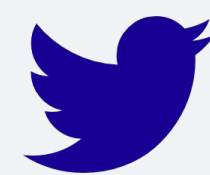


JustLegalTM

Transforming Client Acquisition for Law Firms.



www.JustLegal.com



[@goJustLegal](https://twitter.com/goJustLegal)



Willy@JustLegal.com

Team



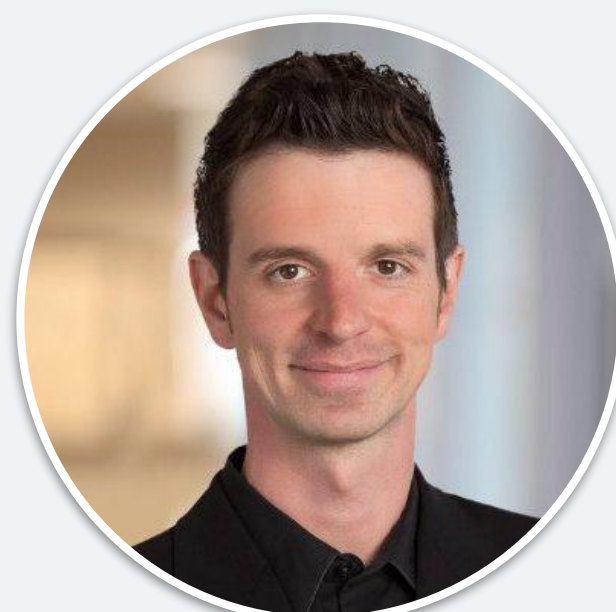
Willy Ogorzaly
Founder & CEO



R.C. Mosier
COO & Attorney-in-Residence



ACQ by MWR Legal



Frank Burns
VP of Marketing & Customer Success



Frank Robles
CTO



ACQ by NSE: RCOM for \$300mm



Joe Burchard
Founder & Head of Product



Victor Rojas
Founder & Senior Developer





More People Than Ever Want to Connect with Attorneys Online

2014

The year online search overtook
referrals from friends and family

76%

Of people seeking attorneys
head to the internet

50%

Of clients end up going with
the first lawyer to respond

The Problem



The Legal Industry has been slow to evolve, and attorneys are **struggling** to capture this demand.

78/100

Of most expensive AdWords are legal-related

2.07%

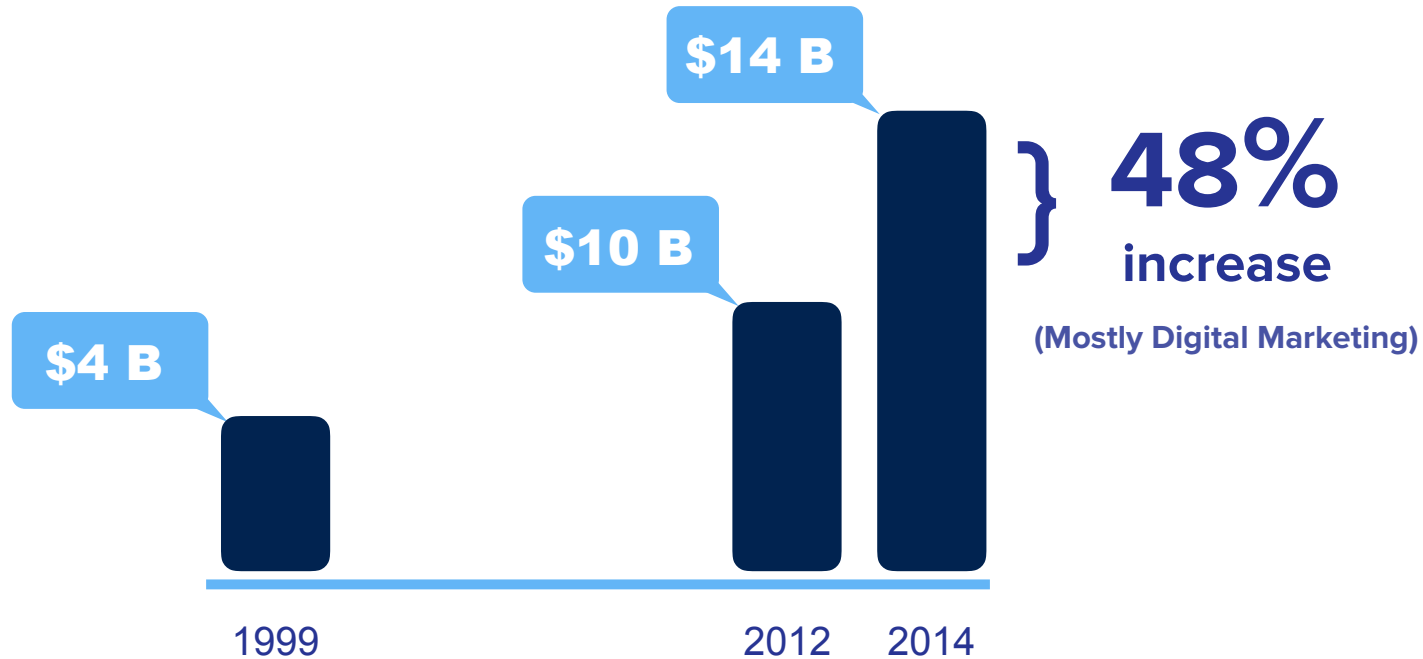
Median Conversion Rate for a Law Firm Website

