

# AMBULANCE CHASERS SUCK

A Guide to Selecting the Right Attorney  
to Represent You and Your Family



Bob Kelley & John Uustal

# WARNING!

**Don't turn the page.** If it's already too late for you - if you've already been scammed by an ambulance chasing lawyer - then don't turn the page. If you had a lawyer who chased ambulances to get clients, and if your case is over, then learning the whole truth will make you sick. And for what? The damage is done.

If you were lucky, the damage was just financial. If you were unlucky, then you were left with a permanent injury, no job, massive medical bills, and no way to get the kind of medical care that will get you back on your feet. But either way, the damage is done.

Close this book. Put it away. And save it.

Save it until someone you love (or even someone you barely know) needs a lawyer. Then pull it out and give it as a gift. A gift that will save someone else the heartache, the hassle, and the financial losses that go along with hiring an ambulance chaser for a lawyer.

Your gift may just save a life.

Because with truly catastrophic injuries, the victim may die without expensive medical care. And that victim may not get that medical care even if there is insurance to pay for it and even if some insanely wealthy corporation caused the injury. The massive corporations and insurance companies that are responsible have enormous war chests and crackerjack legal teams dedicated to making sure they pay almost nothing.

The only hope is a real trial attorney. While the ambulance chaser sells out the client for easy money, the trial attorney has the skill (and the money) to stand against the massive corporation, walk into a courtroom and seize justice for his client.

If it's not too late for you, then turn the page.

If it is, then I apologize on behalf of my profession. Close this book. And save it. Until the time is right.

# Welcome

This guide is meant to help you select a lawyer. If you have been victimized, you need a lawyer to protect you. If you are catastrophically injured, choosing the right lawyer may be the most important decision you ever make – a matter of life and death.

After reading this, you will know what “ambulance chasers” are, why ambulance chasers suck, and how to protect yourself. You will know how to find a real trial attorney, and learn what you should expect from your attorney.



It's easy to get an ambulance chaser for a lawyer.  
It's not so easy to find a real trial attorney.

# Introduction

“Ambulance chaser” is a slang term for a lawyer who is willing to do whatever it takes to get a client – he’ll even chase ambulances carrying injured victims. And while an attorney may not actually follow you into the hospital, ambulance chasers are real. The wrong lawyers - the ambulance chasers - will target you from the moment you get injured, just when you are most vulnerable. They will seek you out. They will target you through television, through radio, through doctors and chiropractors, through nurses, and through a vast network of agents who will benefit from your tragedy.

## Where Ambulance Chasers Target You



- TV & Radio
- Billboard
- Taxi Cab
- Yellow Pages
- Bus Bench

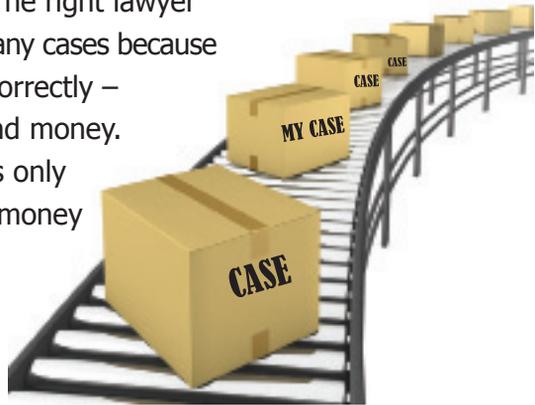
You must take the time to hire the right attorney - one who will protect you and your family. Insurance companies and massive corporations have attorneys hired to protect their interests. Without a real trial attorney, you will be victimized again. Big corporations dump toxic waste in rivers, big corporations hide defects in their products, and big corporations defraud customers with hidden charges. Insurance companies offer unfair settlements for hurricane damage. Insurance companies offer unfair settlements for automobile collisions, and insurance companies delay payments for months or years while desperate victims get nothing.

## Why?

Because they get away with it. And many times they get away with it because victims choose the wrong lawyers.

The wrong lawyer will spend very little time and money on your case, and cannot protect you. The wrong lawyer handles too many cases and settles them for far too little. The wrong lawyer makes money because he handles so many cases. The right lawyer couldn't possibly handle so many cases because each case – when handled correctly – takes a great deal of time and money.

