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Immediation (by ADR Technology) and Performance Laws form a strategic partnership to help mediators manage their business, sell more, and reach new clients.

PERTH, AUSTRALIA—Immediation (by ADR Technology), a leading provider of alternative dispute resolution (ADR) technology, and Performance Laws, a premier provider of training programs that help dispute resolution professionals grow their practices, are excited to announce a strategic partnership that will deliver a comprehensive end-to-end solution for the ODR market.

This strategic partnership combines Immediation's 'Professional' and 'Team' edition packages with Performance Laws' 'Cultivation System Essentials' Package. By integrating Immediation's cutting-edge ADR technology with Performance Laws' proven client acquisition system, this collaboration delivers significant value to both established practitioners, those looking to scale their business, and existing professionals in adjacent fields seeking to enhance their services with mediation offerings. Together, both companies are dedicated to driving growth and promoting ADR adoption for effective dispute resolution.

"The problem is simple: practitioners often struggle to attract clients. Without clients, no platform will make a difference.," said Ryan Reyes, CEO of ADR Technology. "The solution, our package will provide a platform to manage your cases, a proven system to teach you how to attract clients, and a marketplace to drive business to you, all at an attractive price. We don't just want to be seen as a point solution; we're building a complete ecosystem that brings together best-in-class ODR solutions in one place. This isn't just for those existing sole practitioners looking to scale their business; it's also for professionals like lawyers and accountants who want to add an income stream. There is a growing trend towards collaborative mediation; let's face it, no one wants to go to court".

"One of the greatest challenges in the ADR space is the lack of proven, effective guidance and information on growing a practice—whether new or established," said Dan Mortimer, CEO & Founder of Performance Laws. "When professionals join panels or firms, the focus is often on the organization's visibility rather than the individual. Our solution shifts the spotlight back to the practitioner, equipping them with the tools to build a thriving, independent practice."

About Performance Laws

Performance Laws is a premier provider of business development training for dispute resolution professionals. Through its proven, relationship-focused strategies, the company has helped hundreds of mediators and arbitrators worldwide build thriving practices. With a deep understanding of the ADR landscape, Performance Laws equips practitioners with the tools and knowledge needed to attract clients, stand out in the market, and build thriving independent practices.

About Immediation

Immediation is a secure, confidential alternative dispute resolution, end-to-end case management platform, that provides cutting-edge virtual automation capabilities to mediators, arbitration firms, courts, tribunals, government, and law firms. Immediation enables its clients to provide a cost-effective, amicable, and efficient method of resolving disputes. Immediation supports efficiency for dispute resolution practitioners without compromising on the effectiveness of their services.

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