

How to Choose the Right Lawyer

Breaking Through the Sea of Legal Advertising to Find the Best Answers



By: Steven M. Gursten

How to Choose the Right Lawyer

Breaking Through the Sea of Legal Advertising to Find the Best Answers

A Practical Guide for Auto Accident Victims

By: Steven M. Gursten



Steve is recognized as one of the nation's top attorneys handling serious auto accident injury and wrongful death cases, and No-Fault insurance litigation. He has recovered the largest auto accident and truck accident settlement of any Michigan law firm or lawyer. Steve is head of Michigan Auto Law, the state's largest law firm specializing in car, truck and motorcycle accident cases.

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“Michigan’s largest law firm completely specializing in serious automobile accidents.”

- Michigan Lawyers Weekly

At Michigan Auto Law, our lawyers focus their practices exclusively on helping people who have been hurt in [car](#), [truck](#) and [motorcycle accidents](#) in the state of Michigan. Here, you will always be treated with the utmost respect, compassion and consideration.

Read over 1,000 real reviews from people we have helped at www.michiganautolaw.com/about/reviews/

“I was overwhelmed with my settlement. It was way more than expected. Steve Gursten, my best lawyer, got my one cry in 20 years when he called me with the good news. Even my former attorney was surprised by the auto accident settlement. When I first met Steve, I felt immediate trust. I felt like I’d known him for years. He always made me feel like a priority – even calling me on Sundays. He always takes the time to be there, calling to answer questions and just to see if everything is going okay. I recommend Steve and Michigan Auto Law highly. He’s a very nice guy, down to earth and a very caring person that works hard for you.”

- Rhonda Searfoss

See more Michigan Auto Law testimonials on **page 34**

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PREFACE

For 60 years, the attorneys and legal professionals of Michigan Auto Law have used hard-won, battle-tested skill and experience to make sure car, truck and motorcycle accident victims get the compensation they deserve.

The real help we provide for people is a source of great satisfaction for us. We are certain you will sense this pride when you read the following guide. If after reading it, you still have questions about choosing the right auto accident attorney to protect you and your family, or if you have questions about a car, truck or motorcycle accident-related injury you have suffered, don't hesitate to call us — we will help you in any way we can.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven Gursten". The signature is fluid and cursive, with the first name "Steven" and last name "Gursten" clearly distinguishable.

Steven M. Gursten

CHAPTER 1: THE 10-POINT “BEST ADVOCATE” TEST FOR CHOOSING THE RIGHT AUTO ACCIDENT ATTORNEY

In this chapter, you will discover how the 10-point “Best Advocate” test will help you find the right auto accident attorney for your car, truck or motorcycle accident case.

You have been involved in a car, truck or motorcycle accident and you need a lawyer’s help. But, how do you determine which of the more than 65,000 lawyers in Michigan is the right one for you and for the legal challenges posed by your car, truck or motorcycle accident case?

You use the 10-point “Best Advocate” test. It allows you to quickly, efficiently, and successfully identify the best auto accident attorney to fight for the justice you deserve.

The 10-Point “Best Advocate” Test for Choosing the Right Auto Accident Attorney:

- #1 Results**
- #2 Client care**
- #3 Focus**
- #4 Services**
- #5 Leadership**
- #6 Knowledge**
- #7 Commitment**
- #8 Involvement**
- #9 Resources**
- #10 Compensation**

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Point #1: Results

When you interview a prospective auto accident attorney, ask about the results he or she has obtained for the car, truck or motorcycle accident victims that he or she has represented

Tell the attorney you want to know about the pain and suffering compensation he or she has secured for seriously injured accident victims.

Measuring Results in Dollars and Cents

To get a sense of how successful a prospective auto accident attorney is at “getting results” for his or her clients, ask for details about recent, notable verdicts and settlements.

You also want to know about the times the attorney has succeeded in forcing greedy insurance companies to pay accident victims the benefits they are entitled to. Under Michigan’s No-Fault Insurance Law, car, truck and motorcycle accident victims have the right to have their No-Fault insurance companies pay for their medical expenses and pay for other benefits such as wage loss, replacement services, and attendant care.

But insurance companies do not always honor victims’ rights. The insurance companies will often refuse to pay all benefits, or they will pay for a short time and then “cut off” benefits.

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To improve your chances of getting and keeping the No-Fault benefits you are entitled to, as well as collecting the pain and suffering compensation you deserve, you need to have an attorney who “gets results” fighting on your behalf.

Point #2: Client Care

You want an auto accident attorney who is going to treat you — and your family — with courtesy, compassion, respect and dignity. Of course, the attorney you are interviewing will swear that is how they treat all of their clients. But how do you know for sure?

