

Larkin & Holt Prospecting Audit

Attorneys opportunity review prepared by Side By Tech

This review was prepared as a practical prospecting document for Larkin & Holt. It focuses on response speed, booking flow, customer communication, and the operational systems that support growth without adding unnecessary overhead.

BUSINESS

Larkin & Holt

INDUSTRY

Attorneys

WEBSITE

<https://larkinholtlaw.example>

PREPARED

April 7, 2026

A. Cover Letter

Hi James Holt,

I put this together after reviewing Larkin & Holt in Buffalo, NY and larkinholtlaw.example. Law firms do not win inbound work by sounding flashy. They win by responding quickly, handling intake cleanly, and keeping prospects from slipping away.

A few practical notes stood out right away: Likely gets intake requests after hours and from mobile callers who expect a quick response. Opportunity to tighten inquiry response and consult scheduling.

The opportunity is not just "better technology." It is faster response, fewer missed handoffs, cleaner follow-up, and less manual work for the team. That usually means more booked work, fewer dropped inquiries, and a smoother day for the people actually running the business.

If it is helpful, I would be glad to walk you through the short audit below and show what a practical rollout could look like for Larkin & Holt.

Rob

B. Business Audit / Opportunity Review

Buffalo, NY market context

Businesses in service-driven local markets usually compete on responsiveness as much as reputation. Larkin & Holt likely benefits when prospects or customers get a fast, clear answer the first time they reach out.

Inbound response pressure

Missed inbound inquiries from prospects who contact multiple firms. When that happens repeatedly, the loss usually shows up as quieter demand, slower booking, and more manual recovery work.

Scheduling and handoff friction

Slow consult scheduling and callback response. Even a solid team can lose momentum when booking, rescheduling, and confirmation work live in too many places.

System visibility

Most systems stop at basic logs. Side By Tech can build custom dashboards and reporting around what your business actually needs to see, track, and optimize, from missed inquiries to booking speed to follow-up gaps.

Website and form handoff

If larkinholtlaw.example is bringing in inquiries, the important question is whether those requests hit a fast, consistent follow-up path or disappear into manual work. That is often where good demand gets slowed down.

Field observation

Likely gets intake requests after hours and from mobile callers who expect a quick response. Opportunity to tighten inquiry response and consult scheduling.

C. Recommendations

The goal is straightforward: help Larkin & Holt respond faster, book more work, and automate the tasks that slow the team down. If you can describe it, we can build it, whether that is better voice coverage, booking flow improvements, follow-up automation, or custom dashboards that make the operation easier to run. I would recommend starting with intake and response review.

01

Improve call handling

Use a structured intake layer that captures the basics, routes urgent matters, and books consults faster.

02

Tighten follow-up

Add after-hours coverage for inquiries that would otherwise land in voicemail and go cold overnight.

03

Reduce admin drag

Automate follow-up steps so leads are acknowledged quickly and assigned clearly.

04

Add reporting and visibility

Create reporting around inquiry volume, consult scheduling, and matter-source performance.

D. CTA

If you would like, I can walk you through the findings in this review and show where the fastest operational wins are. No hard pitch. Just a practical conversation about what Larkin & Holt is likely dealing with and what would actually be worth improving first.

Rob Treese

Side By Tech

(585) 537-1181

rob.treese@sidebytech.net

<https://sidebytech.dev>

Suggested next step: intake and response review



SCAN TO BOOK

<https://calendly.com/sidebytech/45min>

Most systems stop at basic logs. We can build custom dashboards and reporting around what your business actually needs to see, track, and optimize.