



LEHNARDT & LEHNARDT, LLC  
ATTORNEYS AND COUNSELORS AT LAW

## Success Story

**“With FaxRush we are able to spend less time on administrative tasks and more time with the client. It has become invaluable to our business.”**

-Stephen Lehnardt  
Lehnardt & Lehnardt

**Industry:** Law

**CRM platform:** GoldMine

**Z-Firm solution:** FaxRush

**Z-Firm reseller:** Intertrain Corp.

### Lehnardt & Lehnardt maximizes marketing efforts, stays competitive and builds business with FaxRush

#### Corporate profile

Lehnardt & Lehnardt, LLC, based in Liberty, MO, is a law firm specializing in corporate representation, commercial real estate, and estate planning. The firm maintains three offices—New York City, Kansas and Missouri—and serves clients located throughout the United States and in Europe. Lehnardt & Lehnardt (L&L) also maintains relationships with other attorneys to strengthen its practice in non-specialty areas.

#### Business Need

Lehnardt & Lehnardt markets to approximately 100 prospective clients and advisors each week, a time-consuming process of faxing or mailing packets of informational material. In today's competitive business environment efficiency is the key to success. This is particularly true for service-based industries where a company's "products" are time and expertise. Maximizing these intangibles is often the difference between surviving and thriving.

#### Z-Firm's FaxRush Solution

Lehnardt & Lehnardt turned to Tony Patrick owner of Intertrain Corporation, an established GoldMine Business Partner, to implement a FaxRush automation server. FaxRush completely integrates merge faxing and printing from within GoldMine customer relationship management software.

L&L relies on drip marketing and prompt follow up to prime new business for its estate planning division. "It is crucial that the appropriate person receive either marketing or reminder information so we don't lose prospective clients through the 'cracks'," said Stephen Lehnardt, partner. "Prior to installing FaxRush, company personnel were spending inordinate amounts of time on routine tasks, such as faxing and printing, and we were losing selling opportunities." Fax and print requirements are now set up as automated processes. What was once unusually time-consuming is now a simple point-and-shoot affair with easy-to-follow prompts.

(Over)



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L&L's success is built on a philosophy of establishing long-term relationships with their clientele. "We come to know client needs by working directly with them. Only then can we create family estate plans or wealth systems that really reflect their individuality," says Lehnardt. "Working closely with our clients is time well spent that results in excellent customer satisfaction. We need to make sure we focus our efforts on the important matters of relationships, and we simply cannot afford to waste hours on inefficient processes. FaxRush helps us spend quality time with and for our clients, and reduce administrative time needs."

Z-Firm LLC, a leading developer of office automation software, designed FaxRush server-based software to provide true time-saving document automation, not just glorified mail merge or basic fax capabilities. Z-Firm was named "Developer of the Year" for an unprecedented two times by GoldMine Software Corporation. FaxRush 'cuts the clicks' and makes advanced document merge a feature integrated right into GoldMine and other customer relationship management (CRM) systems. Additional benefits include:

- Complete integration with the CRM system.
- Super advanced merging with publisher-quality layout control.
- Central fax management and print communication with customers and vendors.
- Functionality in networked and remote workgroup environments.
- Recording of customer document-delivery histories, with real-time access available to all workgroup members.
- Mailing label generation for mailroom automation.
- Server module for FedEx® shipping automation.

"FaxRush has become invaluable to our business," says Lehnardt. "Simply put, by spending less time on administrative tasks and more time with the client we are better service providers. We have been able to maximize the client's experience and more than meet their expectations. We are looking to integrate FaxRush into other areas of the business and I continue to recommend it to my colleagues."

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