Look at the attorney’s reviews. How many positive reviews do they have? Do the reviews paint the picture of an attorney who is caring, compassionate, easy-to-reach, responsive, respectful, courteous and kind? Do the reviews describe an attorney who will do everything he or she can to make the challenges presented by a car accident easier for his or her clients and their families?

You can also ask to speak to the attorney’s satisfied customers yourself. Ask for references to current and past clients that you could contact. And, ask to see client testimonials.

If your prospective auto accident attorney is truly as caring toward clients as they claim, then reviews and testimonials and/or references should be readily available.

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Clients Know a Caring Attorney When They See One

Choose an auto accident attorney whose clients describe him or her as:

- Caring
- Compassionate
- Concerned
- Detail-oriented
- Down-to-earth
- Efficient
- Empathetic
- Fantastic
- Helpful
- Honest
- Knowledgeable
- Polite
- Professional
- Responsive
- Talented
- Trustworthy
- Understanding

Point #3: Focus

You want the attorney who is going to handle your car, truck or motorcycle accident case to know the ins and outs of Michigan auto accident law like the back of his or her hand.

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This is your life that has been affected. There is no room for amateurs or “dabblers” on your case. And, your case certainly is not an opportunity for on-the-job training.

You need an auto accident attorney who focuses his or her practice (and has done so for many years) on representing and protecting accident victims like you.

Point #4: Services

Find out what legal services a prospective auto accident attorney offers. You want a lawyer or law firm that provides the most comprehensive set of services possible.

You need an attorney with the experience and expertise to be able to assist and help you with all aspects of your claim. If you have a question or a concern, or if there is a problem with some aspect of your case, then you need to be able to trust that someone in your attorney’s office is ready, willing, and able to take care of it.

Point #5: Leadership

Attorneys who distinguish themselves in the legal community are frequently honored and given awards for their leadership.

Find out if a prospective auto accident attorney is that kind of leader by inquiring about awards and honors they have received.

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Leadership Awards for Lawyers

- The Best Lawyers in America[®]
- Super Lawyers[®]
- The National Trial Lawyers: Top 100
- Martindale-Hubbell[®] Bar Register of Preeminent Lawyers[™]
- AV[®] Preeminent[™] Peer Review Rating by Martindale-Hubbell[®]
- Michigan Lawyers Weekly's Lawyers of the Year
- Michigan Lawyers Weekly's Leaders in the Law

These are some of the legal honors and awards that Michigan Auto Law attorneys have received:

The Best Lawyers in America[®]: Based on exhaustive peer-review surveys and more than 7.4 million evaluations, this designation is limited to the top 5 percent of attorneys in the U.S. It reflects “the consensus opinion of leading lawyers” in Michigan about “professional abilities,” “quality of legal services” and “professional excellence.” To read more, visit www.bestlawyers.com.

Super Lawyers[®]: Selection to this annual listing of outstanding lawyers in Michigan is limited to the top 5 percent of Michigan lawyers. The list is comprised of “outstanding lawyers who have attained a high degree of peer recognition and professional achievement” and “who exhibit excellence in the practice of law.” To read more visit www.superlawyers.com.

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The National Trial Lawyers: Top 100: An invitation-only organization made up of the most qualified attorneys from each state or region, who demonstrate superior qualifications of leadership, reputation, influence, stature and public profile. To read more, visit www.thenationaltriallawyers.org.

Martindale-Hubbell® Bar Register of Preeminent Lawyers™ For over 100 years, the Bar Register has been a unique guide to the legal community's most eminent professionals. It includes only those select law practices that have earned the highest rating in the Martindale-Hubbell Law Directory and have been designated by their colleagues as preeminent in their field.

AV® Preeminent™ Peer Review Rating by Martindale-Hubbell®: An AV® certification mark is a significant rating accomplishment — a testament to the fact that a lawyer's peers rank him or her at the highest level of professional excellence. To read more, visit martindale.com/ratings.

Michigan Lawyers Weekly's Lawyers of the Year: This statewide weekly publication — whose audience is made up solely of attorneys, judges and others in Michigan's legal profession — has recognized 10 attorneys annually for their significant accomplishments or achievements in law practice. To read more, visit milawyersweekly.com.

Michigan Lawyers Weekly's Leaders in the Law: Twenty-five lawyers who have made outstanding contributions to the practice of law in Michigan, and display leadership in improving the justice system, are honored yearly. To read more, visit milawyersweekly.com.

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Point #6: Knowledge

An excellent measure of a prospective auto accident attorney's knowledge is the extent to which he or she is called upon in his or her capacity as an "auto accident expert."

Find out about instances where a prospective auto accident attorney has been interviewed for newspapers magazines and podcasts, and/or has appeared as a legal expert on television or radio.

