



FAMILY LAW MANDATE CONVERSION INFRASTRUCTURE™

The Executive Guide to Managing the Journey from Enquiry to Signed Mandate

AUTHORITY DOCUMENT | CLIENT EDITION 1.0

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A management question for specialist family-law firms

How much visibility does your firm have over what happens to an enquiry after it arrives — before a mandate is signed, declined or becomes an unknown outcome?

Prepared for Managing Partners, CEOs and senior decision-makers of specialist family-law practices.

01 — THE EXECUTIVE QUESTION

A family-law firm's commercial performance is ultimately realised through matters it accepts and mandates it signs. Yet the operational journey between an initial enquiry and that signed mandate can involve multiple hand-offs, channels, decisions and follow-up actions.

The question is not whether your firm has an intake process. It is whether management can see, measure and improve that process.

For a Managing Partner, the practical questions are straightforward:

- How many enquiries become mandates?
- How many enquiries are captured completely and traceably?
- How quickly is substantive contact made?
- What happens after the initial contact?
- How consistently are enquiries assessed and progressed?
- How many consultations progress to signed instruction?
- Where are outcomes unknown — and therefore impossible to manage?
- Which operational changes would have the greatest potential commercial impact?

If those questions cannot be answered from the firm's own records, the issue is not necessarily poor performance. It is a measurement and management-visibility problem that should be investigated.

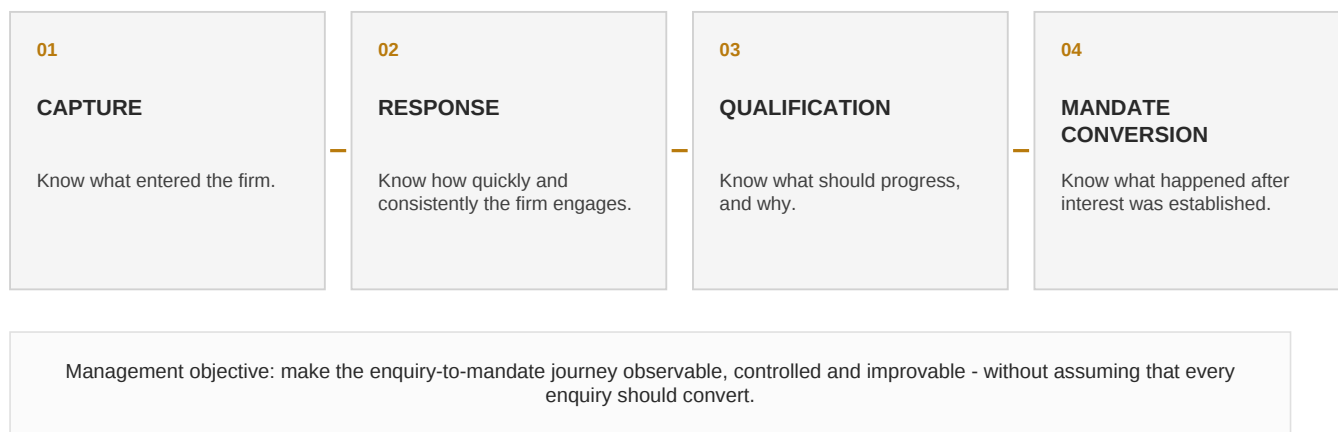
Trevisi's proposition

Trevisi Connect defines **Family Law Mandate Conversion Infrastructure™** as the systems, processes, controls and measurement disciplines used to manage the journey from prospective-client enquiry to signed mandate.

The purpose is not to promise that every enquiry should convert. Some enquiries will be unsuitable, some will choose another firm, some will not proceed, and some will remain unknown. The purpose is to make the journey sufficiently visible to distinguish those outcomes from preventable operational gaps.

EXHIBIT 01

THE TREVISI SYSTEM AT A GLANCE



02 — WHY THIS IS A MANAGEMENT PROBLEM

Trevisi's central management proposition is that enquiry handling should be treated as an operating system rather than as a collection of individual habits.

A process is what people happen to do. Infrastructure is what the organisation has designed, defined, measured and made repeatable.

Enquiries can arrive through telephone, email, web forms, WhatsApp and referrals, and can be handled by different people at different times. Without a consistent record and defined stages, management may see the final mandate number without being able to reconstruct the operational journey that produced it.

Trevisi is not claiming that every South African family-law firm has the same intake weaknesses, that every unconverted enquiry represents lost revenue, or that a single response-time threshold guarantees conversion. Those propositions require firm-level evidence.

Trevisi is proposing that the enquiry-to-mandate journey can be decomposed into observable stages, measured, diagnosed and improved against evidence rather than assumption.

The management shift

Move the conversation from “How many leads did marketing generate?” to “What happened to the enquiries we received, and what can the firm prove?”

