

**From:** Martindale-Hubbell <reply@martindalemail.com>  
**To:** Pisarik, HollyHollyPisarik@gov.sc.gov  
**Date:** 3/18/2016 3:50:05 PM  
**Subject:** You Now Have Martindale-Hubbell Peer Reviews

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## YOU NOW HAVE MARTINDALE-HUBBELL PEER REVIEWS

Dear Holly G. Pisarik, Esq.,

Online reviews have never been more critical in winning new clients; 83% of survey respondents indicated they use online reviews to find a new lawyer. A whopping 70% even said they would consider traveling to an inconvenient part of town to hire an attorney who had better online reviews.

Martindale-Hubbell has proudly facilitated reviews and ratings for the legal profession for more than a century. Our Peer Review Ratings highlight those lawyers who are at the pinnacle of the legal profession and showcase their strengths to prospective customers.

To further promote lawyers' ratings and reviews, we are proud to announce that we are now displaying all individual peer reviews that we have received since 2009. Surveys indicate that star ratings are the number one factor used by respondents when assessing a business. Consequently, we are highlighting these reviews, via stars and numerical scores, to further increase lawyers' credibility with users and deepen the content on their profiles. See an example of the new display below.

### **How these changes impact you**

Because your profile is now displaying peer reviews, we wanted to provide you with some additional details.

- While you do not have a Peer Review Rating, we are displaying all individual reviews you've received. These reviews are either from references you provided to us in the past or that we independently solicited from your colleagues. You can see your current reviews [here](#).
- Going forward, individual reviews will appear online as they are received, providing your profile with new, fresh content. When evaluating a business 84% of consumers focus on reviews from the last six months, so you are encouraged to add new reviews to your profile.

For more information on these changes, please view our [Guide](#). For more information on peer reviews and Martindale-Hubbell Peer Review Ratings™, visit our [website](#).

Sincerely,

Martindale-Hubbell Ratings Team

Martindale-Hubbell, 121 Chanlon Road, New Providence, NJ, 07974, USA

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