A screenshot of a contact form titled "Get In Touch With Us". Below the title is a small line of text: "Feel free to drop us a line and we'll get back to you in 48 hours max!". The form contains four input fields: "Your Name" (with a person icon and example text "example : John Doe"), "Your Phone Number" (with a phone icon and example text "example : 0800 123 45678"), "Your Email Address" (with an email icon and example text "example : office@example.com"), and "Your Message" (with a text area icon and example text "example : I'd like to say 'good job!'"). At the bottom is a blue button labeled "Submit Your message".

Most lawyer websites still rely on contact forms!

The Problem

In 2014, attorneys spent **\$14,800,000,000** marketing to clients



The background of the entire image is a repeating pattern of blue human icons. These icons are stylized, with a circular head and a rectangular body with arms and legs. They are arranged in a grid, alternating between male and female figures. In the center of the image is a large, dark blue rounded square. Inside this square, the text '80%' is written in a large, light blue, sans-serif font.

80%

of Americans do not have
access to legal services

Contact

To learn more about how our Colorado attorneys can help you, call 303-647-5322 or toll free at 888-422-8076. You may also fill out the online contact form below and we will respond shortly.

At Warren, Carlson & Moore, LLP, Our fees are reasonable, and we offer fixed fees for certain practice areas. We look forward to hearing from you.



Bold labels and * indicate required information.

Personal Information

Name

Email Address *

State

ZIP

Phone

Contact Preferences

How would you like to be contacted?

Check all that apply.

☐ Email ☐ Phone

How Can We Help You?

Brief description of your legal issue



The use of the Internet or this form for communication with the firm or any individual member of the firm does not establish an attorney-client relationship. Confidential or time-sensitive information should not be sent through this form.

☐ I have read the disclaimer. *

Our mission

is to provide personal, cost-effective and highly competent legal services to individuals and businesses throughout Boulder County and the Front Range. We recognize our duty as professionals and members of the community to assist in making legal services available to all residents of Colorado, and to actively participate in seeking the betterment of our community.

More About Our Firm



View Our Christmas Cards



Contact Form

Bold labels are required.

Name

Email Address

Phone

Brief description of your legal issue

☒ I have read the disclaimer.
[Privacy Policy](#)

Send Your Message



Solution for Attorneys

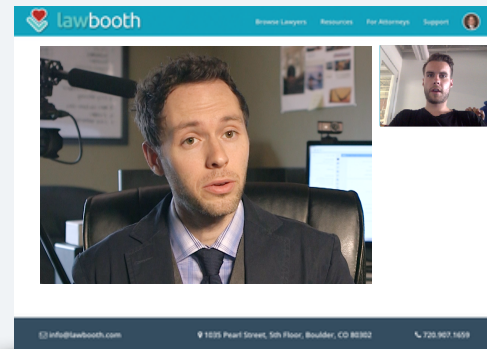
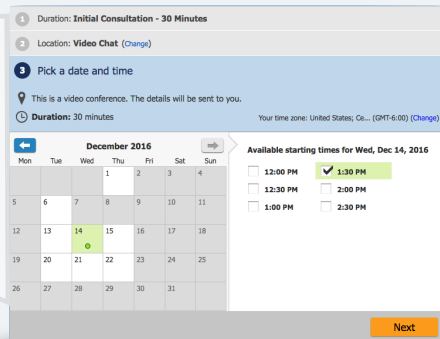
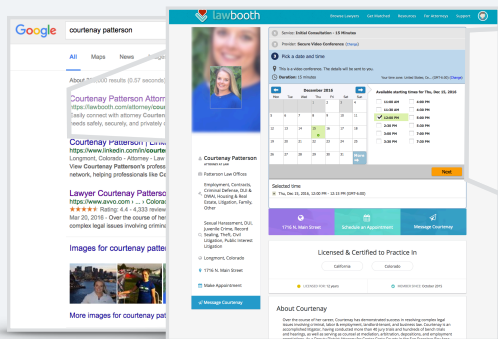
Free Profiles

+

Scheduling Widget

+

Performance Marketing



JustLegal auto-generates profiles
for 95% of licensed attorneys.