03 — THE TREVISI DIAGNOSTIC: SIX STAGES

The **Family Law Revenue Leakage Framework™** is Trevisi Connect's diagnostic lens. It is designed to identify where prospective-client opportunities may be lost or become unmeasurable between first enquiry and commercial outcome.

EXHIBIT 02

SIX-STAGE DIAGNOSTIC LENS

01 ENQUIRY RECEIVED Was every enquiry captured and identifiable?	02 INITIAL CONTACT Was substantive contact made within the firm's defined standard?	03 CONSULTATION PROCESS Did the enquiry progress through the firm's defined consultation process?
04 CLIENT DECISION What happened after the consultation or defined decision point?	05 MANDATE CONVERSION Did the prospective client sign the firm's instruction?	06 REVENUE REALISATION Can commercial outcomes be reconciled to observed conversion performance?

Important: “Revenue leakage” is a diagnostic outcome, not an assumption. A missing outcome is not automatically a lost mandate. Where evidence is insufficient, the appropriate classification is unknown.

04 — WHAT THE EVIDENCE ACTUALLY TELLS US

South African context

Statistics South Africa reported 24,202 completed divorce forms processed in 2024, compared with 22,230 in 2023 — an increase of 8.9%. The release concerns divorces granted/processed through relevant court and administrative data. It does not measure private-law-firm enquiries, lead volumes, mandate conversion or revenue.

Trevisi uses this as market context only. It does not use the divorce total as evidence for a conversion benchmark.

External legal lead-response evidence

Hennessey Digital's 2025 U.S. study analysed online lead-form response behaviour across 1,333 U.S. law firms. It reports that 25% of firms responded within five minutes. Its methodology covered multiple legal practice areas. It is explicitly U.S. evidence, not a South African family-law benchmark.

The appropriate inference is limited but useful: legal lead-response performance can be measured, varies between firms, and can be treated as an operating variable. Whether response performance has the same relationship with mandate conversion in South African family law is a proposition to test.

Evidence principle

External research provides context. Firm-level data provides the answer for the firm. Trevisi therefore prioritises the firm's own enquiry, response, progression and mandate records over imported averages.

EXHIBIT 03

EVIDENCE HIERARCHY

01	FIRM-LEVEL EVIDENCE Enquiry, response, progression and mandate records from the firm itself.	PRIMARY
02	BOUNDED EXTERNAL EVIDENCE Published context used to inform questions - not to create a South African family-law benchmark.	CONTEXT
03	PROPOSITION TO TEST Relationships that require firm-level evidence before causal conclusions are drawn.	HYPOTHESIS
Evidence rule: external research provides context; firm-level data provides the answer for the firm.		

05 — THE TREVISI CONVERSION ARCHITECTURE™

The diagnostic identifies where the journey may be failing or becoming unmeasurable. The **Trevisi Conversion Architecture™** defines the operating response.

EXHIBIT 04 TREVISI CONVERSION ARCHITECTURE (TM)	
01 CAPTURE Know what entered the firm.	02 RESPONSE Know how quickly and consistently the firm engages.
03 QUALIFICATION Know what should progress, and why.	04 MANDATE CONVERSION Know what happened after interest was established.

The architecture is not a guarantee of conversion. It is a management system intended to make conversion performance observable, controlled and improvable.

It can operate around a firm's existing team and systems rather than requiring wholesale replacement of the firm's technology environment. Exact implementation depends on the firm's current processes, systems, channels and professional requirements.

06 — WHY THIS MATTERS TO A MANAGING PARTNER

The value of conversion infrastructure is not the technology. It is management visibility.

1. Commercial visibility

Establish whether enquiries are becoming mandates and where observable drop-offs occur.

2. Operating accountability

Defined stages and measures identify process gaps without reducing performance management to anecdote.

3. Better use of existing demand

Understand the performance of enquiries the firm already receives before assuming more demand is required.

4. Prioritised improvement

Direct interventions toward measured gaps rather than generic marketing activity.

5. Executive reporting

Create a concise view of enquiry volume, response performance, progression, mandates and identified leak points.

6. Organisational learning

Repeated measurement creates the possibility of learning which operational changes are associated with better outcomes.

The executive test

If your firm received its enquiry data for the last quarter tomorrow, could management reconstruct the journey from enquiry to mandate without relying on individual recollection?

07 — PROFESSIONAL CONTROLS ARE PART OF THE SYSTEM

Family-law intake is not a conventional consumer-sales funnel. Any operating infrastructure must sit within the firm's professional obligations and legal-ethical controls.

The Legal Practice Council's Code of Conduct requires legal practitioners and juristic entities to maintain professional standards, avoid placing themselves in positions where client interests conflict with their own or those of other clients, and maintain legal professional privilege and confidentiality regarding client affairs, subject to law.

