

# LegalNewsline.com

<http://www.legalnewsline.com>

4/24/2007

## **Chicago firm files fraud suit against national legal services advertiser**

by *Jesse Ammerman*

CHICAGO -- The Chicago firm of Dranias, Harrington & Wilson, LLC has sued Lawyers Group Advertising for consumer fraud stemming from an advertising deal gone sour.

The complaint, filed March 15 in the Circuit Court of Cook County, alleges that the Lawyers Group solicited the firm for a television advertising contract in March 2006, then misrepresented the results of its advertising and the terms of its contract.

According to the suit, the Lawyers Group cajoled the firm into the deal by promising referrals of at least four personal injury cases per month. In exchange, the firm rendered payment of \$1,500 under the condition that they could cancel the deal at any time if unsatisfied with the results.

The firm went two months without any case referrals through the Lawyers Group switchboard, and cancelled the contract. In November 2006, the Lawyers Group contacted the firm to collect on the remainder of the cancelled contract. The firm alleges that due to the Lawyers Group's various misrepresentations, it suffered more than \$30,000 in damages.

The Lawyers Group runs TV ads soliciting personal injury clients in all major markets within the United States. The commercials typically run between 9 a.m. and 2:30 p.m., during talk shows and the various judge-themed shows that run throughout the daytime.

The commercials target poorer, less sophisticated consumers that may have been involved in an accident of any type. As one such ad mentions, "If you've been hurt by anything, we're waiting for your call."

When a potential client calls the hotline, the caller is directed to a local firm that subscribes to the Lawyers Group service.

Through its hotline, the Lawyers Group claims to deliver over 100,000 new clients to participating attorneys each year.

Tawdry and exploitative as its ads might seem, the Lawyers Group insists that it investigates each state bar's advertising rules and tailors its commercials to fit each state's ethical standards.

The Group charges approximately \$1,500 per month for its services, plus an annual fee of about \$2,000. For that investment, the Lawyers Group boasts of a ten-to-one return for its clients.

Dranias, Harrington & Wilson did not receive such a return, and its suit against the Lawyers Group is set for an initial status hearing on June 12.

---

Filed Under: [Hot Topics](#)