An ambulance chaser invests only a small amount of time and money into each case, so it doesn't matter to the ambulance chaser that each individual client gets so little. When you add up the small settlement amounts of



The wrong lawyer handles too many cases. Don't let your case be handled in a "factory."

the many clients, the ambulance chaser makes plenty of money, while the injured clients get a fraction of what they should have received.

It's easy to get an ambulance chaser for a lawyer because an ambulance chaser makes it easy. They find you. It's not so easy to find a real trial attorney. A real trial attorney will fight the insurance companies and massive corporations that want to take advantage of you. A real trial attorney will spend the time and money that it takes to protect you. A real trial attorney acts as a great equalizer against the incredible power of massive modern day corporations. And that's exactly what you need - a great equalizer.

But because a real trial attorney spends so much time and money on each case, that lawyer can only handle so many cases. That kind of lawyer turns away the vast majority of people who come for help because there are only so many hours in the day.

That's why so many people end up with ambulance chasers for lawyers. Ambulance chasers target you, but the real trial attorneys do not. They already have enough work, and cannot possibly handle all the calls they get. You're going to have to do some work if you want to find a great equalizer.



Is an Ambulance Chaser Targeting You?

# What to Expect from a Real Trial Attorney The Great Equalizer



Back in the 1800s, when the railroad company detectives invented ambulance chasing with guns and cash, a man named Samuel Colt invented the Colt Revolver. Before the Colt Revolver, guns like the muzzle-loaded musket were awkward and difficult, hard to load and hard to shoot. It took strength and talent and skill to fire a gun – which many people didn't have. But the Colt Revolver could be loaded and fired by anyone. In the Declaration of Independence it says that all men are created equal, but after the Colt Revolver, Americans began to say: "God created man, but the Colt Revolver made 'em equal." They called the Colt Revolver the Great Equalizer because any man or woman who held one - no matter how physically strong or weak - was equal to anyone else.

When facing the incredible power of the massive modern day corporation, an injured victim needs a "Colt Revolver" - a real trial attorney who can stand up to that power, who has the time and money and experience to be a great equalizer.

You can expect a real trial attorney to:

- Preserve and document all physical and medical evidence
- Analyze the evidence
- Attempt to identify the root causes of the injuries, damage or fraud
- Hire scientists, engineers, and physicians to help investigate and prove the case

As discussed in the last section, proper representation takes a great deal of the lawyer's time. Many cases require the lawyer to dig through thousands or even tens of thousands of pages of documents, to take dozens of depositions of witnesses and defendant employees, to interview witnesses and talk to experts, to fly around the country conducting crash tests and accident recreations. You should expect your lawyer to spend time on your case.

Proper representation takes talent and experience. You should only hire a seasoned courtroom lawyer who has tried many jury cases already.

Proper representation also costs a great deal of money. Lawyers must hire and pay for experts and court reporters and accident reconstructions and (depending on the case) crash tests and reconstructions. You should only hire a firm that has the resources to spend the necessary money on your case.

In the last section we will explain how to go about finding a real trial attorney. It's not easy. It will take some time, effort, and digging. While ambulance chasers are chasing you, real trial attorneys are not. You're going to have to find them. Attorneys who can stand up to the massive power of modern day corporations generally have stellar reputations. They get far more calls than they can handle. Doing it right means spending so much time and money on each case that there is a limit to how many cases these attorneys will take. And because they get so many calls, they are forced to turn away most of the people seeking their help.

So it won't be easy, but it's critically important. You're in serious trouble if you end up with an ambulance chaser. In real cases the difference between an ambulance chaser and a real trial attorney is simply stunning. Let's look at one such case:

### STORIES FROM THE FRONT LINE

#### THE NYSSA L. CASE

Nyssa L.'s former attorneys told her that her case was only worth ten thousand dollars. She fired them, and luckily found a real trial attorney to represent her. A year later a Jury heard the facts and arguments presented by her new attorneys and found that Nyssa was entitled to \$571,157 for the injuries she suffered in her accident.

When the accident happened Nyssa was eighteen years old and working as a hostess at the Cheesecake Factory. She went to school at the Art Institute in Fort Lauderdale. While riding her bike in a crosswalk at an intersection she was struck and thrown to the pavement by the defendant driver in a full size pick-up truck. That driver had been trying to make a left turn at the light. The defendant driver and the company that owned the truck maintained that she simply fell off the bike and that the truck never struck her.

Knowing that her collision was real, and more importantly that her injuries were real, Nyssa fired her first lawyers and hired a real trial attorney who devoted hundreds of hours to the case.

