

[Date]

[Recipient Name]

[Recipient Title]

[Recipient Law Firm Name]

[Address]

[City, State, Zip Code]

Re: Strategic Partnership and Referral Alliance

Dear [Recipient Last Name],

I am writing to you because of [Recipient Law Firm Name]'s excellent reputation in the field of [Recipient's Practice Area]. Having followed your firm's success in [Specific Case or Industry], I believe there is a significant opportunity for a mutually beneficial strategic partnership between our two firms.

At [Your Law Firm Name], we specialize in [Your Practice Area]. We frequently encounter clients who require sophisticated legal counsel in [Recipient's Practice Area], which falls outside our primary scope of services. Rather than leaving these clients to search for counsel independently, we are looking to establish a reliable referral relationship with a firm that maintains our standards of excellence.

We believe that a formal referral alliance would allow us to:

- Provide our respective clients with a seamless transition to trusted specialists.
- Ensure high-quality representation across diverse legal needs.
- Create a consistent pipeline of qualified incoming leads for both firms.

I would welcome the opportunity to discuss your firm's current capacity and how we might structure a professional introduction process that benefits our mutual clients. Are you available for a brief introductory call or meeting on [Date] or [Date]?

I look forward to the possibility of working together.

Sincerely,

[Your Name]

[Your Title]

[Your Law Firm Name]

[Phone Number]

[Email Address]