## **An Interview with Tracie Reilly, Owner at Reilly Law Firm**

**Company Snapshot** Reilly Law Firm is a small law firm headquartered in Houston, providing personal injury, business litigation, and family law services to individuals and small businesses across Texas. They specialize in representing clients in car accident and wrongful death cases.

**Primer** Tracie discovered Rev after transitioning from 19 years as a prosecutor to opening her own practice.

**Perspective** **Tracie needed fast, affordable transcription for her first solo trial.** After experiencing Axon's transcription capabilities during her final cases as a prosecutor—which allowed her to search transcripts and instantly locate specific statements for impeachment—she knew she needed similar functionality in private practice. When co-counsel's transcription tool produced poor speaker identification and cost $150 monthly, Tracie's assistant researched alternatives and recommended Rev based on superior test results. Rev delivered her first transcript for $9 and completed rush transcriptions during trial before witnesses finished direct examination.

**Pulse** • **Cost efficiency** — Rev's $9 transcription replaced expected $120 expense → enabled affordable trial preparation • **Speed advantage** — Completed two witness transcriptions during trial → allowed real-time impeachment preparation  
 • **Quality differentiation** — Accurate speaker identification versus competitor's confused multiple speakers → reduced post-processing time

**Protocol** *Transcript treatment:* • Removed filler words and verbal hesitations • Standardized speaker names and company references • Preserved all substantive content and meaning

*Interview details:* • **Date:** Not specified • **Duration:** 25 minutes • **Interviewer:** Drew Giovannoli • **Deal Status:** **Closed Won**

**Transcript**

**Drew Giovannoli:** How did you find Rev? Why did you look for something like Rev?

**Tracie Reilly:** So I have been a prosecutor for like 19.5 years. So I was a prosecutor in the Bronx for ten and then, well, Queens for a year of that, but whatever. And then I moved to Randall and was moved to Amarillo, and I was a prosecutor in Randall County. And then I just opened up my own firm, like May of last year. And so when I was with the DA's office, I'm used to doing a lot of like self transcription to get ready for trial. Because I did as a DA did a lot, a lot, a lot of trials. Right. Like a lot. And so I'm used to just having to like take notes on a lot of things myself and try to get like a quasi transcript just to get ready for trial. And so then two of the last trials that I did before I left, one was a homicide and one was a big child abuse case, and the Amarillo Police Department had just gotten, oh my God, what's it called? They just switched over to a program. The name will come to me in a minute, but it's a program that they use for all of their like storage and everything. And for all their videos and axon. And so axon has a transcription service and so they.

**Drew Giovannoli:** You know they use Rev.

**Tracie Reilly:** Oh do they really. Oh wow. So axon has a transcription service. And so axon does this amazing freaking thing. And I was like holy shit. Because it was like just deal breaking because like instead of like so I'm in trial and like, you know, I want to impeach somebody. And normally you're like, oh my God. I remember, he said it was blue somewhere, like, I know this guy said it was blue, like, where is it? And then you're like, trying to find it, but like, no judge is going to be like, yeah, let me give you a break while you search for 45 minutes to find the part that you want to impeach him with, like they're not going to do it. And so you either find it quickly or you lose your chance. And so with this thing I could like search blue, find it. And then it told me exactly what part in the, in the, you know, in the video it was. And so and then I could click on it and it would pop up and I'm like, there it is. You know. And so I was like, this is amazing. And so used it on that. And then ask them to do me a favor on the kid case, because I had 3.5 hour interviews with all three of my victims, and I was like, do you know how freaking long it's going to take me personally to transcribe 3.5 hour long videos? Like, this is going to be a horror show and I don't have that much time. And so I asked the cops if they would do me a favor and use their system, use axon just to do it for me, even though it wasn't their case. And they did because we're friends. And so anyway, so it was so useful on those two trials that then whenever I was set up to do my first trial here, I was second chairing another attorney and he uses I think he has Dropbox doing it. Is that does that make sense?