Point #7: Commitment

You know that a prospective auto accident attorney is committed to the cause of helping car, truck and motorcycle accident victims if he or she is willing to share his or her hard-earned expertise with other attorneys who also aspire to champion the cause.

It takes a lot of time, energy, money, and sacrifice to become a successful auto accident litigator and advocate. And, because of the substantial investment involved, some may choose to guard their resulting expertise as if it were a trade secret.

But a truly committed auto accident attorney would not. He or she would talk at seminars for lawyers and law students, and at public forums for the community. He or she would testify before the Michigan Legislature about pending legislation. And, would teach and moderate committee discussions about all ranges of auto accident legal issues.

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Be sure to ask the attorney you are interviewing about their experience sharing their expertise at speaking engagements, presentations, legal conferences and legal seminars.

Point #8: Involvement

Attorneys improve their skills and expand their knowledge through the diligent and passionate practice of law. But they also learn a lot from being around like-minded, equally passionate legal professionals.

Ask a prospective auto accident attorney about his or her involvement in professional associations and litigation groups or committees that are concerned with protecting the rights of car, truck and motorcycle accident victims.

Prominent Legal Associations

- Motor Vehicle Trial Lawyers Association
- American Association for Justice (AAJ)
- Trucking Litigation Group (AAJ)
- Traumatic Brain Injury Litigation Group (AAJ)
- Distracted Driving Litigation Group (AAJ)
- Belli Society
- TAOS Injury Lawyers
- Academy of Truck Accident Attorneys
- Michigan Association for Justice (MAJ)
- MAJ Auto No-Fault Committee
- State Bar of Michigan Negligence Law Section

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Michigan Auto Law attorneys have served in leadership roles for these legal associations:

Motor Vehicle Trial Lawyers Association: A national litigation group made up of exceptional injury lawyers from throughout the country who only handle auto accident cases. The organization promotes auto education and safety and produces some of the country's best educational seminars for injury lawyers.

American Association for Justice: A nonprofit advocacy and lobbying organization for U.S. plaintiff's lawyers, whose membership is 50,000-plus and whose mission is to "promote a fair and effective justice system."

AAJ Trucking Litigation Group: Some of the most successful truck lawyers from around the country make up this group, which hosts truck accident legal education seminars and works to promote national and regional trucking safety measures.

AAJ Traumatic Brain Injury Litigation Group: An elite group of attorneys throughout the U.S. with expertise in helping people injured with TBI get financial and medical recovery.

AAJ Distracted Driving Litigation Group: This select group of car accident attorneys from across the U.S. dedicates itself to investigating and litigating auto accident claims related to distracted driving and to increasing national awareness of the dangers of distracted driving.

Belli Society: A legal group comprised of some of the greatest trial lawyers from throughout the U.S., who

present hard-hitting, practical legal seminars that focus on new, creative trial ideas and techniques.

TAOS Injury Lawyers: This network of some of the most highly talented injury attorneys in the U.S. works to share the best ideas of how each lawyer can better serve the people each represents.

Academy of Truck Accident Attorneys: This group of plaintiff's lawyers seeks to make a difference in highway safety by fighting unsafe practices that lead to truck crashes.

Michigan Association for Justice (MAJ): The state's largest organization of personal injury and consumer protection lawyers, who represent the needs of accident victims and victims of consumer fraud and insurance company abuse.

MAJ Auto No-Fault Committee: This committee's mission is to provide education, training and assistance to auto accident lawyers in Michigan, and to actively engage in seeking political and legislative correction to issues facing car accident victims.

State Bar of Michigan Negligence Law Section: This group of more than 4,300 negligence law attorneys makes up the largest single section within the state of Michigan's governing body for lawyers. It reviews and promotes the fair, equitable and speedy administration of negligence litigation in state courts.

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Point #9: Resources

It is almost unimaginable how much time and work a car, truck or motorcycle accident case requires.

You need to know that a prospective auto accident attorney has the resources to do what it takes to get you the No-Fault benefits and pain and suffering compensation you are entitled to.

Find out how many lawyers, paralegals, and support staff a prospective auto accident attorney has on his or her team.

Point #10: Compensation

The auto accident attorney who ultimately represents you will expect — and be entitled to — compensation for the time, effort, and expense he or she expends getting you the No-Fault benefits and pain and suffering compensation you deserve.

Be sure to ask about and understand how a prospective auto accident attorney will expect to be compensated for his or her professional services.

Make sure the attorney only charges a fee if he or she wins a settlement or trial verdict in their client's car, truck or motorcycle accident case.

Also, ask if the attorney has a 100% client satisfaction guarantee.

