

# Smokeball provides project & practice management for a Florida real estate firm **now making more revenue than they ever thought possible.**

Cristen Martinez spent the majority of her legal career practicing among Florida's most elite attorneys. She established her own firm, [Martinez Law](#), to provide expert legal advice while focusing on her number one priority: exceptional client care.

## Growing Pains

Providing expert legal counsel on complex real estate matters was no problem for the experienced staff at Martinez Law. However, delivering exemplary client care became more difficult as the firm added attorneys and increased its caseload. As CEO, Cristen struggled to get visibility into her team's work, which was manually managed through Excel. Chief Operating Officer Stephanie Gibson knew the firm needed a better system—one that could provide both project and practice management.

## Taking the Reins

After researching several options, Stephanie chose Smokeball for its robust automation and workflows. The seamless [Outlook integration](#) ensures every client email is saved to the appropriate matter so anyone at the firm can update a client on the status of their case. Smokeball's [document automation](#) slashes transactional document preparation by more than 50%. With [workflows](#), attorneys manage their tasks, have quick access to templates and checklists, and easily see where the matter stands—an invaluable tool for training new staff as well.



**"Since implementing Smokeball, we're bringing in revenue that wasn't even a consideration for us before. It didn't even cross our mind it was possible."**

Stephanie Gibson – Chief Operating Officer, Martinez Law

## Exceptional Gains

Now, instead of trudging through an isolated Excel spreadsheet, Cristen and Stephanie use **firm Insights and reporting** to assess case status and where staff are thriving or need assistance. In addition to benefiting from huge time savings thanks to document automation and workflows, Martinez Law is enjoying huge financial gains. After implementing Smokeball, the firm hit repeated monthly revenue records, even with one less attorney. But most importantly, Cristen and her team now have the time, insight and control to offer the exceptional client service they envisioned from the start.

## About Smokeball

Smokeball is a leading legal practice management software helping law firms around the world achieve their growth ambitions. Our platform provides the visibility and insights firms need to understand what's driving growth.

With tools to automate admin, streamline workflows and facilitate clear communication, firms can focus on providing quality legal services to help drive client retention & referrals.

Whether aiming to expand clientele, elevate service quality, or boost team productivity, Smokeball equips firms with the essential tools and insights to prosper.

**Elevate** your  
law firm with  
Smokeball.

**[smokeball.com/book-demo](https://smokeball.com/book-demo)**

