



# Subscription based legal services; a modern approach to pricing

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LG Electronics initially launched its "LG Subscribe" service in 2009, but recently (late 2024) it has been rolled out to an ever-increasing number of countries. It revolutionises the way consumers "own" their LG products. A subscription-based service, LG Subscribe offers consumers the option to use premium LG home appliances in return for a monthly subscription-based payment, rather than the traditional one-off purchase payment.

LG Electronics have gone on record as saying the initiative behind LG Subscribe is to make high-end appliances more accessible to consumers, without the commitment of long-term ownership.

In the same way as LG Electronics is transforming consumer access to premium home appliances through its subscription-based service, law firms should be thinking outside the box at ways they can make their services more accessible to clients.

By extension, much like LG's goal to make high-end appliances more accessible, a law firm that introduces a subscription-based pricing model can democratise access to premium legal services at an affordable price. This allows clients ranging from startups and SMEs to established corporates to benefit from ongoing legal support through manageable monthly payments.

## The case for subscription-based legal services

While accepting that not every legal matter is suited to a subscription model, many essential services can be bundled into ongoing, value-driven subscription packages.

Services ideal for subscription-based pricing include:

**Contract reviews:** Regular review of commercial agreements to ensure clients are protected and compliant.

**Compliance updates:** Keeping clients informed and aligned with evolving regulatory requirements.

**Employment law advice:** Providing continuous guidance on workforce management, policy updates, and dispute prevention.

**High-volume claims management:** Efficient handling of repetitive legal matters, such as debt recovery or minor disputes.

These services are recurring in nature, making them perfect candidates for a subscription structure where clients pay a fixed monthly fee in exchange for ongoing legal support.

## Why clients will embrace subscription-based legal services

Clients today expect more than just reactive legal assistance. They want proactive, accessible partnerships without fearing unpredictable costs. A subscription model delivers on these expectations in several key ways.

### Predictable costs

One of the most significant barriers to engaging legal services is cost uncertainty. Traditional hourly billing often leaves clients hesitant to pick up the phone, worried about mounting fees.

Subscription pricing eliminates this concern by offering clear, upfront monthly costs. Clients can budget with confidence, knowing exactly what their legal spend will be each month, which is especially valuable for SMEs and startups managing tight cash flows.

### Continuous, proactive support

A subscription encourages clients to seek legal advice early, before minor issues escalate into costly problems. This shift from reactive to proactive engagement supports better risk management and ensures clients are consistently operating within legal best practices.

Instead of viewing legal services as a last resort, clients see their law firm as a constant partner in their business journey.

### Stronger, long-term relationships

Subscription models [foster deeper, ongoing relationships between law firms and clients.](#)

With regular interactions built into the service, lawyers gain a more intimate understanding of their client's business, industry challenges, and long-term goals.

This partnership mindset positions the lawyer not just as a service provider but as a trusted advisor embedded in the client's strategic operations.

## Affordable access to premium expertise

Many smaller businesses shy away from engaging legal firms due to cost concerns. A subscription model lowers this barrier, offering clients access to high-quality legal advice at a price point they can manage. This democratisation of legal services enables businesses of all sizes to benefit from the expertise that was once perceived as exclusive to large corporates.

## 4 reasons law firms should consider subscription pricing

It's not just clients who benefit from a subscription-based approach. Law firms themselves stand to gain significant strategic advantages by adopting this model.

### Recurring, predictable revenue

Subscription services provide law firms with stable, recurring income streams, reducing dependence on ad hoc project work or unpredictable litigation cases. This financial predictability supports better business planning, cash flow management and resilience during market downturns.

### Enhanced client retention

Clients engaged through monthly subscriptions are more likely to remain loyal over the long term. The regular touchpoints foster stronger relationships and embed the firm into the daily operations of the client's business, making it less likely they will seek alternative providers.

### Operational efficiency

Clearly defined subscription tiers allow law firms to streamline workflows, automate routine tasks and allocate resources more effectively. By standardising recurring services, firms can improve productivity, reduce overheads and focus their high-value expertise where it's

needed most.

## Competitive differentiation

In a legal market where many firms remain anchored to the traditional billable hour, offering subscription-based pricing signals innovation and a client-first mindset. This differentiation can attract new clients looking for modern solutions and position the firm as a leader in legal service delivery transformation.

## Key differences between subscription-based legal services and retainers

There can be some confusion over the difference between subscriptions and retainers. The table below provides the major differences at a glance.

Feature	Subscription	Retainer
<b>Cost Structure</b>	Flat, regularly recurring fee for unlimited access to a service provider within a defined scope of services	Flat monthly fee for limited access to a service provider within a defined scope of services
<b>Termination</b>	Can be terminated at any time	Typically for a fixed pre-determined period, say 3, 6 or 12 months
<b>Mindset</b>	Ongoing partnership, proactive use encouraged	Reserved availability, reactive or ad hoc use
<b>Client Experience</b>	Predictable support and costs	Variable depending on how much work is needed

## Embracing the future: access over ownership

The success of subscription models is largely because the consumer values access, flexibility and ongoing value over ownership.

Law firms that recognise this shift and adapt their pricing strategies accordingly will be better positioned to meet modern client expectations, drive sustainable growth and remain competitive in an increasingly dynamic marketplace.

By reimagining legal pricing through a subscription lens, firms can transform not only how clients perceive legal services but also how they engage with them.

The question isn't whether subscription-based legal services will gain traction - it's whether your firm will lead the way or be left behind.

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