

The Three Realities of Personal Injury

Source: Elevate Market Research, National Personal Injury Study - Aug 2025

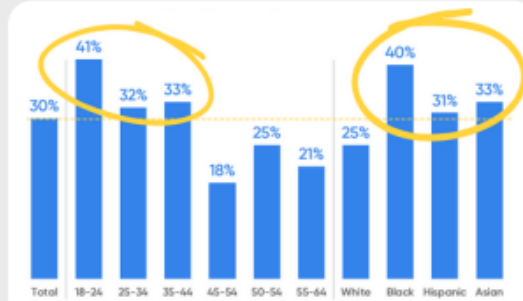
- #1 **Insurance companies are your real competition**
65% call their own insurer and 45% call the other drivers insurer before considering a lawyer.
- #2 **America does NOT believe "No Fee Unless We Win"**
 - 59% say that claims that sound too good to be true reduce trust.
 - Prospective clients don't understand the process - this is a problem.
- #3 **8 in 10 say they are more likely to hire if attorneys explain the process clearly.**

The impact of AI? There's a growing comfort with self-lawyering and it's rising fast



52%

Young Black Americans (18-24) are empowered by AI



Attorneys are the most trusted advocate after an accident but often times get the last call

- 65% would contact their own insurance company
- 45% would contact the other driver's insurance company
- 42% would research or call an attorney

Triggers to Contact a Lawyer...



Messages that Build Trust among Adults 18-34

- 72%** want step-by-step expectations explained
- 71%** respond to friendly body language and a reassuring tone (+5 over total)
- 72%** connect with real client stories (+5 over total)

Phrases that PUSH Clients Away

- 43%** "You could be owed MILLIONS"
- 40%** "Call now before time runs out"
- 32%** "We've won billions for our clients"

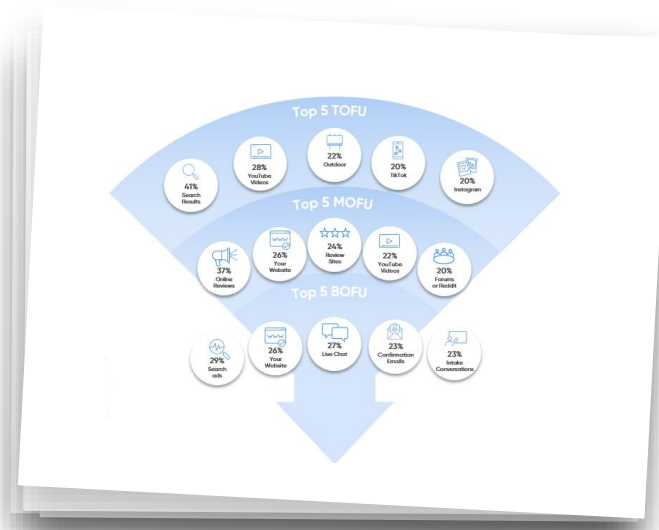
Perceptions of Law Firms:

- 69%** are more likely to hire if the process is shown step by step.
- 70%** say firms showing empathy are more memorable.
- 64%** want to know what happens behind the scenes
- 62%** say some ads feel all about money, not people

Media Map (specific to African American clients)



Local Market Capabilities



Brand Awareness & Competitive Intelligence

Media Mapping & Influence

Ad / Spokesperson Testing



NOBODIES

Never heard of them before



SLEEPERS

Heard of them but don't know much about them



CAN'TSUMERS

Familiar with them but do not like them



WANDERERS

Considered their service but ended up using a different company



AMBASSADORS

I love company and would recommend them to anyone who will listen

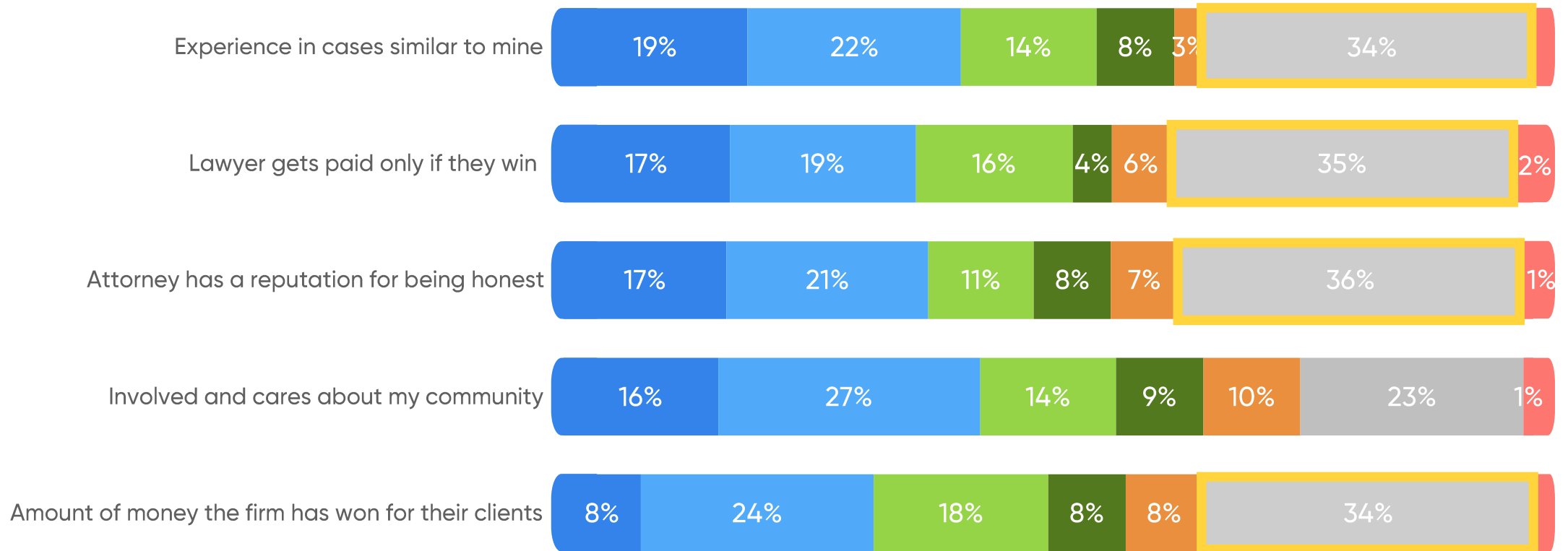
BRAND EQUITY

Brand Descriptors

1 IN 3
Potential Clients don't know who does these things best.



■ YOU ■ Competitor #1 ■ Competitor #2 ■ Competitor #3 ■ Competitor #4 ■ I don't know ■ None of these companies



Get the Research!!



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Thank You!

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