Swan Legal Search Cuts Hundreds of Admin Hours with the Firm Prospects API

TWO YEARS IN, ONE API FEED RUNS THEIR CRM, ALERTS & CAREERS PORTAL

Swan's CTO replaced manual data entry with a live Firm Prospects feed, then kept building: a custom Salesforce integration, real-time candidate-match alerts, and a new lead-gen channel — none of it was originally built for.

KEY RESULT	WHAT IT RUNS	REFRESH RATE
Hundreds of hours saved	**Swan's CRM, alerts & careers portal**	**Every few hours**

About Swan Legal Search

Founded in 1997, Swan Legal Search is a woman-owned legal search firm that's placed thousands of attorneys at law firms across California and the Pacific Northwest. The team is made up of former practicing attorneys and legal professionals, and the firm is a NALSC member working across every major West Coast market, from Los Angeles and San Francisco to Seattle and Portland.

The Challenge

Before the API, Swan had two to three staff whose job was basically data entry: finding and keying in every new hire, every open role, every firm change by hand. It's a market that moves daily, and manual entry couldn't keep up. By the time a record made it into the CRM, it was already out of date.

> *"They were uploading every single person and updating them and updating every job… that saved us hundreds of hours because of the API."*
>
> **— Jack Clearman, CTO**

The Solution

Jack built a custom integration on AWS that pulls Firm Prospects data every few hours and syncs it into a heavily customized Salesforce instance, with dedicated objects and workflows for attorneys, jobs, firms, offices, and submissions. Swan picked Salesforce specifically because it allowed the external API access their old CRM didn't.

> *"When you use a cloud service like AWS with AI and a great data source, which Firm Prospects is, you can do so much."*
>
> **— Jack Clearman, CTO**

The Results

Manual data entry is gone, and the admins who used to do it have moved to higher-value work. Recruiters get real-time alerts when new roles match active candidates, and the anonymized careers portal has become its own lead source. Two years in, and Swan is still finding new things to build on top of it.