CHAPTER 2: MICHIGAN AUTO LAW'S PERFORMANCE ON THE "BEST ADVOCATE" TEST

In this chapter, you will discover how Michigan Auto Law performs when it is put to the 10-point "Best Advocate" test.

Point #1: Proven Results

The attorneys at Michigan Auto Law have won more million-dollar settlements and verdicts for car, truck and motorcycle accident cases than any other Michigan law firm. Recently, Steven Gursten secured a \$34 million truck accident settlement, which was the largest in the entire country for that year and the highest ever by a Michigan lawyer, per VerdictSearch.

What made this settlement even more notable is that Michigan is one of the few states in the nation without punitive damages and, at the time of the settlement, the ability to sue for future medical costs and care (this changed on July 2, 2020 with the enactment of the new auto No-Fault law in Michigan).

**Million-Dollar Verdicts and Settlements
are Not Uncommon for Michigan Auto Law Clients.**

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Michigan Auto Law has also helped thousands of car, truck and motorcycle accident victims successfully fight greedy insurance companies to get the No-Fault benefits they are entitled to.

Point #2: Michigan Auto Law Treats Clients With Respect, Compassion and Consideration

The attorneys at Michigan Auto Law pride themselves on treating our clients with respect, compassion and consideration. That means:

- Answering all of our clients' questions
- Helping our clients understand the law and how it affects their case
- Promptly returning phone calls
- Keeping our clients informed about developments with their cases

In addition to the close, personal attention paid by the trial lawyers in our litigation unit, Michigan Auto Law has a pre-litigation unit, which consists of three Michigan Auto Law attorneys whose sole mission is to assist clients in tending to whatever their needs are before a lawsuit has been filed. For instance, the pre-litigation lawyers will help clients work out the logistics of how their No-Fault insurance and health insurance are going to provide needed benefits.

Clients Praise Michigan Auto Law

- ✓ “[My Michigan Auto Law attorney] treated me like a daughter and he fought for me like a daughter. He never gave up — he just wouldn’t quit.”
- ✓ “They are smart and work hard and the results were better than expected.”
- ✓ “The whole clan is wonderful, from the front desk to the court room. You are never a number or just a name. They really care and they are always working for you.”
- ✓ “They did a wonderful job for my son. They are truly compassionate and have helped in more ways than legal.”
- ✓ “Their honesty meant more to me than anything else.”

Point #3:

Focused on Michigan’s Auto Accident Law

For 60 years, the attorneys at Michigan Auto Law have focused their practices exclusively on representing, protecting, and fighting for car, truck and motorcycle accident victims.

They’re dedicated to helping their clients get the No-Fault benefits they’re entitled to and the pain and suffering compensation they deserve under Michigan auto accident law.

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Point #4:

Full-Service Auto Accident Law Firm

Michigan Auto Law has been included on the list of The *U.S. News - Best Lawyers*® "Best Law Firms" every year since the Best Law Firms publication debuted in 2011.

The attorneys at Michigan Auto Law have the experience and the expertise to provide our clients with all of the services they need to get the best possible resolutions for their car, truck and motorcycle accident cases. These services include:

- Making sure you are receiving all of the No-Fault insurance benefits you are entitled to
- Investigating, identifying and verifying all of the sources of insurance and coverage that may be involved in your case
- Getting you the best possible settlement as quickly as possible, which includes any future economic loss and pain and suffering compensation that you're entitled to under the law

It starts with the attorneys in Michigan Auto Law's pre-litigation unit who help clients during the phase of the case before a lawsuit has been filed. They answer clients' legal questions, help clients understand the law as it applies to their cases, and guide clients through the complex network of requirements for getting No-Fault, health, and/or ERISA-plan benefits.

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Next, the litigation unit attorneys try cases when uncaring insurance companies and stubborn, negligent drivers refuse to take responsibility for the serious, accident-related, life-altering injuries they have caused, and reject fair and just settlement offers that would provide car and truck accident victims with the pain and suffering compensation they are entitled to.

Michigan Auto Law’s litigation attorneys also take greedy insurance companies to trial when the companies, who have gladly accepted their insureds’ premiums, unreasonably deny — or “cut off” — No-Fault benefits to those same insureds once they have been injured in car, truck and motorcycle accidents.

Point #5: Recognized Leaders

Beyond their effectiveness as advocates, the attorneys of Michigan Auto Law are recognized leaders in the legal community.

They have received numerous honors and awards. Their peers have given them the highest ratings for skill and integrity. And, they lend both their expertise and leadership to the national and state bar associations devoted to protecting the rights of car, truck and motorcycle accident victims.

