

## **Controversial lawyer rating service to expand to Florida, Mass.**

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**By Sheri Qualters**

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BOSTON — The controversial lawyer-rating Web site run by [Avvo Inc.](#) is bringing its rating system to the Florida and Massachusetts legal markets.

The Seattle-based Avvo announced that its Avvo Ratings and Avvo Profiles will now include every attorney in those two states.

With the expansion, Avvo said it rates and profiles about 60% of licensed U.S. attorneys and is available in 11 states and the District of Columbia.

Consumers are increasingly turning to the Internet to find and research lawyers, said Avvo CEO Mark Britton, who was previously general counsel at online travel reservation company Expedia Inc.

"Avvo makes it easy for lawyers to take advantage of this shift by giving every lawyer a free online presence where they can showcase their work and attract new clients," Britton said.

Not all lawyers welcomed Avvo's launch last June.

Lawyers were initially [ranked by a rating system](#) that categorized lawyers from "extreme caution" to "average" to "good" to "superb." In Dec., a federal judge in the Western District of Washington [dismissed a class action case](#) filed against the company by two Seattle lawyers who claimed the site violated Washington state's consumer protection law. *Browne v. Avvo*, No. 2:07-cv-00920 (W.D. Wash.)

Britton said the thousands of lawyers who used Avvo's services far outweigh the two attorneys who filed the lawsuit.

"Avvo is a great place for lawyers to set themselves apart and attract business and the overwhelming majority of lawyers understand that," Britton said. "It's different and some lawyers aren't going to like what we're doing, but in the end it's very good for the entire legal industry."