



## Comments from [canadianlawyermag.com](http://canadianlawyermag.com)

*Re: The battle for the personal injury dollar, November–December 2012*

Re: “There is objective criteria that the public should consider,” which Mandel suggests should lead potential clients to choose one of the three firms in the alliance.”

So what are these “objective criteria?” It would be nice if somebody had thought to mention them. So far the “battle” has adopted the “subtle” advertisers versus “crass” advertisers lexicon – without so much as a single word by way of useful criteria to help “consumers” find a “good lawyer.” What about searching the track record of personal injury lawyers at FSCO and CANLII – is that a good idea?

– online comment from BRIAN

Brian,  
The objective criteria to which I referred would include:

- Are you certified by the Law Society of Upper Canada as a civil litigation specialist?
- Have you been identified as a leading practitioner in peer review publications?
- Have you been published or recognized as an authority in the field, and by whom?

- Have you successfully prosecuted cases through trial/appeal?
- How long have you exclusively practised in the field of personal injury?

– online comment/response from SLOAN MANDEL

Mr. Mandel,  
Thanks for this concrete list. It is helpful. Too often the injured are told to “ask questions” and to “do research” when hiring a

lawyer. This merely begs the questions such as what questions/research on what. Should Ontario auto accident victims and/or their families search CANLII and FSCO to get a sense of the lawyer’s success/thoroughness? If so – what should they look for? Challenging the opposing experts perhaps? If not, why not?

– online response from BRIAN

Searching CANLII or FSCO is useful, but will not show the results of jury trials.

If you have been seriously injured, my advice is to look to the questions I’ve already listed, and if you (or someone you know) have meaningful contacts in the personal injury field, ask that person to give you the names of two or three top firms or lawyers. Then, interview more than one lawyer to see who is

the best fit for you and your family.

Seriously injured people need strong advocacy. I doubt that any right thinking person would disagree. People should do some homework before they put their economic future in the hands of a complete stranger.

– online response from SLOAN MANDEL