

Q2 GOALS

GOAL NAME	GOAL (\$ or #)	Q2 GOALS BROKEN DOWN BY MONTH		
		APRIL	MAY	JUNE
REVENUE	\$800,000	\$266,667	\$266,667	\$266,667

BY PRACTICE AREA

Unlawful Detainer	\$620,850	\$206,950	\$206,950	\$206,950
Civil Disputes	\$150,000	\$50,000	\$50,000	\$50,000
Gravy	\$29,150	\$9,717	\$9,717	\$9,717

GOAL

BY PRACTICE AREA

Attorney Hours	816	272	272	272
Paralegal Hours	1,089	363	363	363

GOAL

BY PRACTICE AREA

Attorney Hours	180	60	60	60
Paralegal Hours	240	80	80	80

NOTES

Q2 ROCKS

1 Implement the sending of monthly updates on laws + best practices (Eileen)

2 Offer flat rate packages for LLRM yearly review (Eileen)

3 Implementation of re-engagement campaigns for 3 buckets (Lauren)

4 Clean + update decided templates in Lawmatics + Smokeball (Eileen)

5 Train team on documents necessary to the file + train team on how to use Smokeball widget (Eileen)

6 Develop, train, + implement robust tag system in Smokeball (Johnny)

OTHER IMPORTANT INITIATIVES

Kendall Law

[Law Firm Name]

2025 GOALS		Q1				Q2				Q3				Q4				
	NAME	GOAL (\$ or #)	QUARTERLY ACTUALS (\$ or #)	Q1 ACTUALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q2 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q3 GOALS BROKEN DOWN BY MONTH			QUARTERLY GOALS (\$ or #)	Q4 GOALS BROKEN DOWN BY MONTH		
		JANUARY		FEBRUARY	MARCH	APRIL		MAY	JUNE	JULY		AUGUST	SEPTEMBER	OCTOBER		NOVEMBER	DECEMBER	
GOAL	REVENUE	\$3,200,000	\$593,313	\$241,615	\$240,364	\$111,334	\$800,000	\$266,667	\$266,667	\$266,667	\$903,343	\$301,114	\$301,114	\$301,114	\$903,343	\$301,114	\$301,114	\$301,114
	BY PRACTICE AREA		BY PRACTICE AREA		^January + February actuals		^March to date		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA	
	Unlawful Detainer	\$2,483,400	\$475,567	\$207,983	\$176,052	\$91,532	\$620,850	\$206,950	\$206,950	\$206,950	\$701,050				\$701,050			
	Civil Disputes	\$600,000	\$68,252	\$16,968	\$36,757	\$14,527	\$150,000	\$50,000	\$50,000	\$50,000	\$169,377				\$169,377			
GOAL	Gravy	\$116,600	\$49,195	\$16,665	\$27,255	\$5,275	\$29,150	\$9,717	\$9,717	\$9,717	\$32,916				\$32,916			
	UD HOURS																	
	BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA	
	Attorney Hours	3,264	818	328	294	196	816	272	272	272	816				816			
GOAL	Paralegal Hours	4,356	804	303	364	136	1,089	363	363	363	1,089				1,089			
	CD HOURS																	
	BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA		BY PRACTICE AREA	
	Attorney Hours	720	110	47	51	12	180	60	60	60	180				180			
GOAL	Paralegal Hours	960	229	99	92	38	240	80	80	80	240				240			

NOTES