

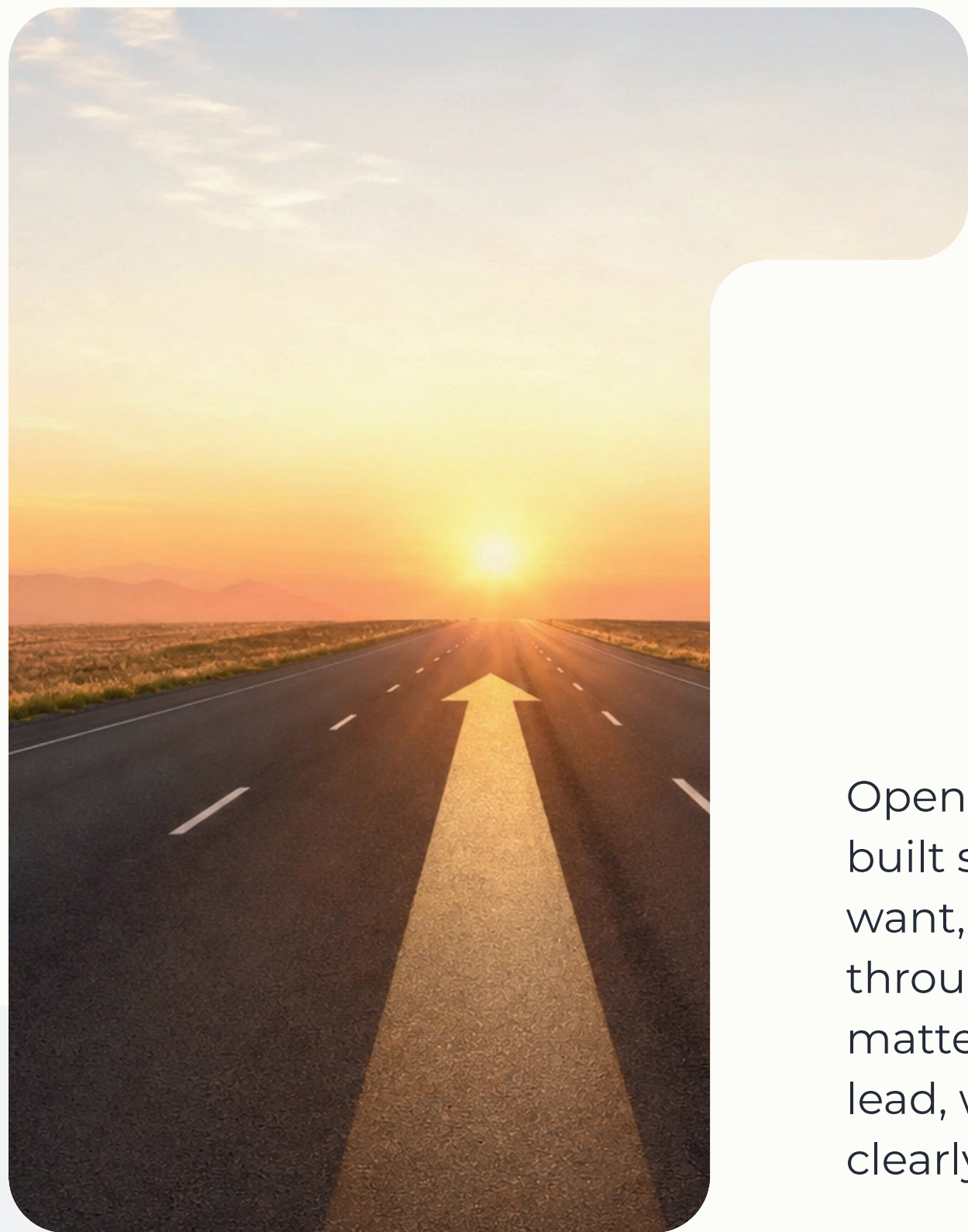


# Open Road

STRATEGIES

“The Road Ahead, Clear and Certain”





Open Road Strategies is an Oklahoma-focused lead generation platform built so your personal injury law firm receives more of the cases you actually want, not more noise. We capture and qualify high-intent injured claimants through structured intake, then deliver only verified, case-type-matched matters to a limited network of partner firms, by live transfer or vetted form lead, with intake data, recordings where applicable, and reporting that clearly shows how every case entered your pipeline.



