal recruiting firm. In order to make sure that our research is as well focused as possible, we only do law firm placements.



The Training the Legal Recruiting Company Provides

The training you receive in a legal recruiting firm is extremely important and will have a long-term impact on whether or not you succeed there. Becoming a legal recruiter is a profession and requires not only that you are trained when you start, but that you are trained consistently after you start. Training is one of the most important components of legal recruiting. In order to stay effective, every legal recruiter needs to be trained consistently. Some legal recruiting firms do not train, some train when you start and some are always training.

At BCG Attorney Search we are always training our recruiters. New recruiters all start training with the founder of BCG Attorney Search, [Harrison Barnes](#), in our offices in Malibu, California, where they stay and work close by the office. They are then trained in weekly group meetings and also in an individual one-on-one meeting with [Claudia Barnes](#), the BCG Attorney Search General Manager, each week. The level of support that BCG Attorney Search provides its recruiters in terms of training is extremely high and our objective is to make our recruiters as effective as possible.



The Technology of the Legal Recruiting Company

Some legal recruiting companies do not even use a database, others use commercial databases for recruiting that are not customized for the legal market, others have customized databases that are not updated frequently, and other legal recruiting companies have sophisticated databases that are updated frequently.

BCG Attorney Search is a sophisticated technology company that operates at an extremely high level in all respects. In addition to having had customized databases since our inception, we are continually updating our databases and making a variety of changes that benefit our recruiters immensely. This sort of work is something that makes a major difference in the levels of success our legal recruiters experience and we believe the work that we do far exceeds any other legal recruiting company in the world.



How Passionate the Legal Recruiting Company Is About Legal Recruiting

Many recruiting companies exist simply to make money, others do recruiting because they have an interest in it and others are simply skating along. Whatever legal recruiting company you join, you need to understand that this is a profession and because it is a profession the company and its recruiters should treat it as such. The company needs to care deeply about legal recruiting and the industry.

At BCG Attorney Search we firmly believe that we are the best in the world at what we do — better than anyone. We take what we do incredibly seriously and we love what we do and are constantly trying to improve. We feel that we are stewards over the lives of our candidates. We want to change and better the industry and we are on a mission to do so. This mission is meaningful, palpable and something that everyone at BCG is committed to.

You can watch a 30-minute presentation of our core values at BCG Attorney Search here:

www.veoh.com/watch/v7042039mJKg6SWY

See also:

- **What Makes BCG Attorney Search the Greatest Legal Recruiting Firm in the World**
- **Parking Benefits and Falling in Love with Your Job**
- **Play Each Day Like It Is Your Most Important**





How Passionate the Legal Recruiting Firm Is About Its Candidates

Above all, the most important aspect of a legal recruiting firm is how passionate the firm is about its candidates and how well the firm does for them. There is really no more important measuring stick of a recruiting firm's success than how well it treats its candidates and the quality of work that it does for all of them. The entire purpose of the job is to help candidates.

BCG Attorney Search has a profound dedication to its candidates and this includes servicing them, educating them and getting them jobs. We provide our candidates weekly reports about the status of their applications, update them on new jobs immediately, follow up consistently with all employers and have an incredible array of methods for making sure our candidates are serviced as effectively as possible. Not only do our candidates have access to more law firm jobs than any other legal recruiting firm in the world can provide, our candidates also work with recruiters who have a support system that is unrivaled anywhere. In fact, there are generally at least five support staff in our company per legal recruiter.

See:

- **Benefits of Working with BCG Attorney Search**
- **Choosing the Best Legal Recruiter**
- **Should You Choose BCG Attorney Search?**

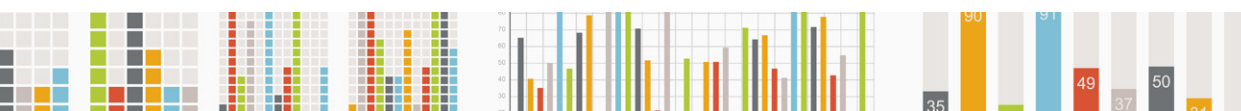
The Strength of the Legal Recruiting Firm's Marketing

A legal recruiting firm needs to bring in legal employers as clients and it also needs to be able to attract candidates to jobs. Some legal recruiting firms are able to bring in lots of jobs and candidates and others are not. Some are visible and you have heard of them. Others are not. The strength of the marketing of the legal recruiting firm that you join will largely determine your level of success.