**Drew Giovannoli:** Dropbox would be more of a storage system.

**Tracie Reilly:** So what is it? I don't know. He has something that does it. And so he did all these transcripts that we used in trial, but they didn't have the part where I could like find them where they were. And they weren't very good. Like, there was a lot of missed things and a lot of voice transferring. Like over who? Speaker one. Speaker two was. Yada yada yada. So they weren't very good. And so, but they were I used them, it was fine, but they just weren't very good. And so then when I did my first trial on my own, I asked my youngest legal assistant and I was like, hey, search, I want any service out there that will do transcription for me. But I don't think I can afford to pay for in person, so I don't want, you know, I don't want to. I'm not paying people to do that. I don't have that kind of money. And I was like, but find me all the services that you can find with like, the best ratings, the best reviews, like just dig into it, do the research. And he came back and gave me Rev and one other person or source, I don't remember who it was. And then I said, well, which one did you? And he said, I've tried them out. And he said, I, I had both of them do like sample videos from like his life or something like he just had like, I don't know, some video of like he and his friends. So that he would know whether or not it was correct. And he's like, I tried them both and did a better job. And so I just went, fuck it, let's do Rev. Sorry, I curse a lot. So if that offends you, like, sorry. Oh, this is being recorded. I should probably try not to curse, but anyway.

**Drew Giovannoli:** I mean, it's okay. I'm a northeasterner in Texas, too. I think we're okay.

**Tracie Reilly:** I was like, whatever. Like, that's just part of the lingo. But. So I just said, screw it, let's do it. And so I was like, hand in my credit card and was like, just go set me up in an account. And then do this first video for me and let's see what it is. And he came back and he was like, oh, it was $9. And I was like, get the hell out of here. Like I thought it was going to cost me, like, you know, $120. And it did not. And so then I was like, awesome. And so I used it on that. And then and this is so much more than you wanted to know, but, but and then during trial, there were two additional witnesses that were called to testify that I did not expect. And so I was like, shit, I did not transcribe them. And I was like, well, let me just see how quickly this can get done. And I got both of them done before they were finished with direct. And I was like, fuck yeah. Like, this is awesome. Like, because then I was like pulling it up. Searching. Yeah. So I mean, that was I mean, it was so useful. So yeah. So now I started telling everybody I know that they can use it, you know.

**Drew Giovannoli:** Very cool.

**Tracie Reilly:** But I will tell you other attorneys and this is not what you asked either, are starting to talk about using this thing. Do you know what these things are?

**Drew Giovannoli:** Plod I can't what did you say?

**Tracie Reilly:** Plod p l a u d I don't know what it is. It's it's these little devices.

**Drew Giovannoli:** Oh, yes.

**Tracie Reilly:** Yeah. And so my husband bought me one for Christmas. And it's still like it, it's still in its box. So like, I have not used it. And honestly, even though he bought this for me, I didn't it didn't even occur to me when I was looking for a way. to do it for trial. It didn't even occur to me to do that, to use this. And so like, I don't know why it didn't. And I mean, I guess I might play around with it, but like, literally I'm like, look, it's still in its box. Like. Yeah. And it was very nice of my husband to buy it for me. Like super nice. I just haven't used it.

**Drew Giovannoli:** You mentioned a couple things that didn't go the way you expected when the other lawyer shared his tool with you on transcription. Can you just dive a little bit deeper into that so I can take note of what made you move to keep looking for another solution?

**Tracie Reilly:** Sure. So one was that, I didn't. I mean, one was I just don't trust him enough on anything. So the fact that he was using it, I was like, I don't know.