Honors and Awards for Michigan Auto Law Attorneys

- Included on the list of “The Best Lawyers in America®” for 14 straight years

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- Named Lawyer of the Year in Metro Detroit by “The Best Lawyers in America®”
- Named Michigan “Super Lawyers®”- No other Michigan auto accident law firm comes close to having as many attorneys recognized by Super Lawyers® for excellence in personal injury litigation
- Super Lawyers’ Top 50 and Top 100 lawyers in Michigan
- Named among the “100 Top Trial Lawyers” by the National Trial Lawyers Association
- Listed on “The Bar Register of Preeminent Lawyers” in Martindale-Hubbell® Law Directory
- Received a Martindale-Hubbell® AV® Preeminent™ Rating (peer review system rates attorneys as having “very high to preeminent” legal abilities and holding themselves to and complying with “very high” ethical standards)
- Named among the Lawyers of the Year by Michigan Lawyers Weekly
- Named to Michigan Lawyers Weekly’s Leaders in the Law

Point #6: Knowledgeable on Auto Accident Law

Because of their experience-based knowledge about representing car, truck and motorcycle accident victims, the attorneys at Michigan Auto Law are regularly

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contacted by the media for expert commentary on auto accident law issues.

Michigan Auto Law attorneys have been featured in The New York Times, Bloomberg, CBS News, CNNMoney, Detroit Free Press, The Detroit News, Forbes, Crain's Detroit Business, dBusiness, Hour Detroit, Daily Detroit Podcast, The Oakland Press, The Macomb Daily, Fox 2 News Detroit, Michigan Lawyers Weekly, The Detroit Legal News, WXYZ-TV, WZZM-TV and on Michigan Radio, including "Stateside."

Point #7: Committed to the Cause

The attorneys at Michigan Auto Law do not hoard their hard-won expertise.

Instead, they share it with others — lawyers and non-lawyers and anyone else who is interested in championing the cause of protecting and fighting for the rights of car and truck accident victims.

Michigan Auto Law's attorneys regularly serve as auto accident legal experts at national legal seminars and legal conferences, in law schools, and even in public hearings before the Michigan Legislature.

They also moderate discussions, teach, and chair committees that deal with issues involving car and truck accident cases.

See our list of some of the speaking events, presentations and legal conferences our attorneys have participated in recently on page 26.

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Point #8: Keeping Good Company

The attorneys at Michigan Auto Law are members of the professional associations, litigation groups and committees that are most concerned with fighting for and protecting the rights of car, truck and motorcycle accident victims.

Michigan Auto Law's Professional Associations:

- **American Association for Justice Distracted Driving Litigation Group:** President
- **Motor Vehicle Trial Lawyers Association:** Past president
- **AAJ Trucking Litigation Group:** Past president
- **AAJ Traumatic Brain Injury Litigation Group:** Past president
- **Belli Society:** President, Winner of Mel Award for Outstanding Trial Attorney
- **TAOS Injury Lawyers:** Member
- **Academy of Truck Accident Attorneys:** Board of Regents member
- **Michigan Association for Justice (MAJ):** Past Executive Board member
- **MAJ Auto No-Fault Committee:** Past Co-Chair
- **State Bar of Michigan Negligence Law Section:** Past Chair

Point #9: Up to the Challenge

Michigan Auto Law has the experienced, knowledgeable legal staff to win the biggest car, truck and motorcycle

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accident cases as evidenced by our winning record of notable and top-reported Michigan settlements and verdicts for car, truck, and motorcycle injury cases.

Point #10: Michigan Auto Law Gets Paid Only If You Recover

It is easy to understand how the lawyers at Michigan Auto Law are compensated for the legal services we provide to the car, truck and motorcycle accident victims that we help.

If we don't win, you don't pay any fees.

Michigan Auto Law attorneys work on a contingency-fee basis. That means our lawyers are paid for the legal services they provide — and the expenses advanced — at the end of the lawsuit as a percentage of the settlement or verdict. In Michigan, this contingency percentage is 33.3 percent (other states range from 40 percent to 60 percent).

Under the contingency-fee arrangement, Michigan Auto Law's financial incentives are directly aligned with those of the car, truck and motorcycle accident victim: If you do not get the compensation you deserve, then neither does Michigan Auto Law.

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CONCLUSION

The attorneys, paralegals, and professionals at Michigan Auto Law want you to find the right auto accident attorney for your car, truck or motorcycle accident case.

Please do not hesitate to contact Michigan Auto Law if you have questions about this guide or injuries you or a loved one suffered in a car, truck or motorcycle accident.