“Oklahoma averages roughly 60,000–66,000 reported traffic crashes each year.” - Oklahoma Highway Safety Office





## The Problem

Most Oklahoma MVA personal injury law firms cannot consistently generate signable, high-value cases in their target markets, resulting in wasted spend, overloaded intake, and unpredictable revenue.

## Solution

A system that delivers consistent, signable motor vehicle accident cases across Oklahoma, matched to your market, with clear attribution and optimized intake for predictable growth.



# Why should this matter to your firm?

Most personal injury marketing buys noise, not cases, and drives up your cost per signed file.



- Lead gen delivers unqualified volume that your intake team must filter, inflating cost and wasting time.
- Traditional advertising consumes budget without clear attribution or predictable conversion.

The result is inconsistent case flow, rising acquisition costs, and no clear link between spend and signed cases. Quality, verified cases outperform volume every time.



# The Job To Be Done

“When I invest in client acquisition, I want a reliable flow of cases my firm can actually sign and settle, matched to the case types I want and the geography I serve, so I can grow revenue predictably without overwhelming my intake team or gambling on spend I can’t trace to outcomes.”



**Functional:** Get signable, in-market cases on a predictable cadence.

**Operational:** Reduce intake labor and only spend time on cases that meet the qualification.

**Strategic:** Know exactly what each case costs and where it came from, so growth is a decision, not a gamble.



Purpose-built to Deliver Fully Qualified Personal Injury Leads that Scale.



# Case Types

## **Motor Vehicle / Motorcycle**

We deliver high-intent MVA and motorcycle leads from injured drivers and riders who have crash details, have started treatment, and are genuinely interested in hiring counsel now.

## **Commercial Vehicle**

We generate leads from victims of crashes involving company cars, delivery vehicles, and other commercial fleets who need a firm that understands business policies and layered coverage.

## **Semi / Trucking**

We connect you with semi and trucking leads where liability, carrier information, and injury seriousness are screened up front, so your team spends time on cases with real upside.

## **Wrongful Death**

We provide carefully screened wrongful death leads from families seeking answers and accountability, with basic liability facts and policy insight gathered before they reach your intake team.

## **Catastrophic Injury**

We source catastrophic injury leads where long-term impairment, serious medical treatment, and major life impact are clear from the start, aligning your firm with the highest-value cases in your market.

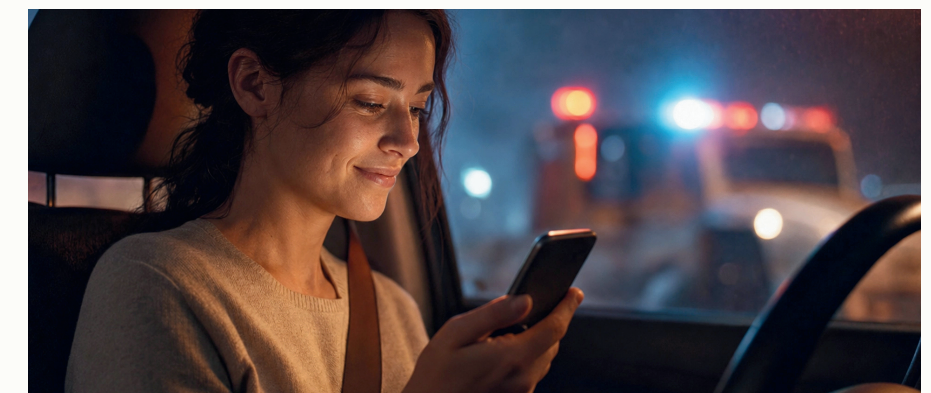


Built from the ground up to deliver fully qualified, scalable personal injury leads.



