ToolGPA

NOVEMBER 2026

Law Ruler

The Insider's Guide

Legal CRM, client intake and marketing automation for law firms



Every plan, grade, refund rule and rival among law practice software, read from Law Ruler's own pages.

Made by Law Ruler Software, LLC · checked Nov 12, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Law Ruler's own pages, its app-store listings and our grades. Every fact in it is on Law Ruler's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 5 of the 35 other law practice software we grade

Law Ruler is a CRM for law firms that combines client intake, marketing automation and reporting dashboards. It offers custom intake forms, two-way texting, email and text campaigns, document automation, e-signature and an open API. Time and billing is an optional add-on, and every plan is quoted through sales.

To get you started, here are **7 things to know about Law Ruler**, taken from its own pages and our grades.

> **Every plan is quoted by sales with a one-time onboarding fee, and time and billing is a paid add-on.**
>
> From our report card of Law Ruler

1 **Best for law firms that run intake and marketing in a CRM**

Law Ruler is a law-firm CRM with intake forms, two-way texting, campaigns, document automation, e-signature and an open API.

2 **It runs on Web**

Web.

3 **Client intake**

Customizable logic-based intake forms with file requests, document assembly, one-click e-signature and appointment management.

4 **Legal CRM**

Organizes leads, prospects and clients, with automated follow-ups, a built-in softphone, text and video messaging and referral tracking.

5 **Marketing automation**

Email drip campaigns, SMS and MMS texting, voice campaigns and automated workflows. The number of automations depends on the plan.

6 **A 1.8 GPA, above 5 of 35**

That is against the other law practice software we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Law Ruler you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

Law Ruler at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Law Ruler Software, LLC	CATEGORY Law Practice Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for law firms that run intake and marketing in a CRM

Law Ruler is a law-firm CRM with intake forms, two-way texting, campaigns, document automation, e-signature and an open API. Every plan is quoted by sales with a one-time onboarding fee, and time and billing is a paid add-on.

TOOLGPA REPORT CARD	Law Ruler	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	No price is published; every plan is quoted by sales, which puts it in the middle.
Free plan and trial	F	No free plan and no trial; the pricing page offers a demo.
Features	C	Intake, CRM, campaigns, analytics and document automation are covered, but time and billing is an optional add-on with extra fees and it is a CRM, not a full case system.
Ease of use	C	No store rating is on record, and intake forms, automations and campaigns have to be built.
Platforms and integrations	B	Web only, with an open API and an integrations page, though the listing records no named integrations. No phone or computer app is listed.
Grade point average		Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Law Ruler is for

- ✓ Fits if you want intake forms and marketing campaigns in one CRM
- ✓ Works for firms that want an open API to link other tools

Who it is not for

- ✕ Skip it if you need a price to plan with, as every plan is quoted by sales
- ✕ Pricey if you are small: a one-time onboarding fee applies and Pro and Premium cover 3 users
- ✕ Tight if you want billing, since time and billing is an add-on with extra fees
- ✕ Watch out: Enterprise has a 10-user minimum
- ✕ Watch out: billing is monthly on an annual term, with 15% off for prepaying the year

Good to know

Good for

- ✓ Plaintiff and mass tort firms with heavy lead intake
- ✓ Firms that want texting, email and phone follow-up in one CRM
- ✓ Firms that already run billing in another system

Worth knowing

- ⓘ No prices are published; every plan is quoted by sales, and a one-time onboarding fee applies.
- ⓘ Subscriptions are billed monthly on an annual term, with 15% off for annual prepayment.
- ⓘ Time and billing with payments is optional and carries additional fees.
- ⓘ Plans are Pro and Premium (3 users each, 3 and 100 automations) and Enterprise (10-user minimum, unlimited automations).

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Law Ruler's current pricing could not be confirmed from its own site.

> **No price is published; every plan is quoted by sales, which puts it in the middle.**
>
> From our grade for value for money

We could not confirm Law Ruler's current prices from its own site, so this guide lists no plans. lawruler.com has them.