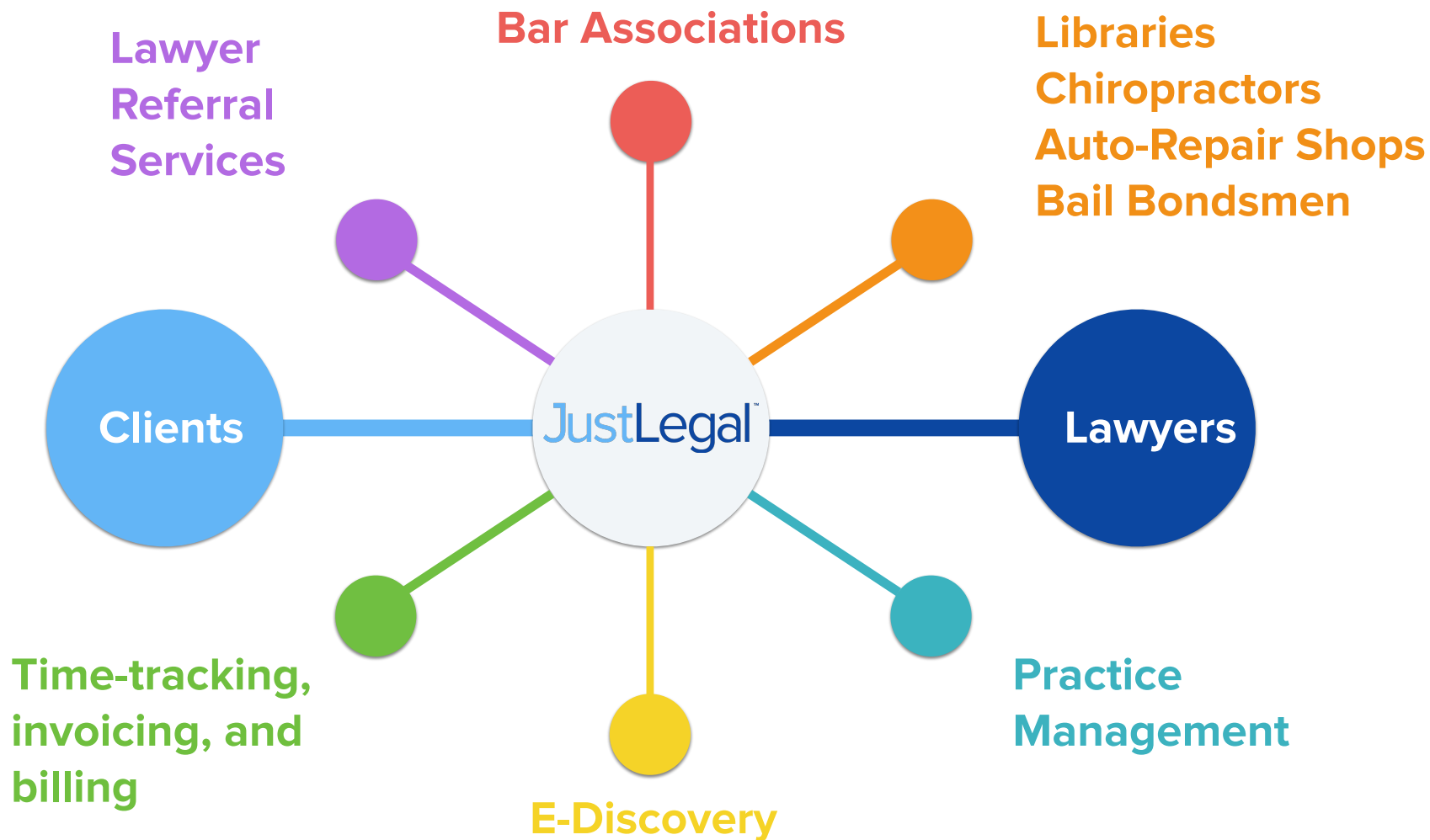
Attorneys can embed scheduling
widget on their website.

Lawyers only pay for marketplace
bookings they accept.