# Benefits - What Your Firm Gets

- **A predictable pipeline of signable cases:** Verified, in-market cases on a steady cadence, not a flood of inquiries you have to sort.
- **Lower effective cost per signed case:** You stop paying for throwaways; you concentrate on cases that can convert.
- **Dramatically reduced intake burden:** Cases arrive qualified and contact-verified, screened before they reach you, not filtered after.
- **Full attribution, end-to-end:** Every case is traced from source through qualification to signed, so you know what actually works.
- **Oklahoma-specific targeting:** Your case types, your geography, no out-of-market noise.
- **A protected, scoped position:** A limited partner network and case-type / geography matching keep you from competing against ten other firms for the same lead.
- **Faster speed-to-lead:** Live transfers connect you to the claimant while intent is highest.
- **Zero infrastructure to build:** The capture, qualification, telephony, and routing stack is run for you, nothing to staff or stand up.

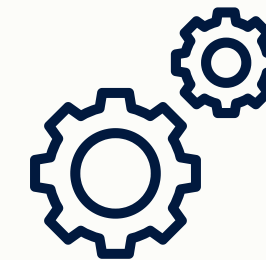


Outcomes, not promises.



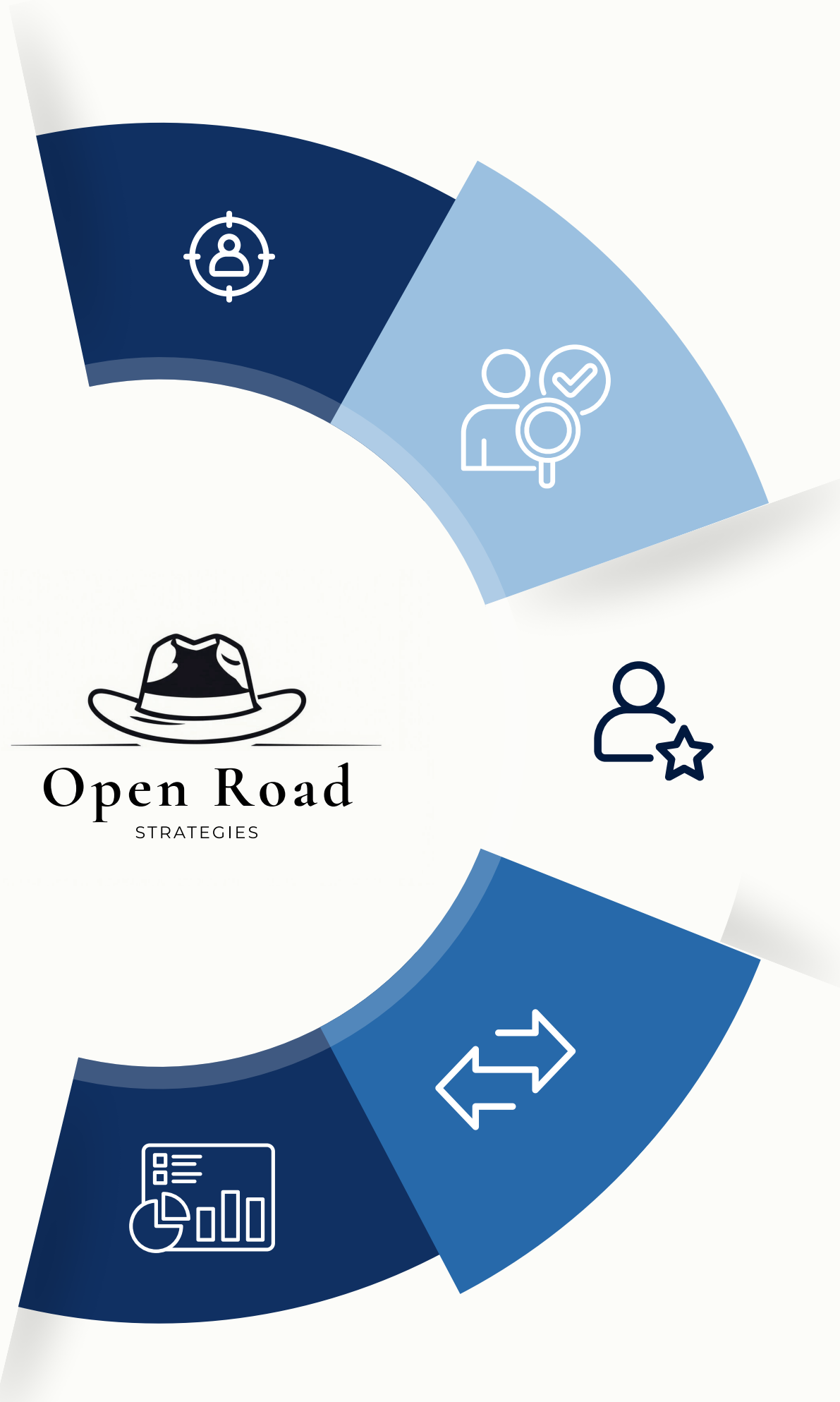
# Features - How It's Built

- **Structured 12-point intake with gate logic:** Injury confirmation, contact verification, and hard-disqualifier vs. flag screening on every inquiry.
- **AI-assisted qualification + live telephony:** Open Road Strategies handles first-pass screening; GoTo Connect CX powers live transfers and call capture.
- **Two delivery modes:** Live transfers and vetted form leads, each accompanied by an intake summary, call recording, and qualification notes.
- **Case-type × geography matching engine:** Cases route to the firm that fits, with round-robin distribution where multiple partners qualify.
- **AEO answer-first content engine:** Captures high-intent claimant searches across AI assistants (ChatGPT, Siri, Alexa) and traditional search, compounding demand rather than rented clicks.
- **CRM-backed reporting:** With source-to-signed-case traceability, GA4, and Google Search Console instrumentation across the funnel.
- **Four core case types plus spokes.** Motor vehicle, semi / commercial trucking, wrongful death, and catastrophic injury, with motorcycle, premises liability, and serious-injury coverage.
- **Pilot-first onboarding:** You help define the qualification criteria, then start with a short, measured pilot before scaling.



# The Evolution of Modern Lead Generation

Open Road Strategies provides a turnkey platform that delivers fully qualified, high-intent personal injury MVA leads to partner attorneys, so they can focus on signing and serving clients instead of running marketing and intake.