The key was finally getting the defendant to admit that its truck had hit her. Faced with the evidence that the real trial attorney had collected, the defendant finally admitted fault at trial. The attorney was then able to focus the case on Nyssa's injuries, two lumbar disk herniations and a third bulging disk. He proved to the jury that the injuries were real and that she would suffer for the rest of her life.

Instead of settling for \$10,000 with her first lawyer she was able to collect over a half million dollars. Her injuries will affect her for the rest of her life. They will affect her work, her pay, and what jobs she can take. Her injuries will prevent her from playing sports, and as she gets older the pain and limitations will grow worse. She will have medical bills for the rest of her life. Her case was worth over a half million dollars. Her first lawyer told her to settle for \$10,000.

The stakes are that high.

You must do everything you can to find a real trial attorney. You'll find out how in the last section.

# "The Stakes Are That High"

## The Evolution of the Ambulance Chaser

The railroad companies invented the idea of ambulance chasers back in the nineteenth century. They sent out railroad detectives to quickly find the people injured by railroad crashes and other railroad negligence. These detectives carried guns and cash, and they pressured the victims into signing away their rights for next to nothing.



Those railroad detectives were ambulance chasers who got paid to take advantage of injured victims, and the massive railroad companies were the big winners. But at least those detectives admitted that they worked for the railroad company.

Today the massive corporations and big insurance companies have outsourced their ambulance chasing. Some lawyers have become ambulance chasers who get paid when they take advantage of injured victims, and the insurance companies are the big winners. But these ambulance chasing lawyers never admit that they are not working for the best interest of their clients.

The ambulance chasing lawyers benefit, the people who advertise and find clients for the lawyers benefit, and the insurance companies are the big winners. Everyone benefits except the injured victim, and, often, the victim has no idea.

## So how does modern ambulance chasing work?

Ambulance chasing lawyers target you from the moment you get injured, just when you are most vulnerable. They will seek you out. They will target you through television, through radio, through doctors and chiropractors, through nurses, through a vast network of agents who will benefit from your tragedy.

It's important to remember that not all lawyers who advertise are ambulance chasers. And that nurse who gives you the name of a lawyer may be doing you a favor instead of getting a kickback. So you need to have the tools to identify ambulance chasers.

### Runners

While some lawyer recommendations by nurses or paramedics or doctors may be out of genuine concern for the patient, it is also possible that the recommendation is simply because of some direct or indirect financial compensation. Doctors may have a relationship with the lawyer which involves referring clients to each other. And some ambulance chasers pay kickbacks to "runners" who chase down cases for them. You need to know that ambulance chasers may have "runners" at the hospital.

A "runner" is an orderly or other agent hired by a lawyer to loiter around the ER waiting to solicit an injured patient. The runner gets paid in cash by the lawyer based on the number and the value of the cases they get.

This is illegal, but it happens anyway. Anytime someone gets a kickback from a lawyer because of a client referral, something is wrong. The problem is that you can't always tell if the recommendation is because of a kickback. You must be very cautious with any lawyer recommendations that you didn't ask for.



Caution! Runners lurk in the emergency room ready to exploit your injuries for their gain when they receive money for forwarding your name to an ambulance chaser.

Any time that you are told that you will receive immediate cash, plus more when the case settles, you can be sure that you are dealing with an ambulance chaser. Lawyers are prohibited by law from paying clients. Any time you are promised cash on the spot, you are in danger.

Be suspicious whenever a stranger enters your hospital room, even an authority figure like a police officer or a minister. Imagine a police officer coming in to the room, sympathizing with your injuries, casually mentioning a similar accident involving someone in his family, and the amazing lawyer that they had. You may even ask for the lawyer's name, but you've just been chatted up by another type of runner.

Any time a lawyer promises you cash on the spot, that's an ambulance chaser and you are in danger.



## Cappers

Ambulance chasers actually hire cappers to orchestrate car accidents and then convince the innocent driver at the scene to hire the ambulance chaser lawyer. In staged collisions, a capper may pretend to be a witness and hand you a lawyer's business card, persuading you to call for an appointment.



Cappers stage car accidents and receive money after giving your contact information to an ambulance chaser.

These collisions can be staged in countless ways, but here are few.