Additionally, please visit Michigan Auto Law's website, www.michiganautolaw.com/auto-law-books, or call (877) 776-0791 to request your additional free guides:

- "Guide to Michigan No-Fault Law: How to Get Care and Compensation from Your Insurance Company"
- "The Attorneys' Guide to the Best Auto Insurance Companies: And The Ones Our Attorneys Recommend That You Should Avoid"
- "How to Repair Your Car Damage: Mini Tort and How It Can Work for You"
- "Michigan Car Accident Victim Rights Explained: Essential Steps for a Successful Recovery of Pain and Suffering Compensation"
- "How Much Car Insurance Do I Need? Understanding your Michigan No-Fault Auto Insurance Policy"

Below are some of the speaking events, presentations and legal conferences our attorneys have participated in recently:

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Steven Gursten, Speaker, "**Settlement and negotiation strategies that work for every case**"; Utah Association for Justice Annual Conference; Hosted from Salt Lake City, UT; October 2020

Steven Gursten, Speaker, "**Brain Injuries During Your Truck Accident - Getting Around the Common Defenses to Proving a TBI**"; American Association for Justice Trucking Litigation Group Webinar Series; Hosted from Washington, D.C.; October 2020

Robert M. Raitt, Speaker, "**Litigating Tort Claims for Non-Economic Loss**"; No-Fault Institute XVII; Hosted from Lansing, MI; October 2020

Joshua R. Terebelo, Speaker, "**Tort Claims for Out of State Residents**"; No-Fault Institute XVII; Hosted from Lansing, MI; October 2020

Steven Gursten, Speaker, "**4 Ways to Double the Value of Your TBI Case**"; Maximizing the Value of Your TBI Case: Tips from the Masters - North Carolina Advocates for Justice; Hosted from Raleigh, NC; November 2020

Steven Gursten, Speaker, "**Proving and Winning Distracted Driving**"; American Association for Justice/Seminar; Hosted from Washington, D.C.; November 2020

Steven Gursten, Speaker, "**Deposing Truck Drivers in Injury Cases**"; Strafford's Webinars; National; September 2020

Steven Gursten, Moderator, "**In the Spirit of Mel Belli: Cutting-Edge, New and Innovative Ideas for Your Cases and Your Practice**"; First Ever Melvin M. Belli Society

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Seminar; Atlanta, GA; Postponed due to COVID-19. Reschedule date to be determined.

Steven Gursten, Speaker, **"Major Value Drivers and Devastating Hidden Damages You Can Utilize to Add Millions to Your Auto Crash Cases"**; 360 Advocacy's Auto Crash Litigation 7.0; Las Vegas, NV; Postponed due to COVID-19. Reschedule date to be determined.

Steven Gursten, Speaker, **"Winning TBI Cases Involving Delays in Diagnosis"**; Brain Injury Association of America TBI Med Legal Conference 2020; San Diego, CA; Postponed due to COVID-19. Reschedule date to be determined.

Steven Gursten, Keynote Speaker, **"Ways to add millions to your cases: devastating injuries that lawyers often miss"**; Ohio Association for Justice 2020 Annual Convention; Hosted from Columbus, OH; August 2020

Jordan M. Jones, Speaker, **"Investigative Tools for Trucking Cases"**; New Jersey Association for Justice's Boardwalk Seminar; Hosted from Trenton, NJ; August 2020

Steven Gursten, Moderator, **"Trial Advocacy Seminar"**; Michigan Association for Justice's 75th Annual Convention; Detroit, MI; July 2020

Steven Gursten, Speaker, **"4 Ways to Add Millions to Your Cases (That No One Else is Doing)"**; Connectionology Webinar; National; July 2020

Thomas W. James, Speaker, **"Staying on the Right Side of the Road – Ethical Considerations for the Big Truck Case"**; American Association for Justice's Annual Convention 2020; Hosted from Washington, D.C.; July 2020

Steven Gursten, Speaker, "**Winning Trials**"; Tennessee Trial Lawyers Association's 2020 Annual Convention; Hosted from Nashville, TN; June 2020

Steven Gursten, Moderator, "**Law Firm Lessons from Covid-19 – What Works, What Didn't, and What Steps you can Take to Get Insurers to Settle Cases Now**"; The Melvin M. Belli Society webinar; National; June 2020

Steven Gursten, Speaker, "**Demolishing the 'They get better' and 'Malingering defenses' at trial**"; American Association for Justice "Brain Science for the Jury: Mastering the Traumatic Brain Damage Trial" Webinar; National; May 2020

Robert M. Raitt, Speaker, "**Resolving Cases**"; 7th Annual No-Fault Summit, Institute for Continuing Legal Education (ICLE); Webinar - Michigan; May 2020

Jordan M. Jones, Speaker, "**Using Medical Records to Prove Your Case**"; 7th Annual No-Fault Summit, Institute for Continuing Legal Education (ICLE); Webinar - Michigan; May 2020

