

Precio claro, ventaja oculta en el sector legal



Si tu web no habla de servicios + “desde \$”, perdés clientes

La mayoría de los despachos sigue atrapada en la lógica de “consultá y vemos”, como si esconder el precio fuera sinónimo de prestigio. Error fatal. Los datos son claros: **solo el 14% de las webs legales informan precios**, mientras que **el 71% de los clientes prefiere tarifa fija** (Clio, 2024). Eso significa que 7 de cada 10 potenciales clientes abandonan antes siquiera de levantar el teléfono.

La conclusión es incómoda pero inevitable: **el secreto de honorarios ya no es una estrategia de diferenciación, es una forma de suicidio comercial.**



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About Stephanie

Stephanie has worked under some of the most prominent defense attorneys in Cook County.

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Where We Practice

Although the office is in Chicago, IL, the Law Office of Stephanie Kemen handles cases throughout Illinois and Wisconsin.

VIEW COURTHOUSES

Insights

Looking for some helpful insights and tips? Check out Stephanie's blog.

MORE INFORMATION

Practice Areas

The Law Office Of Stephanie Kemen focuses almost exclusively on criminal, DUI and traffic law. However, we also handle a select number of personal injury and civil forfeiture cases. Whatever your situation, you need an experienced attorney who can aggressively defend you. Stephanie Kemen has the resources and experience to effectively defend your case. When you need an attorney that is intelligent, skilled and genuinely on your side, you need the expertise of Attorney Stephanie Kemen.



Federal Defense



Criminal Defense



Traffic Defense



Expungement
and Sealing



IL Secretary of
State License
Reinstatement Hearings

Testimonials

“ Stephanie was extremely diligent while working on my case. She was proactive in working with the prosecutor to reach a very desirable agreement and avoiding trial. Additionally Stephanie followed up with me as the case progressed so I was always aware of each milestone of the process.

-R.B., Wisconsin OBD reduced to a Reckless Driving

“ I can not say enough good things about Stephanie Kemen!!!! I had a very complicated case, an old case that went to warrant, out of state as well... I was so scared and could not sleep for months!! Ms. Kemen assured me that I would get what I was hoping for, and I did!! I am very happy with the outcome!! I highly recommend Ms. Kemen!!

-A.L., charged with multiple felonies in Illinois

“ I missed my court date after receiving a traffic violation. Stephanie was able to make sure I wasn't issued a warrant or anything. She set me up with a new date and I didn't even have to attend. She got everything dismissed. I avoided a conviction and all fines. Well worth it!

-J.K., charged with misdemeanor traffic violations in Chicago

About Us

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La psicología detrás del precio claro

La resistencia de los abogados a publicar precios se justifica con un mantra clásico: “cada caso es único”. Pero lo que realmente opera aquí es miedo: miedo a ser comparados, miedo a perder margen y, en última instancia, miedo a dejar de controlar la narrativa.

Desde la **Psicología Oscura**, sabemos que la manipulación más efectiva no es ocultar información, sino **gestionar la percepción de valor**. Cialdini lo resumió en dos principios aplicables al pricing legal:

- **Escasez:** lo que se percibe como limitado, se desea más.
- **Prueba social:** si otros compran, yo también.

Un estimador de honorarios online, por ejemplo, no solo ofrece transparencia, también activa un mecanismo persuasivo: al mostrar rangos claros y comparables, el despacho se posiciona como confiable y reduce la fricción cognitiva que paraliza al cliente.

“El precio es un mensaje en sí mismo: cuando lo escondes, lo que comunicas es desconfianza”

– Richard Thaler, Nobel en Economía del Comportamiento.

El despacho que se atreva a **romper con el tabú del precio**

oculto gana ventaja competitiva inmediata. No es futurismo, es pragmatismo. La transparencia se convierte en persuasión: reduce incertidumbre, construye confianza y acelera la decisión.

Trabajemos juntos:
Ayudamos a los despachos a crecer.

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