For conversion infrastructure, that means:

- Conflict checking and matter acceptance remain firm-controlled professional functions.
- Automation should support administration and workflow, not replace legal judgment.
- Sensitive enquiry information should be handled according to the firm's confidentiality, access, retention and security requirements.
- Qualification criteria should support — not override — professional and client-acceptance standards.
- Technical controls should never be represented as a substitute for the firm's legal or regulatory responsibilities.

Trevisi's position

A commercially effective intake system is credible in legal practice only when professional controls are treated as design requirements from the outset.

This document is not legal advice, a professional-ethics opinion or a complete compliance assessment. Each firm remains responsible for its own professional and legal requirements.

08 — HOW TREVISI APPROACHES THE PROBLEM

Trevisi Connect is positioned as a specialist advisory firm focused on family-law revenue leakage and mandate conversion infrastructure. The current model is deliberately different from a conventional demand-generation agency.

Traditional emphasis	Trevisi emphasis
Generate more leads	Understand and improve what happens after an enquiry arrives
Optimise traffic, clicks and campaigns	Measure enquiry progression and mandate conversion
Stop at the enquiry	Manage the journey through to signed instruction
Treat intake as an administrative process	Treat intake as a measurable operating system
Use generic marketing benchmarks	Prioritise the firm's own evidence and bounded external evidence

What Trevisi does not claim

Trevisi does not claim that its category is already an established South African industry standard. It claims to have developed a proprietary framework and operating architecture for this management problem.

What credibility means at this stage

Credibility comes from clear definitions, disciplined measurement, transparent assumptions, professional controls and the willingness to identify what is not yet known.

09 — THE FIRM-SPECIFIC QUESTION

The Authority Document is not intended to tell a Managing Partner what their firm's conversion performance is. That would require the firm's own evidence.

The question is: Where, if anywhere, is our enquiry-to-mandate journey losing measurable performance — and what is the commercial significance?

A proper diagnostic should establish:

1. Enquiry volume for a defined period.
2. Channels through which enquiries arrived.
3. Whether enquiries were captured consistently.
4. Response timing and contact outcomes.
5. Qualification and progression patterns.
6. Consultation and follow-up outcomes.
7. Signed mandates and known non-conversion reasons.
8. The proportion of outcomes that remain unknown.
9. Any commercial estimate, with assumptions explicitly stated.

No invented benchmark is necessary.

The first benchmark that matters is the firm's own baseline. Once that baseline is reliable, improvement can be measured against it.

The objective is not to make every enquiry convert. It is to distinguish **appropriate non-conversion** from **avoidable or unexplained operational loss**.

10 — WHAT A MANAGING PARTNER SHOULD EXPECT

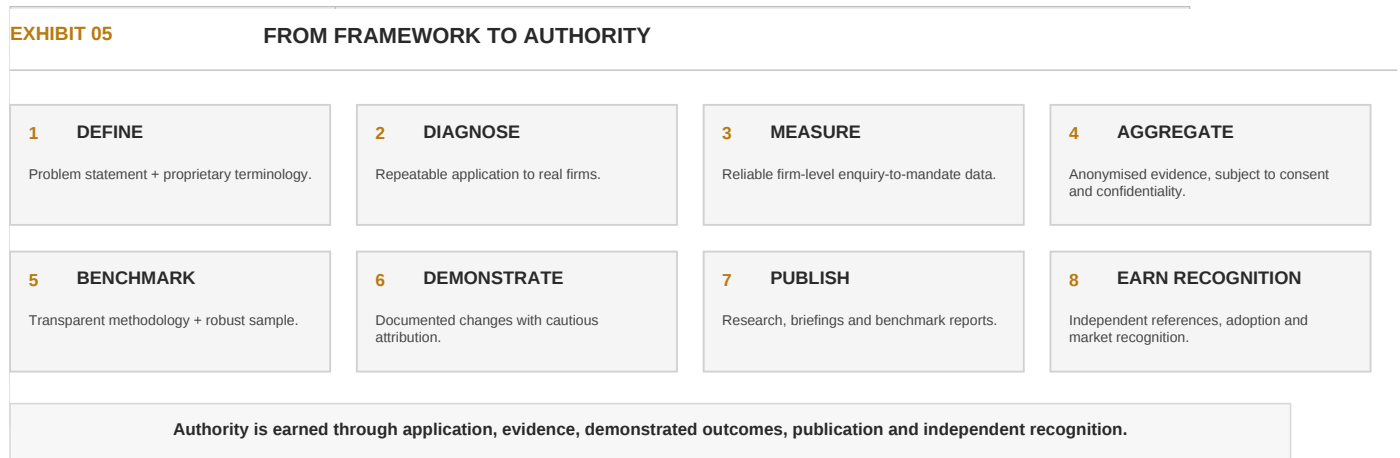
Trevisi's website describes the diagnostic output as a structured advisory assessment covering conversion performance and revenue-leakage risk across the client-acquisition process.

