

Keep in mind that the Awo Rating is based on information we have collected about a lawyer, not personal experience, so it can't measure subjective factors like personality and communication style. The fact is, there's no substitute for talking and meeting with an attorney in person. See our [Awo 3-Step Guide to Choosing a Lawyer](#) to get more detailed information about how to choose the right attorney.

Frequently asked questions about the Awo Rating

How does Awo calculate the Awo Rating?

We calculate the Awo Rating based on data we've collected from multiple sources, including public records (such as the state bar associations, regulatory agencies, and court records), published sources on the Internet (including lawyers' websites), and information lawyers supply to Awo. This information is then considered by our mathematical model to arrive at score from 1 - 10. The Awo Rating takes into account many factors, including experience, professional achievements, and disciplinary sanctions.

To calculate the Awo Rating, we assign different weights to the information in a lawyer's profile. While these weights reflect our opinion that some things in a lawyer's profile are more important than others, they are well-informed by our extensive research and legal expertise.

Do you publish the details of how the Awo Rating is calculated?

We don't, primarily because we don't want anyone to try to game the Awo Rating system. Much as Google doesn't share its search engine secrets, we don't share the inner-workings of the Awo Rating so that it will always help individuals choose the right lawyer.

What are the levels on the Awo Rating's 10 point scale?

- 👍 9.0-10.0 Superb
- 👍 8.0-8.9 Excellent
- 👍 7.0-7.9 Very good
- 👍 6.0-6.9 Good
- 👍 5.0-5.9 Average
- 👍 4.0-4.9 Concern
- 👍 3.0-3.9 Caution
- 👍 2.0-2.9 Strong caution
- 👍 1.0-1.9 Extreme caution

Do lawyers need to pay or sign-up to be included in the Awo Rating?

Absolutely not. Awo publishes a lawyer profile for every licensed attorney (in the states we cover), and calculates an Awo Rating for every lawyer who appears to be working with clients. The lawyer profile is free to attorneys, and the Awo Rating is unbiased and

cannot be influenced by advertising or any other form of payment.

I'm a lawyer and want to change my Awo Rating. How can I make this happen?

While Awo can't adjust your Awo Rating, there are actions you can take that may impact your score. For example, if you believe you have incorrect information on a public record that's impacting your Awo Rating, you can contact the appropriate organization and petition to have the record changed. The next time we collect information from that state, your Awo profile will be updated.

In addition, your score may change if you update your Awo profile with current information about yourself, including your work experience, practice areas, and professional achievements. The more we know about you, the better we can determine your score. Be sure that the information you add to your profile is accurate, as your Awo Rating can be negatively impacted if you post inaccurate information to your profile.

Can lawyers lie on their Awo profiles to boost their Awo Rating?

Attorneys can lose their licenses for falsifying data, and we don't believe they will take that risk on their Awo profile pages. That said, we rely on our community of users to ensure data on Awo is as accurate as possible. If you see information on an attorney profile that you know to be incorrect, please [let us know](#) and we will investigate. If we determine that an attorney has intentionally posted false profile data, this will impact their level of professional conduct and therefore negatively impact their Awo Rating.

Can a lawyer's Awo Rating change over time?

Yes, it can. As we collect more information about a lawyer, the Awo Rating gets recalculated and the score may adjust accordingly. In addition, we may periodically adjust the mathematical model used to calculate the Awo Rating, which could result in a change to a lawyer's Awo Rating.

Why do some lawyers not have an Awo Rating?

If we don't have sufficient information about an attorney to calculate a rating then we won't display an Awo Rating on their profile. Also, there are some instances where rating an attorney would not be useful, such as if the lawyer is deceased.