**Drew Giovannoli:** More of a deterrent.

**Tracie Reilly:** Kind of because I was just like, I think he's not that great. I just was like, nah, I don't know. And the more he kept telling me like, no, no, no, this is the best, this is the best. I was like, is it though? And I remember him telling me now, I did not look into it, and I don't know what it was called, but I remember him telling me that it was like a subscription and that he was paying like 150 bucks a month for it. And I remember that being something to me that I was like, well, I don't want I don't know how often I'll use it because, you know, as a DA, I would have paid $150 a month, hands down, because I was getting ready for trials all the time. And you also need it just to just get a plea, you know what I mean? Like, sometimes you don't need the transcripts to. I mean, you just need the transcripts to know if you've got a strong enough case to even be worth trying. But on this side, it's not the same. Do you know what I mean? Like like I don't I don't need it that often. And so I was like, I don't know as a new firm that I can justify. And I know $150 a month. That's not that huge of expense. But I was like, I'm trying to keep my overhead low, and I'm already paying for subscriptions for like a gazillion other things that I pay for. And I was like, I just don't know that I want another subscription because, like, what if I use it, like, twice? You know what I mean? Like, in six months? Well, then I paid, you know, whatever, 900 bucks to get two transcripts. And that just seems like a freaking waste of money. So. Yeah. And then in terms of the product, I will tell you that, the transcripts did switch names like. Speaker one. Speaker two was switched a lot. And there were a lot of like. Speaker 3456. But I was like, there's only two people. So it definitely was not very good at, you know, and I understand that when people change, you know, if I start off and I'm like, hey, how's it going? And then all of a sudden I'm like, what the hell? You know, I is probably going to be like, that must be two different people because, you know, they just dramatically changed. But none of these were those kinds of situations where I would say that, like, you know, there was a dramatic difference. Like these were like one on one interviews like this, like you and me talking. And so even though my voice might change slightly between like when I'm super animated versus when I'm just talking. I don't I don't think it should have been that different, that it would have called them random other people. And like I do remember, one of them literally had up to like six people and I was like, there are two people in the room, like, why are there six people? And so that meant I had to backtrack a lot and watch those parts to go figure out who was saying what. And that's like, well, that's not really. I mean, and listen, I'm not I'm totally prepared to understand that AI is not going to be perfect and that I, as a lawyer, am always going to have to go back through and check to kind of make sure that it's right. But like, normally I've watched the video and so as I'm reading it, like I already know if it's right or not, you know, like, like Rev did this thing where, like there was a person in my case that his name is true, right? And so Rev called him drew, right. Well yeah, I get it. Like, why would an AI think that somebody's name is true? Like it would not? And so it interpreted as probably the closest thing to it which would be drew. So the fact that I had to do search and replace, to search and replace drew to true, I don't give a crap like that's easy. Yeah. You know.

**Drew Giovannoli:** Let me ask you a couple quick questions on pricing. You mentioned that I want to dig into a couple things. The price tag, you said $150 a month. They're interested in pricing right now. They have packages that are $10 a month, and that for 20 hours of AI video and 100 hours a month for $21.

**Tracie Reilly:** And I didn't even know they had that because Caleb didn't tell me that. Caleb only told me I could do it individually. Like I may sign up for that, like, right now.

**Drew Giovannoli:** Yeah. So they've they've by by the minute, but then they have this like kind of bigger annual or month to month transcription. Let's say they have maybe a monthly and annual, but it's $10, not 150. So maybe it's a 15 x difference. And when you do sign up for that, you get discounts on human, which is another question I have is, for for videos or audio, that's not the highest quality or people are talking over each other. Human can be helpful to get it the accuracy you want. And so, you know, they have by the minute pricing for human transcription, which is $2 a minute, but you get, 30% off in subscription.

**Tracie Reilly:** So that's awesome.

**Drew Giovannoli:** One of the I bring all that up one, just so you're aware of it, but I don't have any bias in it. I'm just doing research for them. They are curious, though, to build out more legal specific packages, including the things that maybe a lawyer might care about. And so things that have come up in the past are like privacy, HIPAA compliance, like security type features. That's one. But I'm curious, does anything come to mind that you'd say if I was to buy that subscription package outside of just the amount of time and it being a reasonable price for my usage? I wish you would. I wish you would have this. I would expect it to have this to be a legal transcription tool.

**Tracie Reilly:** I don't think so. I mean. I'm not trying to be like rah rah rah, but like, I was really impressed with what I got. You know, I could save the transcript in, in both word and PDF, which was super helpful to me because, you know, if it's only in PDF, even though you can I mean, obviously you can edit a PDF, but it's so much easier to edit in word if I'm just going to have to edit, edit, edit, edit, edit, which, you know, I like to go through and, and like, you know, find and replace my speakers so that it's not. Speaker one. Speaker two it's like, you know, Tracie's talking or drew is talking. And that way, you know, when I look at it, glance at it, I'm not trying to remember who. Speaker one and speaker two is. It just says Drew and Tracie. And so like I, I do a lot of changes to that. And then I also will, you know, highlight things and change things. And so, you know, I'll use that now in the, you know, when you, you can save the transcript and that doesn't save the video part. Right. You can't click on it. And so when you click on the video it opens the video on Rev. You know what I mean. Like it it I don't know if I'm making sense, but like if I download the just the PDF, the transcript or the word doc and then I click on the time, it links me back to their website and then opens the video on the website. Now, I did not have to impeach people, in court with anything because they owned up to most things. But the only thing I can think of is that, like, if you want to put it in as an exhibit, I'm not sure, and I have not played around with it enough, but I'm not sure how you would download. Like, I would love the ability to have the transcription come up with the video, and then and then put that in as an exhibit so the jury could see that. And I don't know that I can do that on Rev.