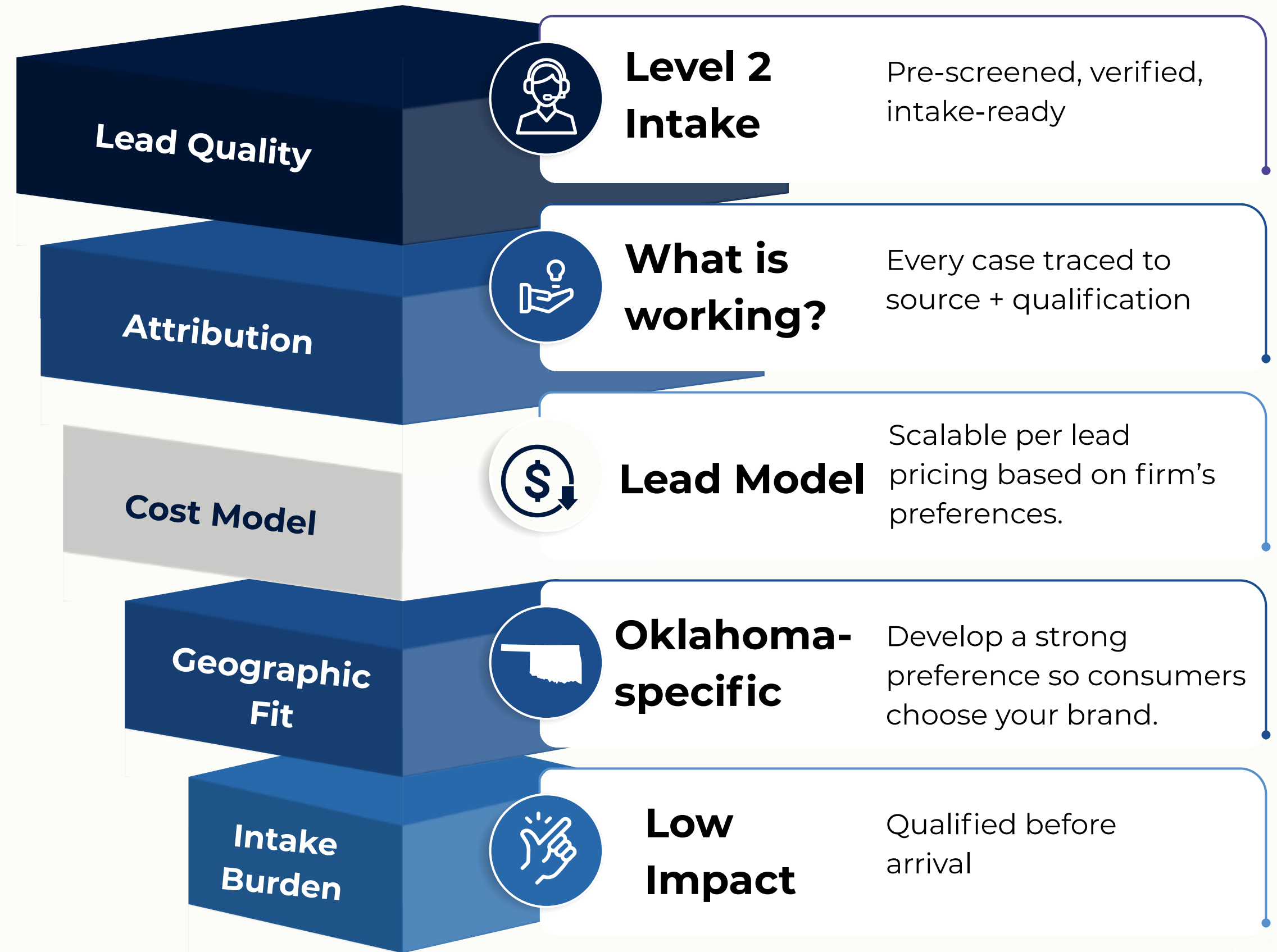


- 01 Capture**  
Answer-first AEO content surfaces Open Road Strategies as the answer when injured Oklahomans search; supported by paid and organic channels.
- 02 Qualify**  
Each inquiry runs the 12-point intake, injury confirmed, contact verified, and disqualifiers screened.
- 03 Match**  
Qualified case routed by case type and Oklahoma geography to the partner firm that fits.
- 04 Deliver**  
Live transfer or vetted form lead handed to your intake with a summary and call recording
- 05 Reporting/Attribution**  
Every case traced source-to-signed; you feed conversion data back to sharpen the gates