Steven Gursten, Moderator, "**Social Media – What You Absolutely Need to Know; Playing Offense and Defense to Win Your Case and Protect Your Client with Tad Thomas**"; The Melvin M. Belli Society – Webinar; National ; April 2020

Steven Gursten, Moderator, "**Liens – How to Quash Them, Minimize Them, and Best Protect Your Client Once and For All with Betsy Green**"; The Melvin M. Belli Society – Webinar; National ; March 2020

Steven Gursten, Speaker, "**Representing the Elderly Client with TBI**"; North American Brain Injury Society

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(NABIS) Annual Conference on Brain Injury; New Orleans, LA; February 2020

Steven Gursten, Speaker, "***The TBI Detective: Solving the Mystery of a Successful Brain Injury Case***"; Utah Association for Justice's 2020 Brain Injury Conference; Sandy, UT; February 2020

Steven Gursten, Moderator, "***Tips to Avoid Defense Backdooring Hearsay During Cross Examination with Kirk Morgan***"; The Melvin M. Belli Society – Webinar; National ; February 2020

Steven Gursten, Moderator, "***Advanced Case Themes with Mark Mandell***"; The Melvin M. Belli Society – Webinar; National ; January 2020

Steven Gursten, Speaker, "***Mild Traumatic Brain Injury Cases: How to Identify and Prove This to Cynical Adjusters and Skeptical Juries***"; Wyoming Trial Lawyers Association Webinar; National; January 2020

Jordan M. Jones, Speaker, "***Mining Data from Social Media Websites to Research Catastrophic Truck Crashes***"; American Association for Justice Trucking Litigation Group; Palm Beach, FL; December 2019

Steven Gursten, Moderator, "***Surveillance: What They Can Do, What They Can't Do, How to Quash It, and How to Limit It***"; The Melvin M. Belli Society - Webinar; National; November 2019

Steven Gursten, Speaker, "***Winning Car Accident Cases at Trial***"; Arizona Association for Justice's Advanced Trial Advocacy Conference; Tempe, AZ; October 2019

Steven Gursten, Speaker, "***Advanced Trial Advocacy***"; Arizona Association for Justice Conference; Scottsdale, AZ; October 2019

Jordan M. Jones, Speaker, **"First-Party No-Fault Update 2019"**; Institute for Continuing Legal Education (ICLE): On-demand video seminar; Ann Arbor, MI; October 2019

Steven Gursten, Speaker, **"Arguing Damages for Excess Economic Loss: The Expert's Perspective on Life Care Plans"**; Michigan Association for Justice No-Fault Institute XVI – Navigating the Chaos of a New Law; Novi, MI; October 2019

Steven Gursten, Speaker, **"Arguing Damages for Excess Economic Loss: The Attorney's Perspective on the Use of Life Care Plans"**; Michigan Association for Justice No-Fault Institute XVI – Navigating the Chaos of a New Law; Novi, MI; October 2019

Joshua R. Terebelo, Speaker, **"Collateral Sources in Tort and FECA Liens Under the New Law"**; Michigan Association for Justice No-Fault Institute XVI – Navigating the Chaos of a New Law; Novi, MI; October 2019

Robert M. Raitt, Speaker, **"Auto accident victims have a right to recover"**; Rally: Going the Distance for MI Auto Insurance Promise; Clarkston, MI; September 2019

Robert M. Raitt, Speaker, **"Proving TBI in a Court Case"**; Brain Injury Association of Michigan's 2019 Annual Fall Conference; Lansing, Michigan; September 2019

Steven Gursten, Speaker, **"Knowing When to say 'no' in a Truck Crash Case"**; Academy of Truck Accident Attorneys 2019 Annual Symposium; Nashville, TN; September 2019

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Steven Gursten, Moderator, **"Less is More: Trying a Multi-million dollar case in 2 days"**; The Melvin M. Belli Society - Webinar; National; September 2019

Steven Gursten, Speaker, **"Deposing Truck Drivers and Trucking Company Representatives in Injury Cases"**; Strafford legal CLE Webinar; National; September 2019

Steven Gursten, Moderator & Speaker, **"The Gap in Time/Delay in Diagnosis Defense is Not Fatal"**; Winning TBI Cases for Adjusters and Juries, Michigan Association for Justice; Novi, MI; September 2019

Jordan M. Jones, Speaker, **"Using the Rules and Regulations to Prove Your Trucking Case"**; Texas Trial Lawyers Association; Horseshoe Bay, TX; August 2019

Steven Gursten, Moderator and Speaker, **"Traumatic Brain Injury Litigation Track"**; American Association for Justice's 2019 Annual Convention; San Diego, CA; July 2019

