

- **TRANSPARENCFEE™ INSTITUTIONAL
BRANDING PROGRAM**

The Houchin & Associates, PLLC “TransparencFEE™” program is a truly see-through, easy-to-understand marketing contract. There are no hidden mark-ups, which truly align our interests with the interests of our clients.

“Here at DU (and at another law school I was at before arriving here in Denver) I hire Kevin Houchin. Kevin’s firm has conducted market research and created view-books, program brochures, our Web site, and implemented our highly-effective e-mail marketing campaigns.

I highly recommend that you contact Kevin and ask what he can do for your law school. Kevin’s work has always been of the highest quality and he always meets the deadline.”

Forrest Stanford

Associate Dean

The University of Denver
Sturm College of Law

Here’s how it works:

\$5,000/month retainer for 1 year.

It takes about a year to conduct the research, build the marketing plan, design the concepts, and implement the strategy for a new law school admissions marketing program.

Cost + 10% on subcontracts.

All subcontracts for writing, design, photography, printing, programming, etc. are managed through H&A as part of a single-source contract. All subcontract invoices and actual prices are shared with the client to achieve full transparency. H&A adds 10% to actual invoices to cover overhead and management expenses.

Travel as needed at actual costs.

Travel, lodging, and meals while visiting your campus are billed at actual out-of-pocket cost for the team without mark-up.

Kevin’s Experience in Law School Branding:

Kevin is the only law school branding consultant that has graduated from law school (Iowa, ‘03), passed two bar exams (Iowa and Colorado), and maintains a private law practice (copyright, trademark, business development, arts & entertainment). He understands law school branding from every angle.

Since 1998, Kevin has worked as a law school admissions marketing consultant. His project list includes work for the law schools at Mercer University, McGeorge, University of Detroit Mercy, Duke University, The University of Denver, Oklahoma City University, Phoenix Law School, Charlotte Law School, and others. He has been a frequent speaker on integrated marketing for LSAC, NALP, and AALS.