

**KYLE E. KRULL**  
Founder, Harvest Law KC



Highly recommend the people and services in this law firm.



*Mary D. Cushing*

Kyle was patient and thorough. He was able to explain the legal concepts in an easy to understand manner.



*Anita Finn*



My mother and I cannot speak highly enough about our experience with Kyle and Gretchen Krull.



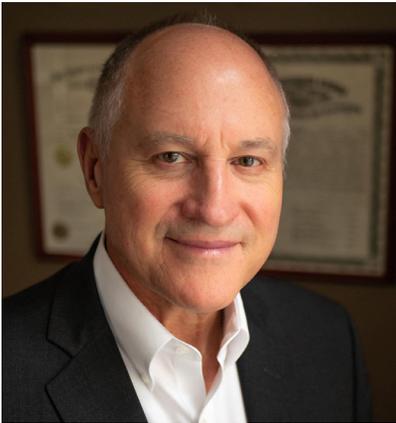
*Merideth Rose*

**568**  
REVIEWS

**5.0**  
REVIEW  
SCORE

**3**  
AWARDS

# Harvest Law KC Boosts Credibility with Martindale-Avvo



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## Executive Summary

Before partnering with Martindale-Avvo, Kyle Krull of Harvest Law KC had minimal online reviews for two years, leaving prospective clients without the social proof needed to make a confident decision. After claiming and optimizing profiles across Avvo, Lawyers.com and Martindale-Hubbell in September 2010, the firm saw an immediate lift in visibility and trust including:

- 01 17 new reviews in the first year
- 02 2x increase in email inquiries
- 03 Growing from ~6 to 27 contacts in two years 4.5x growth
- 04 A digital reputation backed by verified client reviews and a multitude of awards across the Martindale-Avvo Legal Network

## Introduction

Based in Overland Park, Kansas, Harvest Law KC has been a pillar of the community for over 30 years. Founded by Kyle E. Krull, the firm specializes in estate planning, serving clients across Kansas and Missouri. As more clients turn to attorney directories and online comparisons to inform hiring decisions, Krull recognized the need to translate his real-world reputation into a compelling digital reputation.



“ We have built a solid online presence with our digital marketing footprint. Leads and referral sources alike rely on our robust online profiles, independent professional ratings (AV and 10.0), and more than 500 client ratings and reviews. ”

## The Problem

In an increasingly crowded digital marketplace, standing out is a significant challenge. While word-of-mouth referrals remained a cornerstone of his practice, Kyle Krull understood that modern clients vet attorneys online before making contact. His challenge was twofold: not only did he need to be visible to potential clients searching for estate planning services, but he also needed to instantly convey the credibility and trust his firm had earned over 30 years. How would prospective clients find Krull, when searching for and comparing estate planning attorneys to engage? He required a digital strategy that would serve as a powerful vetting tool for prospective clients, reinforcing his expertise and reputation in a way that static websites or traditional advertising could not.

“ Advertising on the Martindale-Avvo Legal Network has helped us stand out where potential clients are comparing attorneys. ”

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## The Solution

In September 2010, Krull partnered with Martindale-Avvo claiming his Avvo profile, gathering peer reviews to gain his AV rating, and optimizing his profiles across:

- 01 Avvo: Earned 12 client reviews in the remaining 4 months of 2010
- 02 Lawyers.com: Garnered 5 reviews towards the end of the year on the consumer-facing platform
- 03 Martindale-Hubbell: In November 2002, Krull earned his AV rating

Within the first year:

- 01 Had 17 client reviews across our platforms
- 02 Email leads doubled
- 03 Prospects could see credible proof of performance

Sponsored placements ensured that AV rating and 10.0 Avvo and fast-growing client review volume were highly visible at the exact moment prospects were comparing attorneys.

# Results

The strategic partnership with Martindale-Avvo has delivered quantifiable success for Harvest Law KC, translating into enhanced credibility and tangible business growth. Prospective clients find Krull, his ratings and awards, and his more than 500 “5-star” client reviews, at the exact moment they are comparing him with other estate planning attorneys online. Sponsored placements on the Martindale-Avvo platforms ensured the visibility of his AV and 10.0 ratings, while showcasing his fast-growing client review volume.

After optimizing his profiles and soliciting reviews, qualified contacts increased surged:

Before vs. After: Leads Growth

Pre-Martindale-Avvo: ~1-5 leads/year

Post-optimization: ~11-12 contacts/year

**2x** Increased  
 leads growth after profile claimed and optimized

**1,060**  
 profile views (last ~12 months)

**42**  
 direct contacts from potential clients (last ~12 months)

// Prospective clients use Martindale, Avvo, and Lawyers.com to find us and then compare us with other local estate planning attorneys before contacting us. //

# Awards



AV Preeminent® Martindale-Hubbell: — every year since 2002

10.0 “Superb” Avvo Rating — every year since 2010

Avvo Client’s Choice — every year since 2010

Client Champion Platinum — Martindale-Hubbell every year since 2018

## Conclusion

For Harvest Law KC, Martindale-Avvo has proven to be more than a set of marketing tools; it is a foundational element of the firm's client acquisition and reputation management strategy. By leveraging the combined power of Martindale-Hubbell, Avvo, and Lawyers.com, Kyle E. Krull has successfully translated his decades of experience into a powerful and credible online presence. This has not only increased his firm's visibility but has also provided the critical validation that modern clients seek.

The results speak for themselves: a steady stream of client inquiries and the reinforcement of his firm as a trusted authority. The strategic partnership with Martindale-Avvo enables Krull to operate Harvest Law KC with the efficiency and reach of a much larger firm, keeping its appointment calendar consistently booked six weeks out.

**Is your firm ready to build its online credibility and attract more clients?  
Connect with a Martindale-Avvo marketing expert today.**