**Drew Giovannoli:** Got it. That's good feedback. I'm not positive myself about that.

**Tracie Reilly:** I don't know. Yeah.

**Drew Giovannoli:** You made an interesting point about how it was. It would have been particularly useful when you were working in the DA office.

**Tracie Reilly:** Yes. For sure.

**Drew Giovannoli:** Tell me more about kind of the distinction. Like why is that the case? And if Rev was to work to build a relationship with that office or those people who actually are they trying to. Is it law firms who work with the DA? Is it the DA themselves?

**Tracie Reilly:** So do you.

**Drew Giovannoli:** Understand the distinction then that that role or.

**Tracie Reilly:** Yeah.

**Tracie Reilly:** Yeah. So like for me like in Randall County like, you know, so it's, you know, obviously not as big as, you know, other places. And so there's not a crap ton of money there. But like, we, I mean, so APD will will use axon to do murders and stuff like that, but like, they're not going to download all the crap that, you know, just on a standard basis. Right? Like they're not going to. So like if you've got some like freaking, you know, whatever. Like a theft. Right. And they're not downloading that for you. They don't care. Nobody cares. But here's the thing. Like you've got somebody on a body cam and they're out there talking. And the cop puts in their body cam that like the, you know, the the perp said, you know, yeah, that's my gun. You know what I mean. And so like one if I'm doing intake, which I did for a while, I don't trust that the air is correct. Right. Because although, sure, you want to hope that every cop is telling the truth. And I don't think cops lie, like, outright, but sometimes they just remember it wrong. Like, they're writing out their stuff and they don't remember that. Like what the guy actually said was like, you know, well, it could be mine instead of it is mine. Well, could be and it is are totally different in terms of my decision about whether or not to file that case, if that's the only evidence, I have to hang my hat on. And so doing intake what I'm stuck doing then. Because no cop that I'm aware of except one one cop that I've ever met in 20 years of criminal law has ever given me a supplement where they actually went back through their body cam and gave me locations for when that happened. So you are stuck watching an hour and 15 minutes of a body cam video, trying to find the one time that the perp said, it's my gun. And that's a huge time suck, right? Whereas if you could search, if you're just like, if it were cheap and it were easy and I would just be like, download the transcript and then search for it and be like gun and be like, let's find every time he said gun, play it and be like, oh yeah, there he is. And he literally says, it's my gun. And then be like, cool. Then when the when the defense attorney calls me, you know. So now I filed the case and I'm like, you know, and they're looking at it and they're like, whatever, you know. Then the defense attorney, they're like, well, my client says it's not his. And I go, yeah, look at 1436 on the body cam video of Officer Wenzel. And your client clearly says, it's my gun. Thanks. And then you get a plea, and then you're not doing a trial because the defense attorney. And honestly, as a defense attorney, that's great for me because like, I thought like, oh, it's going to be so sad when my clients are guilty. Like, that'll be so sad. But honestly, like when they confess so much easier because then I'm like, dude, you confessed. Like, what do you want me to do for you? Like, I get let's plea. So if I could have somebody say, here it is, like I'd be like, great, let's get it done. Unfortunately, I do that now. Like I'm looking. So I'm still doing the same thing on my side where, like, I'm trying to find the proof that my client either said it or didn't say it. But as a DA, I mean, I can't even imagine how easy it would have made my job.

**Drew Giovannoli:** There is. That brings up this Rev's working on this idea or this product functionality where you can upload a file like I think you called it an air. Is it a police report or incident report?

**Tracie Reilly:** Yeah. Yeah.

**Drew Giovannoli:** But you could upload that and then you upload the body cam footage and you look for congruences or inaccuracies between the footage and the report.

**Tracie Reilly:** Holy shit. Wow.

**Drew Giovannoli:** But just so I can have it in words, would you think that would have value for you in the deal?

**Tracie Reilly:** Oh my. God. Like. I mean, first of all, like, no, because maybe they wouldn't need me as a lawyer anymore. Like, I'm a little concerned. But I mean, I will say, like, listen, like, I think one of the things that I'm really good at, and I'm not saying that I'm like the best, but I think one of the things I'm really good at, because I've worked in law enforcement and I've worked with law enforcement, one of the things that has made me good at the defense side is that I can. I know where to read in their airs and what to look for and what to look for in their body cam, and to find that, like often it ain't the same. Or to look at two people's reports and be like, why are you both saying different things? I think a lot of defense attorneys miss that. And, you know, some I mean, listen, not in every community. Like, I think there are communities where the defense bar is rabid dogs, and they're looking for everything they can to attack on here. I would say they haven't been that, you know. And so I think I think I think the state gets away with a lot. I mean, I because nobody's looking for those inconsistencies. And so like if there was a tool that you could tell me without me having to dig for it, oh my God, I don't even, I, I mean, I've, I feel a little bit like you're taking my job away from me, but I think it would be awesome.

