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2026 U.S. Legal Case Acquisition Market Report

Executive Summary: Anonymized 6-Cohort Clearing Prices, Dispute-Rate Benchmarks, and MSA/IO Contracting Standards for U.S. Law Firms.

$2,800–$3,800
Published CaseLead standard signed MVA retainer range

6 Cohorts
Signed MVA, OTP leads, live transfers, WC & Lemon Law

50 States
Bar-rule billing structure mapped across U.S. jurisdictions

Direct Wire/ACH
Zero $30K checkout cap · zero 3.4%–3.9% card markup

1. 2026 Observed Clearing Prices Across Six Legal Acquisition Cohorts

Strictly anonymized cohort aggregates published by CaseLead Agency (Nov 27, 2026). Figures reflect observed market clearing ranges and commercial scope—not audited profit or guaranteed legal outcomes.

ACQUISITION COHORT	CLEARING RANGE	TYPICAL ORDER SIZE	LAUNCH CADENCE	PRIMARY VERIFICATION ARTIFACT
Enterprise Signed MVA Multi-state (CA, TX, CO, WA, NV)	**$3,250–$3,500** per signed retainer	50–100+ cases / block	14–21 days · wire tranches	Signed firm retainer, TCPA cert, call audio, intake summary
Modular Signed MVA Starter & regional pilots	**$2,800–$3,800** per signed retainer	4–20 cases / block	14–21 days · 50/50 starter	Signed firm retainer + written 48-hr to 7-day replacement clock
SMS OTP-Verified MVA Leads Exclusive real-time JSON	**$325–$375** per exclusive lead	25–75 leads / pack	Target 72-hr launch	6-digit SMS OTP log, TrustedForm/Jornaya URL, duplicate hash
Pre-Screened MVA Transfers Live warm transfers	**$250–$400** per qualified call	10–30 calls / pilot	5–7 business days	Live warm handoff, duration buffer, full call recording
Workers' Compensation PA, MN, MD, SC, FL, IL, NJ	**$95–$257** leads / warm calls	30–75 units / pack	5–10 business days	Workplace injury screen + third-party PI crossover flag
California Lemon Law Song-Beverly & federal	**$1,500** median signed case	10–20 cases / pack	10–14 business days	Warranty check, 3+ repair orders or 30+ days out of service

2. Commercial Model Dispute Risk & Payment-Rail Findings

COMMERCIAL MODEL	DISPUTE PATTERN	PRIMARY OPERATIONAL DRIVERS	CASELEAD MITIGATION STANDARD
Signed-Retainer Blocks	**Lowest (<2%)**	Clear billable event, firm-signed agreement, pre-agreed review window	4-part packet manifest + 48-hr to 7-day written credit/replacement clock
OTP Leads & Warm Transfers	**Low–Moderate**	Bad phone numbers or slow firm speed-to-lead (>10 minutes)	Mandatory SMS OTP verification + isolated CRM webhook source tag
Unstructured Ad Retainers	**Elevated**	Blended ad/management fees, opaque spend, 12-month auto-renewals	Direct firm-owned ad accounts, modular IOs, zero long-term lock-in
Third-Party Card Checkouts	**High Friction**	$30,000 per-link cap, 3.4%–3.9% card markup, unfamiliar descriptors	Direct CaseLead-branded ACH or wire invoicing on all $10,000+ orders

5-Point MSA & Insertion Order Checklist for Managing Partners

Require these five written protections before funding any personal injury, Workers' Comp, or Lemon Law acquisition pilot.

01. State Bar Ethics Alignment

Verify whether your jurisdiction allows per-retainer pricing (e.g., IL Rule 7.2(c), AZ) or restricts fees tied to signing (e.g., NY Op. 1294, FL Op. 18-1, NJ Op. 741, PA, CO, MD, CT). In restricted states, bill fixed firm-branded advertising and intake program costs.

02. Exact 4-Part Packet Manifest

Name the exact evidence establishing a billable delivery: (1) Claimant signature on your firm's own retainer, (2) TCPA/TrustedForm consent log, (3) Structured screening notes on liability, injury, and insurance, and (4) Recorded qualification audio.

03. Written Replacement & Credit Clock

Lock in a 48-hour to 7-day exception window covering objective disqualifiers: prior represented counsel, outside-county crash, unverified identity/contact, or missed mandatory injury/insurance criteria.

04. Direct ACH / Wire Billing & Staged Tranches

Use optional 50/50 split-milestone starter funding for 4–10 case pilots and staged direct wire/ACH tranches on $50,000+ enterprise orders—eliminating card surcharges and third-party checkout caps.

05. Isolated CRM Attribution & Accepted-Case Reconciliation

Route every vendor into an isolated `caselead_source` and dated cohort field inside Filevine, Lead Docket, Litify, Lawmatics, CASEpeer, or Clio Grow. Benchmark every supplier on true **Cost per Firm-Accepted Case** = (Acquisition Charges – Confirmed Credits + Internal Intake Labor) ÷ Unique Accepted Cases, keeping unresolved pending reviews visible.

Open Data Citation & Direct Founder Scope Review

Machine-readable CSV & JSON datasets (CC BY 4.0):
https://caseleadagency.com/resources/personal-injury-acquisition-benchmarks
https://caseleadagency.com/data/caselead-legal-acquisition-price-benchmarks-2026.csv

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