Increase revenues by

1. Increasing conversion-to-consultation rate by up to 3x on their own website
2. Filling their excess capacity with bookings from our marketplace
3. Optimizing practice efficiency and minimizing time spent on administrative tasks
4. Increasing client-satisfaction and retention
5. Reducing no-shows

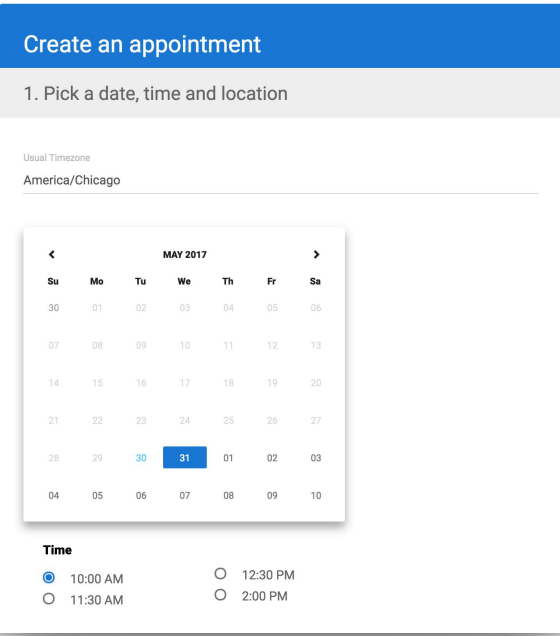
The Future of JustLegal



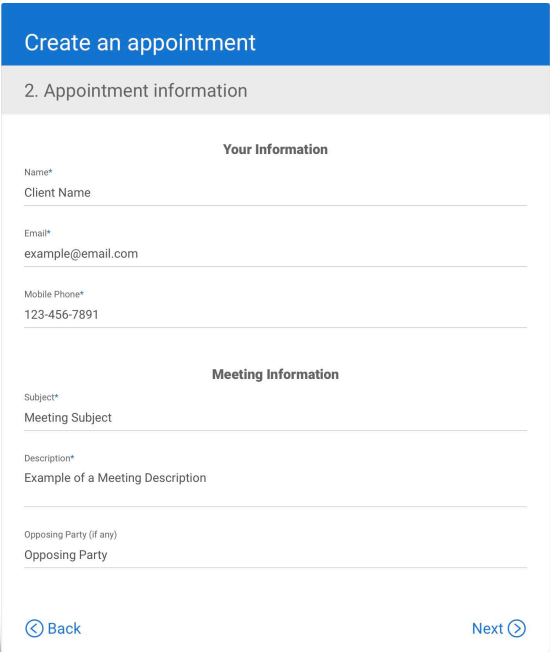
The Solution (part 1/3)

To solve this, JustLegal offers a suite of tools designed specifically to help attorneys capture more business online.

For individual lawyers (\$25-99/mo):