# Why Firms Choose Us Over the Alternatives

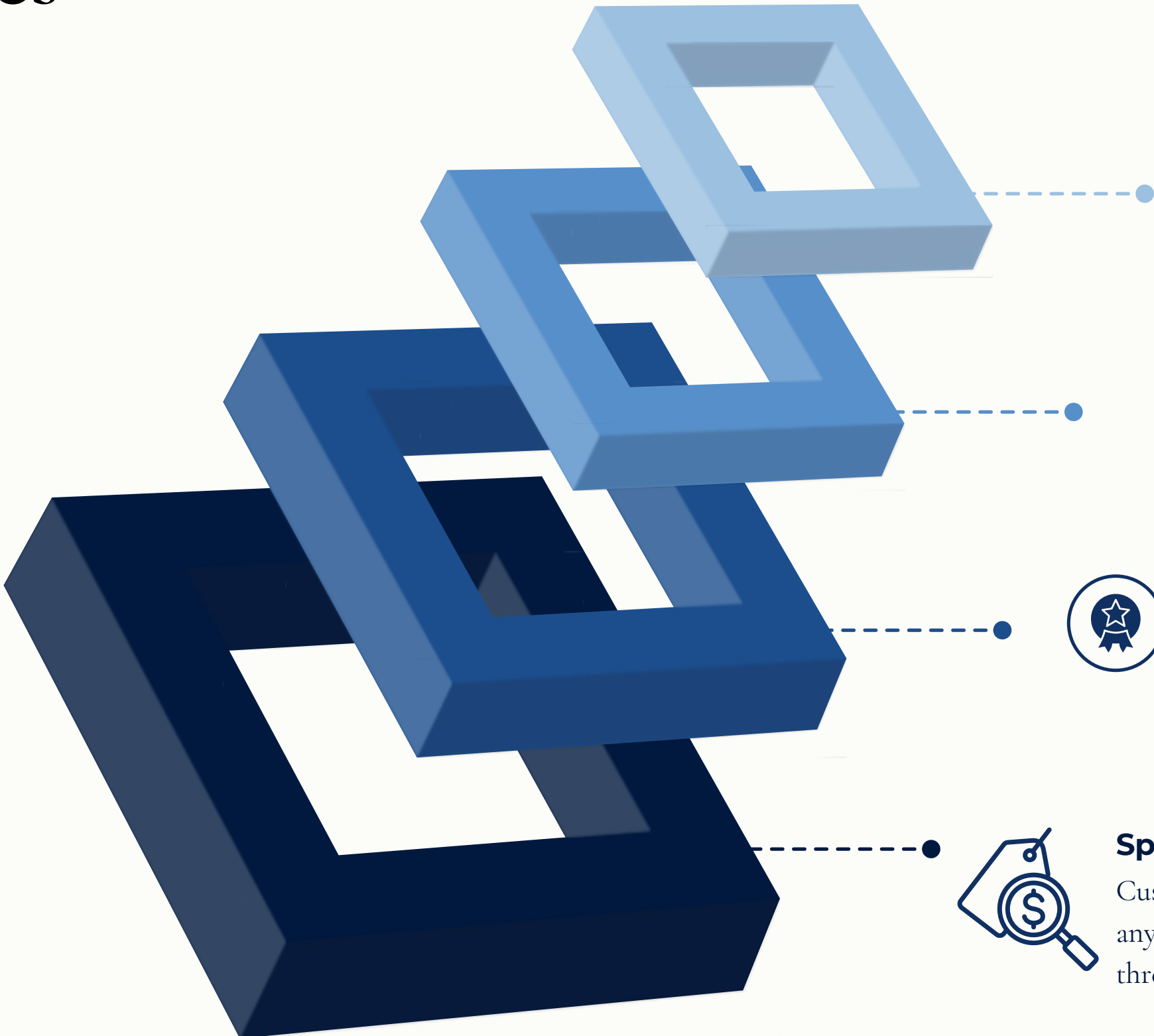
Open Road Strategies is the decisive choice if you want every marketing dollar driving maximum impact, because our platform is built to do one thing exceptionally well: turn spend into fully qualified MVA cases, not just clicks or raw leads. By letting us handle the authority-building, targeting, and qualification engine, you eliminate guesswork and leakage in your funnel and can confidently scale knowing your budget is tied directly to real, signed opportunities, not vanity metrics.



Scalable Leads That Grow With Your Firm

# Pricing Packages

Your lead packages can be structured by volume, case type, and level of screening so firms can buy exactly the mix that fits their docket and budget. For example, a firm might lock in a monthly block of MVA leads, layer on a smaller bundle of semi and wrongful death cases at a premium rate, and add specialty criteria like geography or injury thresholds as an upgrade.