The odds are almost 100% that you and just about every other attorney you know have heard of BCG Attorney Search. We have a large marketing department supporting our recruiters and always have. We are a major marketing force in the American and international legal landscape.

- We own and started the largest job board in the world for attorneys, [LawCrossing](#).
- Over 60% of practicing American attorneys have contacted us for job assistance and subscribe to our emails.
- We own and started one of the most popular online legal news magazines, [JD Journal](#).
- We own a major attorney directory, [Law.net](#).

In fact, at all levels of any attorney's career we are marketing to them. There is nothing like BCG Attorney Search anywhere and never has been. We deliver for our legal recruiters.



The Number and Diversity of Placements the Legal Recruiting Firm Has Made

Some legal recruiting firms make a few placements in local markets and that is it. Other legal recruiting firms make placements only in large law firms and some only in small law firms. The number and diversity of placements that a legal recruiting firm makes is relevant to how successful you will be. Placements are what make legal recruiting firms what they are. If a legal recruiting firm knows what it is doing it should be making placements consistently and the recruiters there should do well.

At BCG Attorney Search we have made thousands of placements. We have made placements in large law firms, with solo practitioners and everything in between. We have made placements in major markets and in smaller markets. In fact, we are so prolific that in the average day our company makes a placement and has candidates interviewing in every major American city.

- See our list of recent placements here:
<http://www.bcgsearch.com/pdf/bcgplacements.pdf>
- See some recent BCG Attorney Search testimonials here:
<http://www.bcgsearch.com/testimonials.php>

Conclusions

We want good legal recruiters and we want good candidates who are centered, understand their reasons for doing what they are doing and go into their jobs ready to perform. The secret to developing people, making good placements and making a difference lies in how information is used. Persuasion is important as well. We want candidates who go into new jobs convinced they belong where they are going and know what they are doing. We want employers who are happy with our service. We make so many placements and have been doing this for so long so successfully because of our unique approach to recruiting and placement.

Were you persuaded? Would you like to become a persuader?

BCG Attorney Search is no ordinary legal recruiting firm by any stretch of the imagination. If you like what you hear and it gets you excited about your possibilities and a potential future with us, this is just the tip of the iceberg. Your life and career could change in immeasurable ways if you become part of our family. And we are a family here. We take care of our own, develop and enrich people, care for our employees and their families and make people successful.

If you are the sort of person we are looking for, please contact Lauren Parker at lauren@bcgsearch.com. Send her your resume and the reasons why you are interested in legal recruiting and BCG Attorney Search. We sincerely hope you are the sort of person with depth, substance and character who can be a positive influence on the legal community and attorneys through your efforts. *We need you.*

BCG Attorney Search is looking for driven recruiters to join our team. BCG Attorney Search covers the entire United States, Asia, Europe and the Middle East. We offer first-rate training and coaching, pay top of market commissions, pay our recruiters as employees and not independent contractors, and offer medical insurance and other benefits. Additionally, BCG is the best known brand in the industry and is part of a 200+ employee legal employment company. We offer a supportive cooperative atmosphere and provide you with everything you need to be the most effective recruiter possible (continually updated internal job database, massive advertising support, incredible back office support, and many other perks designed to ensure you match every possible candidate with every available position).



A stylized, handwritten signature in blue ink, consisting of a large, sweeping 'H' followed by a long, horizontal flourish.

Harrison Barnes
CEO of BCG





ATTORNEY SEARCH

*The Standard in Attorney
Search and Placement*

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