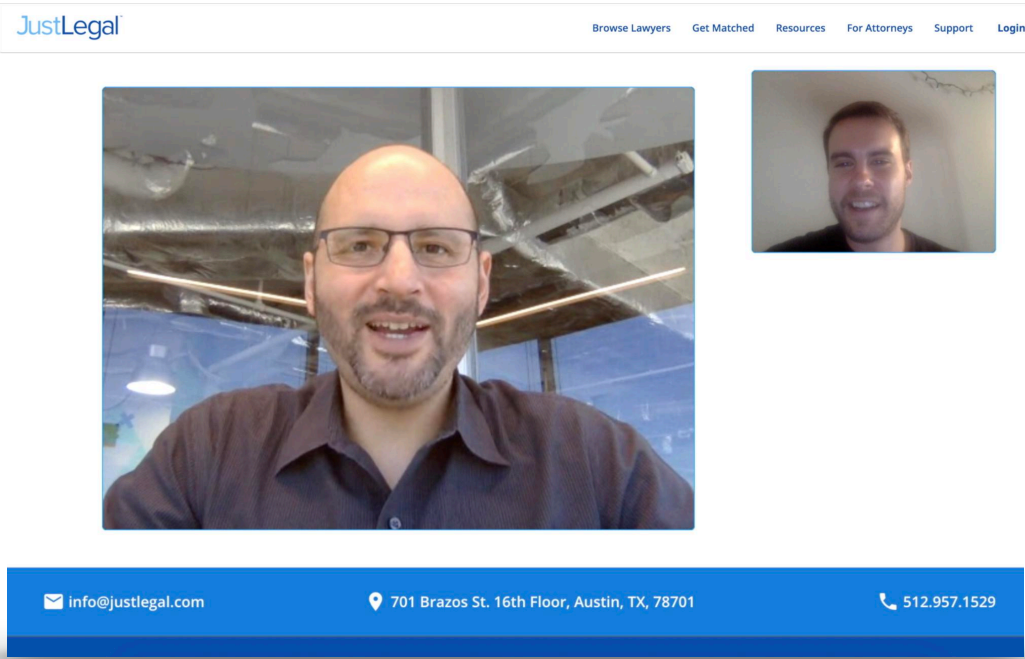
Scheduling



Intake

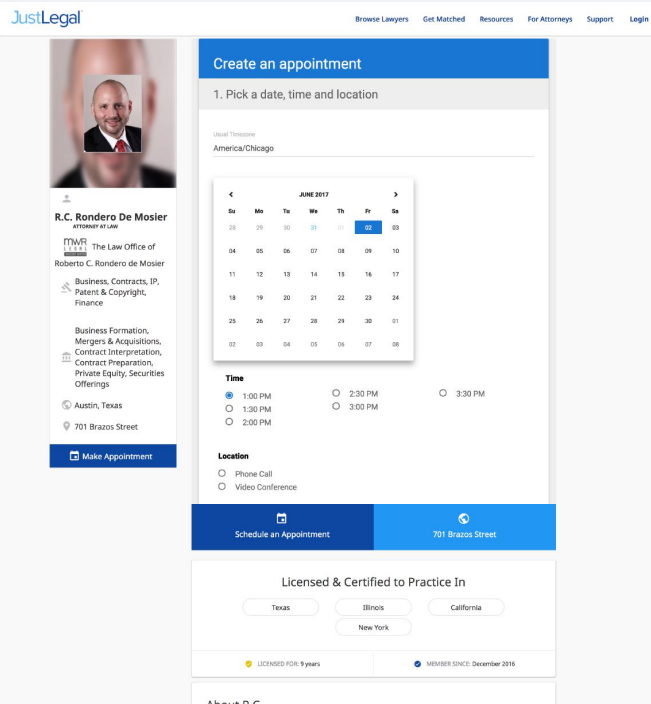


Notifications

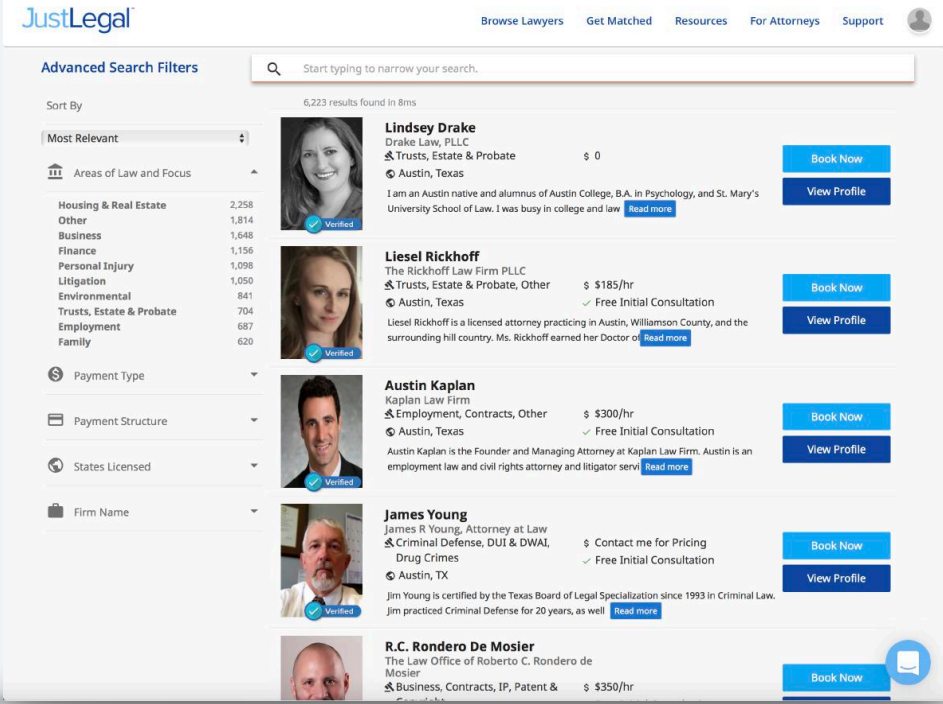


Video Chat

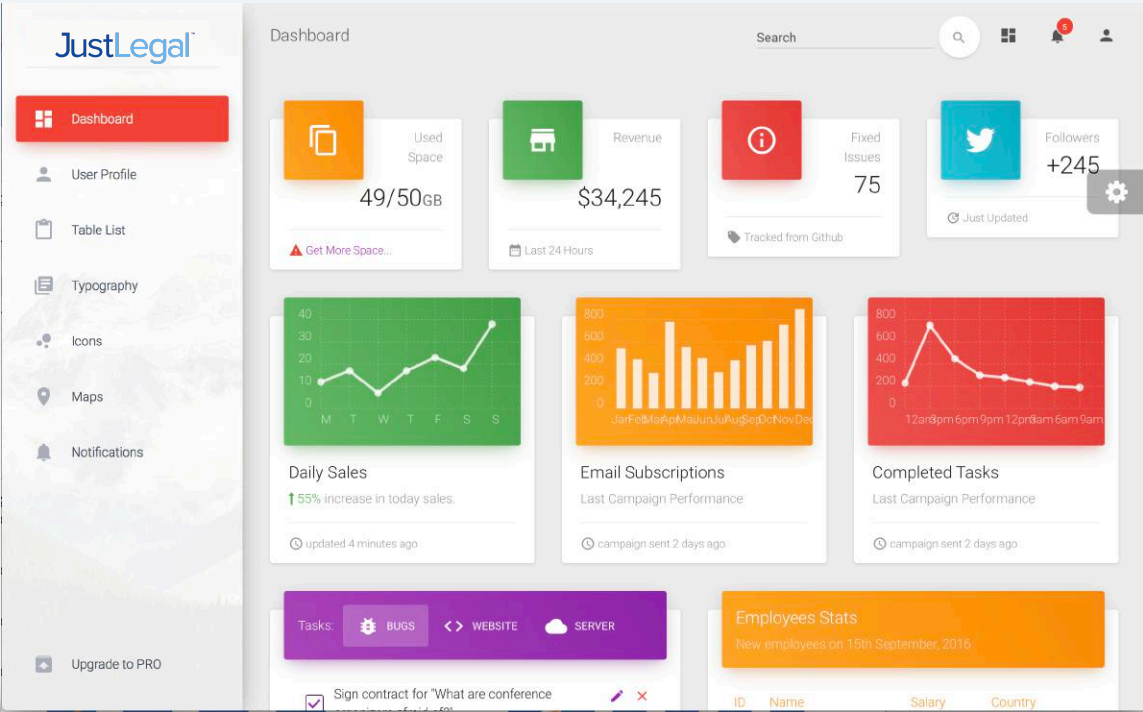
For groups of lawyers (enterprise pricing):



Directory and Profiles



Search, Sort, and Filter



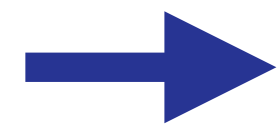
Dashboard and Reporting

The Solution (part 2/3)

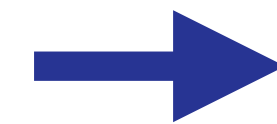
Our core offering is a robust intake and scheduling solution designed specifically for attorneys.

The first screenshot shows a 'Get In Touch With Us' contact form with fields for Name, Phone Number, Email Address, and a Message. The