### Basic Pricing

Entry-level pricing designed to attract new buyers with essential features and functional value.



### Case-Type Premium

Balanced pricing offering great value while including more features to satisfy a broader audience.



### Premium Lead Mix

Blended per-lead pricing for a customized mix of higher-value case types (for example, a set percentage of semi, commercial, wrongful death, and catastrophic leads) tailored to your firm's ideal docket.



### Specialty Pricing

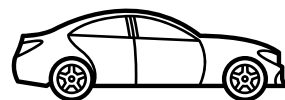
Custom per-lead pricing for tightly defined criteria within any case type, such as policy minimums, specific injury thresholds, or geographic targeting within Oklahoma.



# Case Type Pricing - Per Lead

## MVA/Motorcycle

Priced at \$500 per qualified lead for motor vehicle and motorcycle injury cases, focused on screened claims with real treatment and clear liability, subject to increase.



## Commercial

Priced at \$500 per qualified lead for commercial vehicle crashes, targeting company car, delivery, and fleet-related injuries with verified policy details, subject to increase.



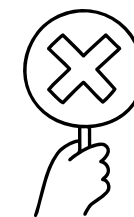
## Semi

Priced at \$500 per qualified lead for semi and trucking cases, centered on high-severity crashes with confirmed carrier information and strong liability indicators, subject to increase.



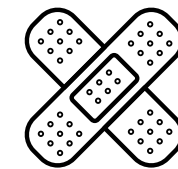
## Wrongful Death

Priced at \$500 per qualified lead for wrongful death matters, connecting you with families seeking serious representation after a fatal incident, subject to increase.



## Catastrophic Injury

Priced at \$500 per qualified lead for catastrophic injury cases, emphasizing long-term impairment, significant medical treatment, and major life impact, subject to increase.



# FAQ's



**How are cases delivered to your firm?** Cases are delivered either as live transfers to your intake team while the claimant's intent is high, or as vetted form submissions accompanied by the full intake package. The delivery mix is tailored to your staffing and capacity.

**What does “qualified” mean in this context?** Qualified” means the matter has been screened against agreed criteria, including case type, geography, and basic eligibility, before it is ever routed to your firm.

**Which case types do you support?** Our primary focus is motor vehicle accidents, semi and commercial trucking, wrongful death, and catastrophic injury matters, aligned to the specific categories your firm elects to receive.

**Are cases exclusive to our firm?** Yes. Each case is matched to a single partner firm based on case type and geography, as set out in the partnership agreement.

**What level of reporting and visibility is provided?** You have visibility from initial source through to signed case, including how each matter was qualified and where it originated, so acquisition can be managed as a measurable system.

**How quickly are cases delivered?** Live transfers occur in real time. Vetted form matters are delivered promptly upon completion of the qualification process.

**What is the geographic scope?** We operate across Oklahoma and match cases to the counties and regions your firm designates.

**How is pricing structured?** Engagements begin with a limited pilot. Pricing is structured around your case types, territories, and volume objectives, with an emphasis on cost per signed case rather than cost per lead.

**Does this comply with Oklahoma Bar rules?** Yes. The program is structured to operate within applicable Oklahoma Bar advertising and referral rules, and those obligations are reflected in the partnership documentation.





# Start With A Pilot

Limited partner network · Oklahoma-specific · Measured on signed cases.  
Tell us the case types and counties you want, and we'll scope a short pilot  
you can evaluate on outcomes.

Schedule a partnership conversation, or call Open Road (405) 259-5248





# Your Personal Injury Lead Generation Partner



**Open Road**  
STRATEGIES



405-259-5248



1211 N. Shartel Ave, Suite 1005  
Oklahoma City, OK 73103



[partnerattorneys@openroadstrategies.com](mailto:partnerattorneys@openroadstrategies.com)