Ways to pay less

OTHER SAVINGS

15% off annual prepaid subscription

The pricing page says subscriptions are billed monthly on an annual term and that enrolling in the annual prepaid subscription saves 15%.

Stated on lawruler.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Legal CRM, client intake and marketing automation for law firms. Here is what it does, as its own site describes it, and what it covers: public API, sales pipeline, marketing automation, workflow automation, forms, case management, dashboards.

> **Web only, with an open API and an integrations page, though the listing records no named integrations.**
>
> From our grade for platforms and integrations

Client intake

Customizable logic-based intake forms with file requests, document assembly, one-click e-signature and appointment management.

Legal CRM

Organizes leads, prospects and clients, with automated follow-ups, a built-in softphone, text and video messaging and referral tracking.

Marketing automation

Email drip campaigns, SMS and MMS texting, voice campaigns and automated workflows. The number of automations depends on the plan.

Analytics

Intake and marketing dashboards, marketing source reporting and custom reports. Basic versions come on Pro and advanced ones on Premium and above.

Document automation

Document automation for Word, PDF and Excel files is listed on all plans.

Integrations and API

Open API access on every plan with no API fee, and the vendor says it integrates with dozens of legal tools.

Where it runs

Web

What it works with

Its own pages name no integrations.

Law Ruler is made by Law Ruler Software, LLC.

Where it stands

Its grades against its category, and whether to keep it or make your own

5/35

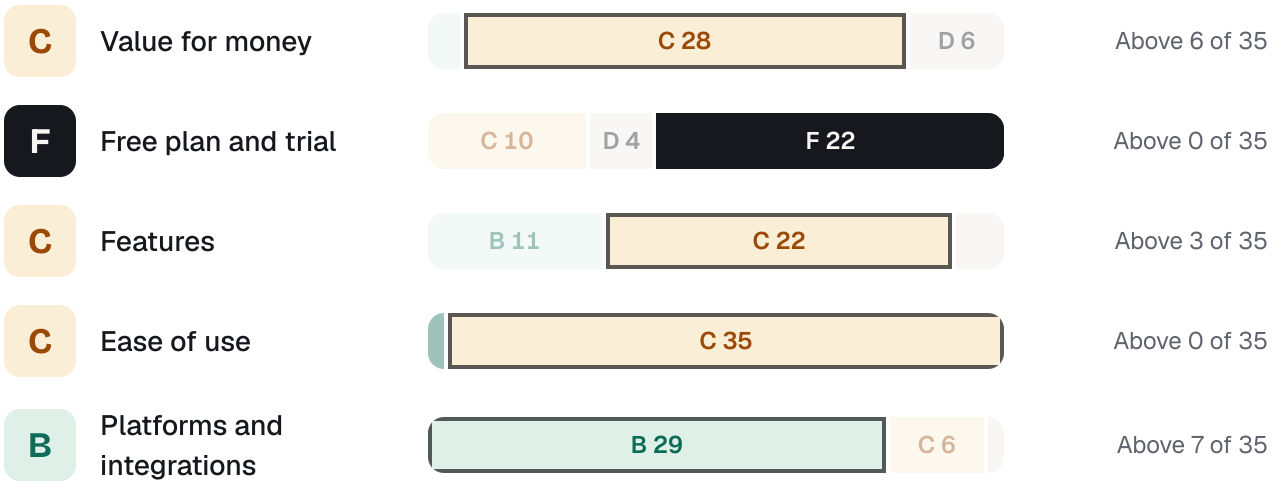
Other law practice software it is graded above

Law Ruler's GPA of 1.8 is higher than 5 of the 35 other law practice software we grade, and level with 11.

It stands best on platforms and integrations (B, above 7 of 35) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 36 law practice software we grade, cut by the letter each got. Law Ruler's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Law Ruler you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 19 of the 35 other law practice software grade higher.

What you could make

- Sales pipeline, forms and case management: an app builder makes these well.