second screenshot shows a 'Create an appointment' form with sections for 'Your Information' (Name, Email, Mobile Phone) and 'Meeting Information' (Subject, Description, Opposing Party). It includes a calendar for May 2017 and a time selection dropdown. The third screenshot shows a confirmation page titled 'Your booking is confirmed' with a summary of the appointment details and a link to a secure video chat.

Replace this



With this



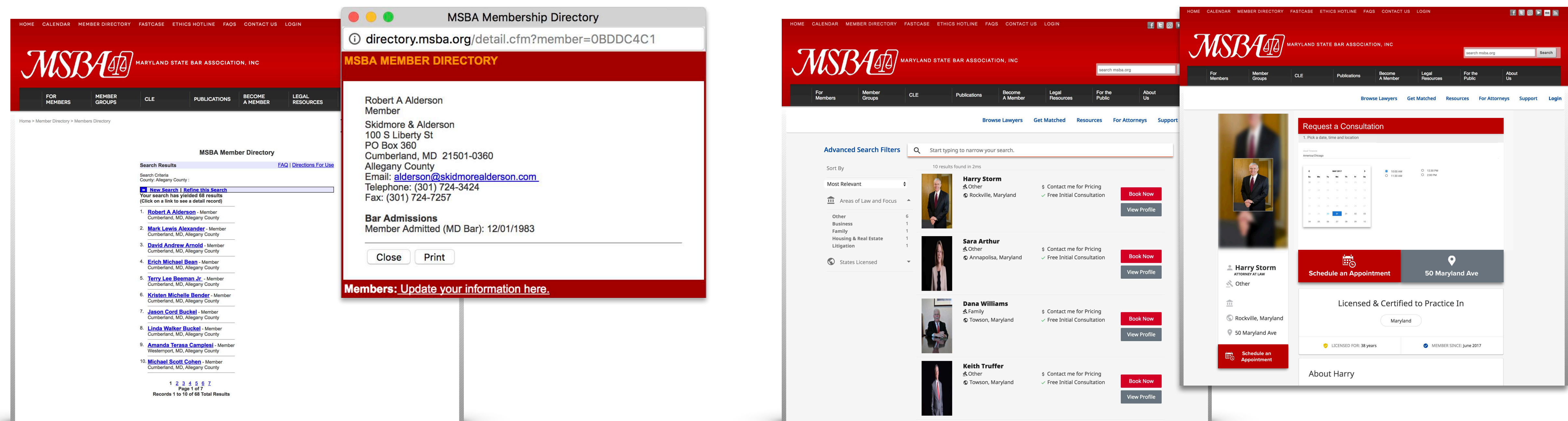
Get this

300%
Increase in website
conversions

Other benefits include streamlining the intake process, saving time spent on administrative tasks, and providing a better experience to clients.