### The Swoop and Squat:

Here, you are trailing two other cars which are driven by the ambulance chaser's employees. One vehicle swoops in front of you and slows down in front of the second vehicle, forcing the car to apply the brakes. You have no chance to brake and you end up crashing into one of the Ambulance chaser's cars. In this situation, you are at fault for the ensuing accident.

### Drive Down:

In this situation, you begin to merge into traffic with the capper waving you on to continue with the merge. While you complete the merge, the capper purposely collides into you. He subsequently denies allowing you to merge into traffic.

### Side Swipe:

This scenario usually occurs in a busy intersection when cappers intentionally crash into your car as you enter a double turning lane but then try to blame you.

Be aware that some accidents are staged. And remember: if a lawyer finds you after a car accident before you find him, you're probably dealing with an ambulance chaser.



Cappers are also used by ambulance chasers in more sophisticated car collision schemes. Here, ambulance chasers team up with deceitful doctors and repair shop operators. Believe it or not, some doctors will actually recommend and perform unnecessary surgery on a patient as a part of these schemes. The doctor gets paid for the surgery, and the lawyer gets paid on a bigger personal injury claim, but the patient alone faces the risks and physical harm from the unnecessary surgery.

### Medical Mills

Medical Mills consist of doctors, lawyers, and recruiters who exploit patients and insurance companies through unethical and fraudulent billing schemes. The clinic submits bills to the insurance company while the medical mill "sells" your case to a law firm for a portion of the legal fees that will be generated. Or, it could work the other way around. Ambulance chasers will funnel patients to dishonest doctors who knowingly exaggerate the seriousness of the patient's injuries.



Some unscrupulous doctors will work with ambulance chasers to fool you.

## Advertising

Although real lawyers do sometimes advertise, you must be very careful whenever you consider hiring a lawyer who you learned of from an advertisement.

Some people see a lawyer in a television advertisement and think that the lawyer must be one of the best. After all, that lawyer is on television! In reality, many advertising lawyers never set foot in a courtroom. Ambulance chasers put very little time and money into a case, and almost never go to trial. These ambulance chasers are not great trial lawyers, and, in fact, they are not trial lawyers at all. They are “settle and run” lawyers. And while not all legal advertising is for ambulance chasers, ambulance chasers do a lot of advertising.



Believe it or not, many lawyer advertisements are not by lawyers at all. Advertising by lawyers must conform to certain rules, which are more or less strict depending on the state. But chiropractors and “lawyer referral agencies” do not have to comply with the rules of lawyer advertising.

We believe you should avoid “lawyer networks” and “lawyer referral services”. Many of these lawyer networks are actually paid advertising arrangements. The lawyers pay to be a part of the network and, in exchange, the network recommends the lawyers to potential clients.

## AMBULANCE CHASERS SUCK

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You must be very careful with any form of legal advertising. Do not assume that a lawyer is qualified simply because he/she advertises on television or elsewhere.

Carefully read the section that explains how to identify a real trial attorney - one who will act as a great equalizer against the incredible power of massive modern day corporations. Ask the hard questions you will find in that section of any lawyer you consider hiring, but especially if you are considering hiring an advertising lawyer.



### WARNING:

This is not where you should find a lawyer.

For a "Short-Cut" to the right questions to find the right attorney jump to Page 21.





You CAN'T always spot an ambulance chaser just by looking at them.

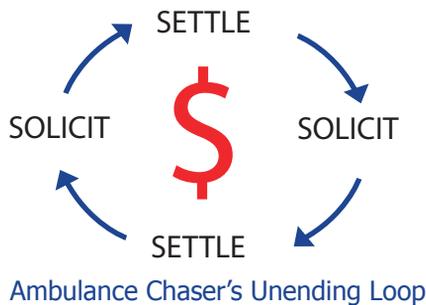
Please don't make the mistake of thinking you can tell an ambulance chaser by looking at him. Ambulance chasers do not look like they do in movies. If they looked sleazy then no one would hire them. An ambulance chaser may have the nicest office in town.

It is easy to dial the phone number you see on television, or flip through the yellow pages and find the biggest ad. These ads work. A lawyer who puts a full page ad in the yellow pages will have his phone ringing off the hook. A lawyer who advertises on television will get inundated with calls. People respond to lawyer advertising, so ambulance chasers have jumped right in. It's your job to protect yourself – and the stakes are high.