Steven Gursten, Speaker, **"Let your Fitbit do the talking: Proving damages and liability"**; 72nd Annual Melvin M. Belli Society Seminar; San Diego, CA; July 2019

Jordan M. Jones, Presenter, **"How to Obtain the DAC Report Directly and Use it in Your Case"**; Academy of Truck Accident Attorneys Webinar; National; July 2019

Jordan M. Jones, Speaker, **"Using the Rules and Regulations to Prove Your Trucking Case"**; American Association for Justice Annual Conference; San Diego, CA; July 2019

Steven Gursten, Speaker, **"Exposing Deceptive Medical Experts"**; New Jersey Association for Justice's Cross-Examination Seminar; New Brunswick, NJ; June 2019

Steven Gursten, Speaker, "**Changes in Negligence Law and Liens**"; No-Fault Evening Forum, Michigan Association for Justice; Southfield, MI; June 13th, 2019

Steven Gursten, Presenter, "**Leveraging Demand Letters to Obtain Significant Settlements in Auto Accident Cases**"; Strafford Webinars CLE webinar; National; May 2019

Steven Gursten, Moderator, "**Advocacy Track for Personal Injury Trial Attorneys**"; Michigan Association for Justice's 74th Annual Convention; Detroit, MI; May 2019

Kevin H. Seiferheld, Speaker, "**Understanding Bubba – Evolving Your Trial Messaging to Reach Today's Jurors**"; Michigan Association for Justice's 74th Annual Convention; Detroit, MI; May 2019

Robert M. Raitt, Speaker, "**Proving Traumatic Brain Injury**"; No-Fault Summit, Institute of Continuing Legal Education (ICLE); Plymouth, MI; May 2019

Jordan M. Jones, Speaker, "**Settling the Trucking Case**"; New Jersey Association for Justice's Boardwalk Seminar; Atlantic City, NJ; May 2019

Steven Gursten, Course advisor, moderator and speaker, "**Rebutting defense attacks in the TBI case**"; Best of the Best: Mastering the Fundamentals of a TBI case; Las Vegas, NV; April 2019

Steven Gursten, Speaker, "**Overcoming the Gap in Time/Delay in Diagnosis – These are Not Case Killers/How To Get More Money on the Same Car Wreck Injury Case than Your Competitors**"; Auto Crash Litigation 6.0 - 360 Advocacy; Las Vegas, NV; April 2019

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Steven Gursten, Presenter, ***"Mild Traumatic Brain Injury In Motor Vehicle Crash Cases: How To Identify And Prove This To Adjusters And Juries"***; Michigan Association for Justice webinar; National; March 2019

Steven Gursten, Speaker, ***"Causation and Damages Steps You Must Take During the First 90 Days of the Handling of the Closed Head Injury Case – Remember: Procrastination Will Devour the Case"***; Florida Justice Association Workhorse Seminar; Orlando, FL; February 2019

Steven Gursten, Speaker, ***"Mild Traumatic Brain Injury in Motor Vehicle Crash Cases: How to Identify and Prove This to Adjusters and Juries"***; American Association for Justice webinar; National; February 2019

TESTIMONIALS ABOUT MICHIGAN AUTO LAW

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“My attorney was awesome. I sought legal advice from Michigan Auto Law when I was in a car accident and my back was really messed up. My lawyer was always concerned and cordial, and he would ask about my family and how I was feeling. Little things like that matter a lot to me. My lawyer also made sure he was familiar with every aspect of my case and the law as it related. **I was very happy with the way my lawsuit was resolved.”**

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* * *

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— *Ted Pixley, Attorney, Battle Creek*

* * *

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— *Danny Jackson, Lapeer*

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"I was rear-ended by a drunk driver when I was in Michigan. Being from Ohio, I didn't know who would be the best attorney ... but when talking to several people on a job site, they recommended Michigan Auto Law. **This law firm is extremely professional. My attorney was extremely helpful, efficient and detail-oriented.** And, his paralegal was very friendly, yet solid business. **Even though my case is settled, they are still behind me.**"

— *Philip Salyers, Circleville, Ohio*

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About the Author: Steven M. Gursten is head of Michigan Auto Law, the largest auto accident law firm in Michigan that exclusively handles car, truck and motorcycle accident cases. He is a nationwide expert in automobile accident and Michigan No-Fault laws and has held numerous legal leadership positions including past president of the Traumatic Brain Injury Litigation Group of the American Association for Justice and past president of the Motor Vehicle Trial Lawyers Association. He is a Michigan Lawyers Weekly Lawyer of the Year, and is listed as a Top 50 Michigan Super Lawyer® as well as Best Lawyers in America®.

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ISBN 978-0-557-70711-9



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