Output	Executive value
01 — Executive Summary	A concise view of the firm's current conversion position and principal issues requiring attention.
02 — Revenue Leakage Assessment	Where observable gaps or unknown outcomes occur across the journey.
03 — Conversion Analysis	How enquiries progress through defined stages and where progression changes.
04 — Key Findings	Evidence-supported observations that matter most.
05 — Operational Observations	Process and workflow issues requiring management attention.
06 — Prioritised Recommendations	Interventions ranked by evidence, potential impact and implementation practicality.
07 — Implementation Priorities	What should be addressed first, and what should wait.
08 — Strategic Roadmap	The sequence from diagnostic insight to controlled operational improvement.

The expected result is clarity, not a generic score. The diagnostic should tell management what is known, what is unknown, where the evidence points and what should be investigated or changed next.

11 — FROM FRAMEWORK TO AUTHORITY

Trevisi Connect is building a new management category. The category becomes stronger as the framework is applied, tested and supported by accumulated evidence.



That sequence is deliberate. Trevisi does not need to claim that the market has already validated the category. It needs to build the evidence that would make such recognition defensible in the future.

12 — THE DECISION FOR THE MANAGING PARTNER

The decision is not whether your firm should buy another marketing service.

The more fundamental question is whether the firm has sufficient visibility and operating discipline between enquiry received and mandate signed to know where performance is being lost, where outcomes are unknown, and which improvements deserve management attention.

Three conclusions may emerge from a diagnostic:

- 1. The system is performing well.** The evidence does not identify a material operational gap. That is a valuable finding.
- 2. The system has identifiable gaps.** The evidence points to specific opportunities for improvement in capture, response, qualification, consultation, follow-up or conversion.
- 3. The system cannot yet be measured reliably.** The immediate priority is measurement infrastructure before management can make confident commercial conclusions.

All three are useful outcomes. A credible management system should not manufacture a problem to justify a service. It should establish what the evidence says.

Trevisi Connect's role

To help specialist family-law firms establish that evidence, diagnose the operating journey, identify potential leakage and implement disciplined conversion infrastructure where the evidence supports it.

13 — CONCLUSION

Family Law Mandate Conversion Infrastructure™ is Trevisi Connect's answer to a management question that sits between marketing and legal delivery: what happens to the prospective client after the enquiry arrives and before the mandate is signed?

The framework does not depend on claiming that every firm has the same problem. It does not require an invented South African benchmark. And it does not treat every unconverted enquiry as lost revenue.

Instead, it provides a disciplined way to **capture, measure, diagnose and improve** the enquiry-to-mandate journey.

The executive proposition

If a firm's management cannot reliably reconstruct what happened to its enquiries, the first priority is not necessarily more demand. It may be to establish the infrastructure required to understand the demand the firm already receives.

The Trevisi proposition

Trevisi Connect has developed a proprietary framework and operating architecture for this problem. Its long-term authority will be earned through repeatable diagnostics, firm-level evidence, documented outcomes, transparent benchmarks and independent recognition.

The next question is firm-specific: What does your firm's enquiry-to-mandate journey actually look like — and what can the evidence prove?

For a diagnostic discussion, visit trevisiconnect.co.za.

APPENDIX — EVIDENCE AND SCOPE NOTES

External evidence

Statistics South Africa, *Marriages and Divorces, 2024*: 24,202 completed divorce forms processed in 2024, up 8.9% from 22,230 in 2023. The release describes its administrative and court-data scope.

Hennessey Digital, *The Race To Respond: A 5-Year Benchmark of Law Firm Response Times to Online Leads*, 2025: 1,333 U.S. law firms studied through online lead-form submissions. Used here only as U.S. evidence about measurable legal lead-response performance.

Legal Practice Council, Code of Conduct: professional standards, conflicts and confidentiality/professional privilege.

Trevisi Connect website: current positioning, diagnostic framework, Conversion Architecture and advisory deliverables.

Evidence boundary

No numerical South African family-law enquiry-to-mandate benchmark is asserted. No universal response-time benchmark is asserted. No causal claim is made that a particular intervention will produce a particular revenue outcome. Any firm-specific commercial estimate should be produced from that firm's data and explicitly stated assumptions.

Trevisi intellectual-property boundary

Family Law Mandate Conversion Infrastructure™, Family Law Revenue Leakage Framework™, and Trevisi Conversion Architecture™ are presented as Trevisi Connect's proprietary terminology/frameworks. Their existence as Trevisi frameworks does not constitute independent market validation.

Important — This is an executive management and thought-leadership document. It is not legal advice, a professional-ethics opinion, or a guarantee of commercial results.