## Why do Ambulance Chasers Suck?

As long as there is an assembly line of car accidents, toxic mold, and other mass torts, the ambulance chaser does not care about how much he receives in a settlement. He just needs to keep more cases coming in. They “solicit and settle” in an unending loop. As long as the ambulance chaser has enough cases, he makes money. And the more cases he has, the more money he makes. The runners and cappers and advertisers all make money. The insurance companies and massive corporations get off easy. It’s only the client who suffers. And suffer the client does. It’s shocking how badly clients do when they unknowingly hire ambulance chasers as their attorneys.



Proper representation takes a great deal of time. Ambulance chasers make money by taking a massive amount of cases. With so many cases, they can't possibly spend the time required to provide decent representation on any one case. Many cases require the lawyer to dig through thousands, or even tens of thousands, of pages of documents, to take dozens of depositions of witnesses and defendant employees, to interview witnesses and talk to experts, to fly around the country conducting crash tests and accident recreations – all of which takes an incredible amount of the attorney's time. Ambulance chasers do not have the time to spend on any one case.

Proper representation also takes talent and experience. Many times ambulance chasers don't have the experience or talent to provide decent representation even if they wanted to. Becoming a trial lawyer takes years and years of experience and hard work. Many ambulance chasers have never been to trial, not even once.

Proper representation also costs a great deal of money that the lawyer must be willing to invest in the case. Lawyers often must use their own money to hire and pay for experts and court reporters and accident reconstructions and (depending on the case) crash tests and reconstructions. Many cases cost the attorney thousands of dollars, some cases cost hundreds of thousands of dollars, and there are even cases that cost the lawyer over a million dollars to handle properly. That money is the lawyer's money and is lost by the lawyer if the case is lost. Ambulance chasers are not willing to take such a risk with their own money on behalf of a client.

Instead, they spend their time soliciting clients and settling cases. Solicit and settle - an unending loop. And if you think it sounds something like a Ponzi scheme, you're right. Just as a Ponzi scheme has a network of agents out soliciting investors, an ambulance chaser has a network of agents soliciting clients. An investor in a Ponzi scheme thinks he's buying a real investment, and a client with an ambulance chaser thinks he has a real lawyer.



Charles Ponzi (1882-1949) creator of the "Ponzi Scheme." Modern ambulance chasers have learned a trick or two from Ponzi.

It's hard for real people and small businesses to get justice from massive corporations and giant insurance companies.

Here are just a few more examples from the countless cases of victimized clients – the more you see, the more you want to scream or cry or both.

### CASE STUDY:

A young lady was involved in a motor vehicle accident. She found a lawyer in the yellow pages, who pressured her to accept a \$10,000 offer from the insurance company. She had fairly serious injuries, and she was smart enough to fire her lawyer and she found a real trial attorney. Her new attorney went to trial and got a verdict of 50 times what her original attorney pressured her to take, and which the insurance company quickly paid.

### CASE STUDY:

Two families suffered horrible injuries because of a defect in the car they were riding in. They were so badly injured that even the doctors and nurses at the hospital had to get counseling afterwards. Both families needed money for medical bills and countless other costs. Only one of the families had lawyers who went to trial, got a verdict, and lawyered on through years of appeals. The family that hired us got justice – the defendant eventually paid them over 100 times as much as it paid the other family! Over 100 times as much – the difference between one hundred thousand dollars and ten million dollars, all because they took the time to hire the right lawyers.

How in the world could the results be so different? How is it possible? Because it's hard for real people and small businesses to get justice from massive corporations and giant insurance companies. These companies have high-profile legal teams, vast resources and paid

lobbyists to write laws for them. It takes an incredible amount of time, money and experience to fight the incredible power of massive modern day corporations. Ambulance chasers don't have the time, money or experience to devote to a single case. Insurance companies and big companies know it when the lawyer on the other side is an ambulance chaser – they know that the case will never see the inside of a courtroom, and that, in the end, the ambulance chaser will take whatever they offer. So they don't offer much and the ambulance chaser often pressures the unknowing client into taking the amount offered.

If you've been victimized, you need a lawyer to protect you. If you're catastrophically injured, choosing the right lawyer may be the most important decision you ever make – a matter of life and death. An injured victim has only one hope: a real attorney, with the time, talent and money to provide real protection, to be the great equalizer against the incredible power of massive modern day corporations.



**Stop!**

Make sure that your lawyer isn't representing you solely for money,  
but that he has your best interests in mind.