The Solution (part 3/3)

Bar associations, lawyer referral services, and law firms with multiple attorneys also need directories, profiles, and the ability to easily search, sort and filter, and schedule.



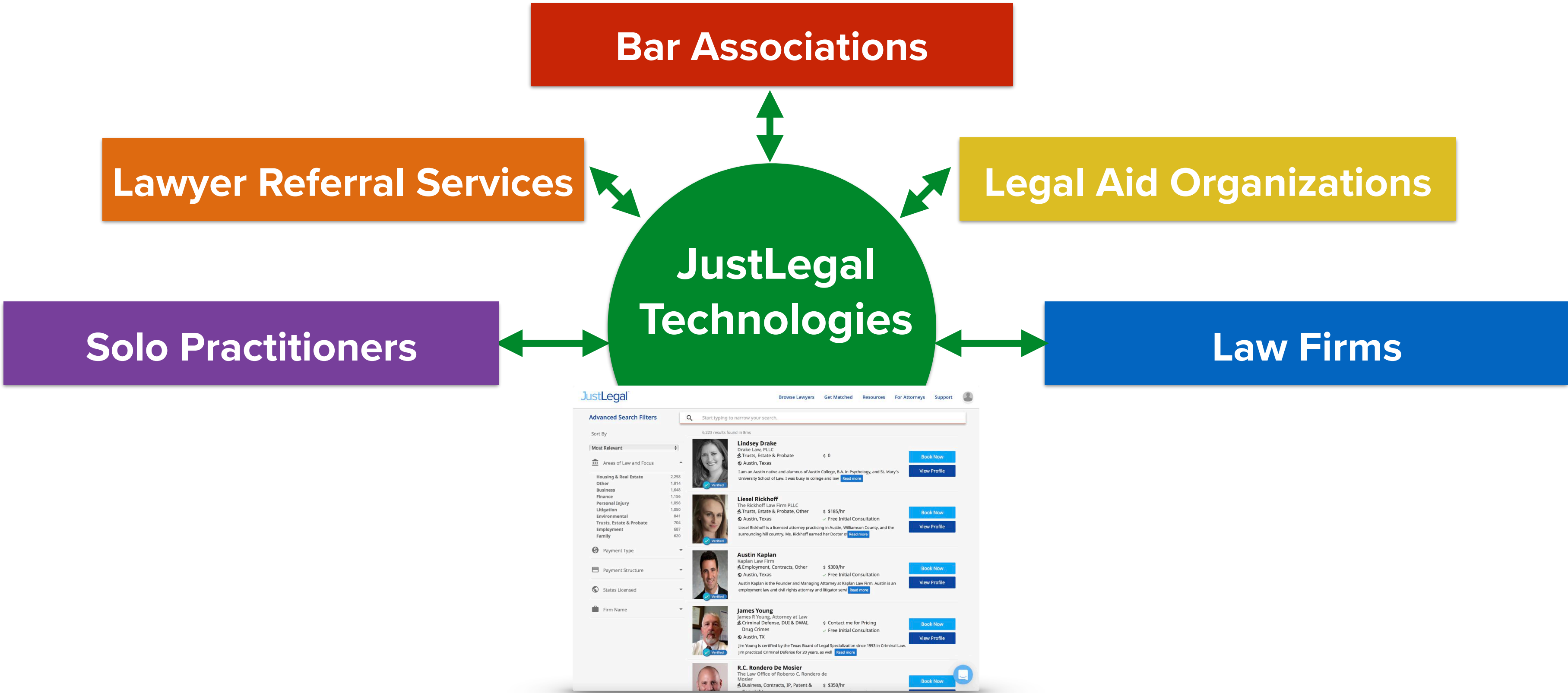
Before

After

Our customizable directory helps users of any website quickly find the right lawyer, and our customizable profiles feature the intake and scheduling front-and-center.

JustLegal Phase II - Lead Generation for Lawyers

Law firm, Bar Association, and Lawyer Referral Service directories power JustLegal's centralized directory, the largest, most accurate database of attorneys.



When a client finds an attorney on JustLegal's Centralized Directory, JustLegal charges the attorney a Cost Per Lead (CPL) to connect with the client.

A faint, light blue silhouette of a city skyline with various skyscrapers is visible in the background, centered behind the main text.