**Drew Giovannoli:** Just lets you work on more cases or work less. One of the two.

**Tracie Reilly:** Well, yeah. I mean, and I will say that's the only thing that, that actually that and there is some talk in the bar and I'm totally segueing here and you may not care about this part, but there's some talk with some of the because so so you know there's a so like the the, the Court of Appeals in New York came back with this rule that says, like, you cannot use I on any briefs, whatever that you do. Right. And you have to swear that you're not using AI. Okay, great. But then the the bar association has come down with opinions and they're not binding yet, but come back with opinions that basically hint at the fact that if you're not using the highest technology in order to defend your clients, that you're not doing your like, you're not working at a high enough standard, right? That, like, you should be using everything that is in, you know, you have to stay up with technology. You have to stay up with whatever. And so that leads a lot of us in conversations to be like, well, then it sounds like if you're not using AI that like you're failing, you know, to do best by your clients. And then, and where was I going with this? Oh, but the the the downside is billing. So like it would have taken me like on a case. It would have taken me like, let's say five hours, right? For me to go through and get enough of a transcript for a body cam that I'm comfortable going to trial on it, right. Well, Rev just did it in 11 minutes. And so now I'm like, I just lost five hours of billing. You know what I mean? Yeah. Now, I don't particularly care that much about it because my court appointments, mostly I flat rate them. I don't you have an option here to either flat rate or hourly. I flat rate a lot because I'm like, I'd rather work faster and get through more cases than quibble over whatever. But there are cases where and I and then I flat rate for criminal cases. I don't do you know what I mean? But there are, there are people that I could see being like, well, how do I get the billing out of it? You know what I mean? Because like, let's say that we're not talking criminal and we're talking family law, which I do too. I do a lot of divorces and stuff. So let's say that I, you know, my client gives me an hour long conversation between she and her husband. Well, and I want to use that at trial. Well, I could have killed her at 350 an hour. I could have killed her two hours and gotten 700 bucks. And now I can bill her for your services. But. Great. I just got 11 bucks, you know. And so there is, there is a little bit of like, well, shit, what do we do billing wise? And so I know there's some conversations. I read one article that talks about how we need to bill for. I like how maybe, maybe attorneys need to start working into their retainer agreements, like ways to bill for the use of that. But I don't know how to do that. But I do think that that's something that everybody's going to start thinking about is like, am I going to be out a crap ton of money because I can't bill for it anymore?

**Drew Giovannoli:** Can you help point me to that bar information so I can service it to rev so they can be aware of that. You said it's not kind of enforced or rule yet, but where they're saying that you should be using the most technology possible to defend your client.

**Tracie Reilly:** Yes.

**Drew Giovannoli:** Can I find anything about that?

**Tracie Reilly:** Can I email it to you at.

**Tracie Reilly:** Yeah.

**Tracie Reilly:** You've been emailing me for this appointment.

**Tracie Reilly:** Yes, please. Okay.

**Tracie Reilly:** Yeah. Yeah, yeah. Because it'll take me a while. I mean, it won't take me long to find it, but I know, I know, I read an article about it, and it's probably there's a stack of, like, journal stuff over there. So it's in one of them, because that's what I would have been reading. But I know, and it's probably some article from the bar that just cited to it and cited to the rule. I don't know that I've actually read the rule. But I know a lot of us have been talking about it about like, how does it, you know, how does it work and what are you doing, and blah, blah, blah.

**Drew Giovannoli:** So awesome. This is really fun. Tracie. Thank you for making time.

**Tracie Reilly:** Of course.

**Tracie Reilly:** Yeah, I mean, it's a really great product. So and I will tell you, I have told a ton of attorneys to use it. Like I'm like, you should use this because it's great.

**Tracie Reilly:** So I hope you.

**Drew Giovannoli:** Have a wonderful day.

**Tracie Reilly:** All right.

**Tracie Reilly:** You too. Thanks.

**Tracie Reilly:** Bye bye.