What you could not

- Email sent in volume that still reaches the inbox.
- Connections to other products, each kept working as those products change.
- Connections that pull numbers from dozens of other services.

What this rests on. Law Ruler's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Lawmatics, Litify, CASEpeer, Filevine and Centerbase

The 5 tools Law Ruler is most often weighed against, with where each one differs from it.

1.8 GPA

Lawmatics

Paid

Client intake, legal CRM and marketing automation for law firms.

- Only Lawmatics lists iOS and Android apps.
- Law Ruler also covers workflow automation, case management and dashboards.
- Lawmatics also covers email campaigns, business texting and appointment booking.

Law Ruler and Lawmatics compared in full

1.8 GPA

Litify

Paid

Salesforce-based legal platform for case, intake and matter management.

- Law Ruler also covers sales pipeline, marketing automation, forms and dashboards.
- Litify also covers time tracking, AI agents and reports.

Law Ruler and Litify compared in full



1.6
GPA

CASEpeer

From $90/mo

Case management built for personal injury law firms.

- Law Ruler also covers sales pipeline, marketing automation, workflow automation, forms and dashboards.
- CASEpeer also covers time tracking and reports.

Law Ruler and CASEpeer compared in full



2.0
GPA

Filevine

Free trial

Case management and the LOIS legal AI system, sold by quote.

- Law Ruler also covers sales pipeline, marketing automation, workflow automation, forms and dashboards.
- Filevine also covers time tracking, invoicing, reports and business texting.

Law Ruler and Filevine compared in full



2.0
GPA

Centerbase

Paid

Practice management, billing and firm accounting for midsize firms.

- Only Centerbase lists iOS and Android apps.
- Law Ruler also covers sales pipeline, marketing automation, workflow automation, forms and dashboards.
- Centerbase also covers time tracking, invoicing, reports, bookkeeping and trust accounting.

Law Ruler and Centerbase compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

11

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Law Ruler free?

No. Law Ruler is a paid product.

What platforms does Law Ruler work on?

Law Ruler is available on Web.

Does Law Ruler offer any discounts?

Law Ruler publicly lists the following: 15% off annual prepaid subscription.

Does Law Ruler have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Law Ruler is listed for Web.

Does Law Ruler have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Law Ruler is listed for Web.

Is Law Ruler open source?

Law Ruler is not described as open source on its own site, as read on Nov 12, 2026.

Does Law Ruler have an API?

Yes. Law Ruler offers a public API, according to its own site.

Who makes Law Ruler?

Law Ruler is made by Law Ruler Software, LLC.

What are the alternatives to Law Ruler?

The closest alternatives to Law Ruler in our directory are Lawmatics, Litify, CASEpeer, Filevine and Centerbase.

How does Law Ruler compare with other law practice software?

Law Ruler's GPA of 1.8 is higher than 5 of the 35 other law practice software we grade, and level with 11.

Could I make my own version of Law Ruler?

To replace Law Ruler you would be making email sent in volume that still reaches the inbox.

Where this guide comes from

The prices, plans, platforms and features were read from Law Ruler's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Law Ruler's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Law Ruler Software, LLC. Prices change, so check lawruler.com before you buy.

lawruler.com/pricing/
lawruler.com/integrations/
lawruler.com/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Law Ruler, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/law-ruler

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Law Ruler: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/law-ruler
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Know someone choosing between law practice software?

Send them this guide:
toolgpa.com/tools/law-ruler/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded law practice software after Law Ruler, each with an Insider's Guide of its own.

Law Practice Software Insider's Guide

Every one of the 36 law practice software we grade, compared

Clio Insider's Guide

Practice management, legal accounting and legal AI for law firms

2.8 GPA

CARET Legal Insider's Guide

Cloud practice management with billing and accounting for law firms

2.2 GPA

CosmoLex Insider's Guide

Law practice management with trust and business accounting built in

2.2 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Law Ruler's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Law Ruler is a trademark of its owner, and this guide is not made, paid for or approved by Law Ruler Software, LLC. Prices and plans change: check lawruler.com before you buy.