



Accredited  
Business  
**CASE STUDY**

## SHANE PHELPS LAW

“Being able to tout that a criminal defense firm won a Torch Award for Ethics from the Better Business Bureau is a huge accomplishment. I'm very proud of it.”

**Shane P. Phelps**  
*Attorney, Shane Phelps Law*



**SHANE  
PHELPS  
LAW**

#### WEBSITE

**WWW.SHANEPHELPSLAW.COM**

#### BUSINESS PROFILE

**SHANE PHELPS LAW**

#### BBB ACCREDITATION DATE

**May 25, 2016**

#### BUSINESS OWNERS

**Shane P Phelps, Attorney**

#### VIDEO

**[Better Business Stories - Shane Phelps Law \(youtube.com\)](#)**

### About Shane Phelps Law

Established in 2011, [Shane Phelps Law](#) is a respected criminal defense firm in Bryan College Station, serving Brazos County and Central Texas. With a focus on providing strong defense representation, the firm's founder, Shane Phelps says he has garnered a reputation for excellence and integrity in the legal community. Phelps, a board-certified Criminal Law Specialist since 1992 by the Texas Board of Legal Specialization, leads a highly rated legal team dedicated to defending the rights of citizens accused of crimes.

As a 2023 [Torch Awards for Ethics](#) winner, Phelps says the honor reminds him of his firm's commitment to client trust and satisfaction.



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### Business Challenge

As a criminal defense firm operating in a competitive legal landscape, Shane Phelps Law faced the challenge of differentiating itself and earning the trust of potential clients. With the stigma often associated with criminal defense lawyers, establishing credibility and demonstrating a commitment to ethical practices were paramount for the firm's success. Shane Phelps Law became BBB Accredited in 2016 to instill customer trust and build upon its reputation as an award-winning criminal defense firm.

### A Commitment to Higher Standards

Recognizing the importance of reputation and ethical conduct, Phelps says his firm is committed to upholding the highest standards of professionalism, honesty, and integrity. Rooted in his extensive legal experience, Phelps says the firm prioritizes transparent and ethical conduct in all interactions with clients and within the legal community.

He says his legal team invests in continuous education and stays abreast of legal developments by regularly attending seminars and engaging in professional development to ensure they provide clients with the most effective representation possible. Beyond legal excellence, the firm is deeply committed to serving the community through involvement in charitable initiatives and pro bono work.

Shane Phelps Law claims it sets a standard of integrity within the legal profession by embodying ethical leadership and social responsibility.



**“Reputation is a huge part of the viability of a criminal defense lawyer or any lawyer for that matter. Reputation brings referrals, which is important.”**

**- Shane Phelps**





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### Impact of BBB Accreditation

Since earning his BBB Accreditation, Shane Phelps Law says it has significantly boosted its reputation and client trust. Phelps says the BBB Accreditation Seal clearly indicates the firm's commitment to ethical practices and transparency.

Phelps says the seal enhances the firm's credibility and builds trust with clients by assuring that Shane Phelps Law has met rigorous standards of excellence.

By displaying the BBB Accreditation Seal, Shane Phelps Law says it communicates its dedication to ethical conduct and client satisfaction, setting a standard of professionalism in the legal industry. Phelps says, this recognition reinforces the firm's reputation as a trustworthy and reliable legal partner.

**“I want that sticker on the front of my door when people walk in. I want that on my website so that people see that I have an A-plus rating with Better Business Bureau.”**





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### Final Results

The decision to pursue BBB Accreditation and be named Torch Award for Ethics winner proved pivotal for Shane Phelps Law. With BBB's recognition of the firm's commitment to ethics and professionalism, the firm claims it experienced several significant outcomes:

1. **Enhanced Reputation:** BBB Accreditation bolstered the firm's reputation and credibility, increasing trust among clients and peers in the legal community.
2. **Competitive Advantage:** An A-plus rating from BBB provided Shane Phelps Law with a competitive edge, distinguishing it from other criminal defense firms and attracting clients who valued ethical conduct and transparency.
3. **Community Recognition:** The firm's commitment to higher standards and BBB Accreditation garnered recognition within the local community, further solidifying its position as a trusted legal resource.
4. **Client Trust and Satisfaction:** Clients felt reassured knowing they were working with a BBB Accredited business that prioritized integrity and professionalism. This trust resulted in higher client satisfaction and loyalty.

Phelps says his firm is committed to excellence and ethical conduct. BBB Accreditation has cemented its reputation as a leading criminal defense practice dedicated to serving its clients with integrity and professionalism.



**"It's about being an important and meaningful part of our community. It's about being an authority for people, and that's critically important to what we do here."**

Learn how BBB Accreditation can help differentiate your business.

**[BBB.org/Get-Accredited](https://www.bbb.org/Get-Accredited)**