## Protect Yourself: How to Choose Your Lawyer

There are certain questions you should ask whenever you first meet a lawyer, no matter how you came to meet him. Of course you should be suspicious of any lawyer who finds you, and of course you should look for recommendations from people you trust. But whether or not the lawyer found you, and no matter how suspicious you are, you need the answers to certain questions before you hire a lawyer.

### What do you specialize in?

This question is important because no matter how great a lawyer is, he may not be right for you if he does not specialize in cases like yours.

### How many similar cases have you handled and what were the results?

You need to ask for specifics so you can confirm that the lawyer indeed specializes in your kind of case.

### How long do you estimate that it will take for the case to be resolved?

Cases can take a long time, and in some states longer than in others. Some cases can take years before they even go to trial, and then there may be appeals. This question will help you get an idea of how long it will take, but the lawyer's best judgment on this is no more than an educated guess. Remember that no lawyer can guarantee a certain time frame, and be suspicious of answers that suggest a matter of months. It may mean that the lawyer intends to settle the case quickly no matter what. No matter what financial condition you are in – and some injured victims become financially desperate because of medical bills and lost wages – you must be suspicious of a very quick time frame.

## How much will I be charged?

Make sure there is no misunderstanding on this subject.

## What can I do to help my case?

This question allows you to work closely with your lawyer to move forward as quickly as possible. It's a good sign if your lawyer tells you to get the best medical care possible, to get back to work as quickly as you can, and to try your best to make all your decisions as if you did not have a lawsuit.

## How often will you be available to speak about the case and what's the best way for us to communicate?

A real trial attorney spends many days or weeks in court, and often must travel a great deal. Your lawyer may be easier to reach by email than by phone. Make sure you know the best way to get quick answers when you need them.

## How often do you go to trial and how many jury trials have you had?

Be suspicious of any lawyer who does not go to court regularly.

## Whose decision is it to accept or reject a settlement offer?

It's your decision, and any lawyer who says different cannot be trusted. An attorney will let you ask as many questions as you want. An ambulance chaser will try to hurry you to make a fast decision.

## Have you ever been suspended from the practice of law?

If so, you need to find out the details. Never hire a lawyer who has already been found to have taken advantage of clients.

You need to get the answers to these questions for any lawyer you consider hiring, no matter how highly recommended. And remember, a recommendation from a stranger or from someone in the hospital may be financially motivated and should usually be ignored. It's best for you to find your lawyer. There are additional things you can do to find real trial attorneys.

Find a way to search local newspapers for trials in similar cases. If you can find a lawyer or a law firm that has been in the newspaper several times for cases like yours, that's a good sign. You already know that this lawyer goes to court, and gets verdicts, and has had success. You're not going to see an ambulance chaser in the newspaper for a jury verdict, because ambulance chasers don't try cases.

Do some internet searches for cases similar to yours. Remember, however, that just because a law firm is looking for cases like yours does NOT mean that the law firm has previously handled these cases or that those lawyers have any special expertise in those cases. You are looking for results, not internet advertising.



Know the right questions to ask. This way you can tell if an ambulance chaser is targeting you.

## Conclusion

If you've been victimized, you need a lawyer to protect you. Hopefully this guide will help you find the right attorney - a real trial attorney - a great equalizer against the incredible power of the modern day corporation.

Good luck and be careful!

Bob Kelley and John Uustal  
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## AMBULANCE CHASERS SUCK

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Cut out the next page for a quick reference sheet you can take with you of the questions to ask during an initial interview with a lawyer. Review the section on "How to Choose a Lawyer" (pp. 21-22) before the meeting. And remember that you are interviewing them as much, if not more, than they are interviewing you.



## Questions

### To Ask During Initial Interview

- What do you specialize in?
- How many similar cases have you handled and what were the results?
- How long do you estimate that it will take for the case to be resolved?
- How much will I be charged?
- What can I do to help my case?
- How often will you be available to speak to me about the case and what's the best way for us to communicate?
- How often do you go to trial and how many jury trials have you had?
- Whose decision is it to accept or reject a settlement offer?
- Have you ever been suspended from the practice of law?

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This guide is a “must read” for anyone who needs a lawyer. If you are catastrophically injured, choosing the right lawyer may be the most important decision you ever make. Find out how ambulance chasing lawyers are targeting you, and learn how to find a real trial attorney who will protect you and your family.

Justice For All®  
**Kelley**  **Uustal**