JustLegalTM

Intake and scheduling technology built for law firms

Recognized Leader in Technology & Law



“Changing the way we connect with lawyers”
-Inside Counsel



“A simpler way for clients to book appointments
with an attorney” - Yahoo Finance



Top Challenges

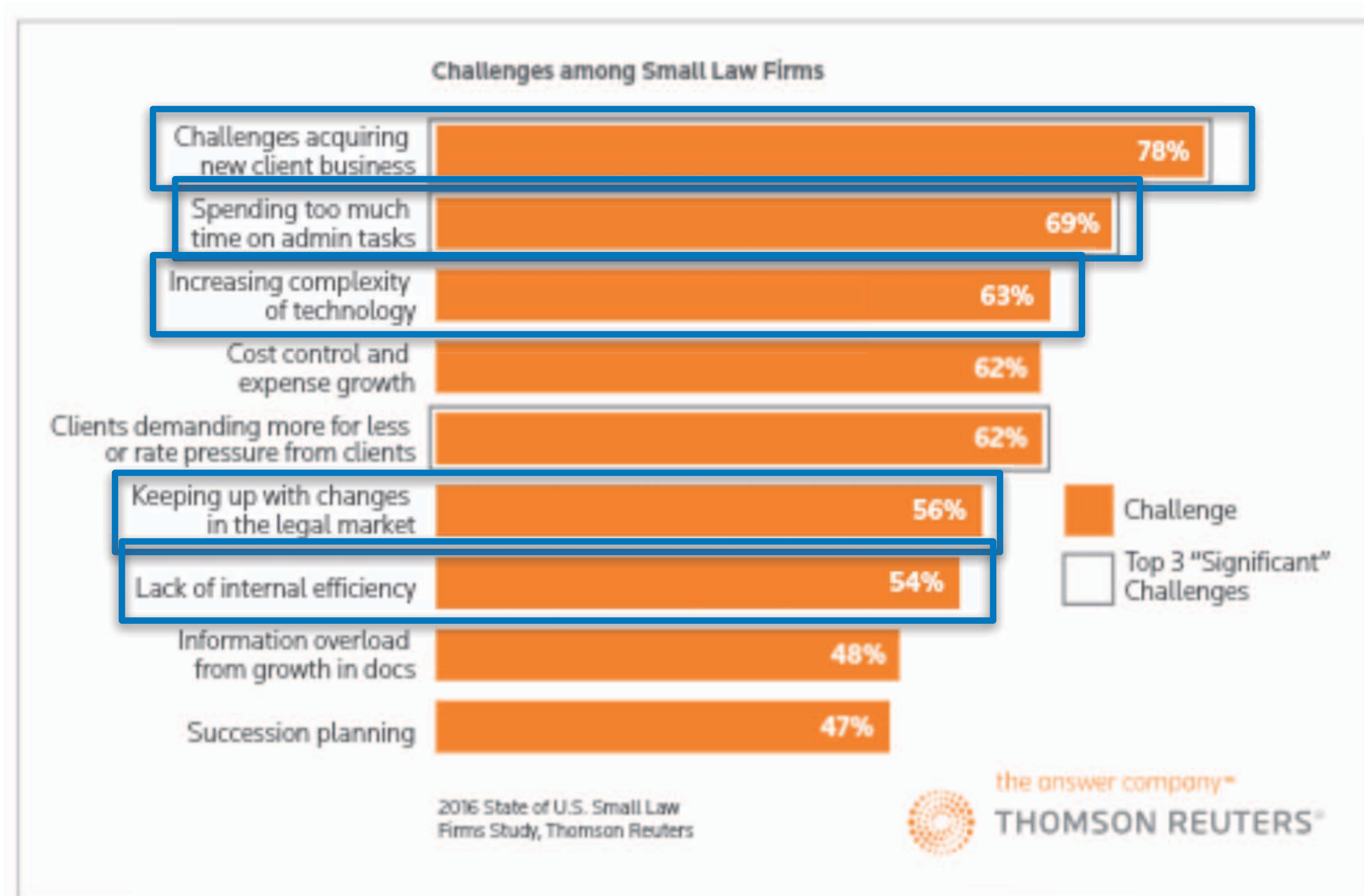


Figure 1. Small law firm challenges, as small law firm leaders reported in the 2016 State of U.S. Small Law Firms survey, Thomson Reuters

The Solution



Scheduling



Intake



Video Conferencing



Client Acquisition

Scheduling Built for Lawyers

Get up to a 300% increase in client bookings by adding secure, real-time scheduling to your contact form.



Get In Touch With Us

Don't be afraid to drop us a line and we'll get back to you in 48 hours or less.

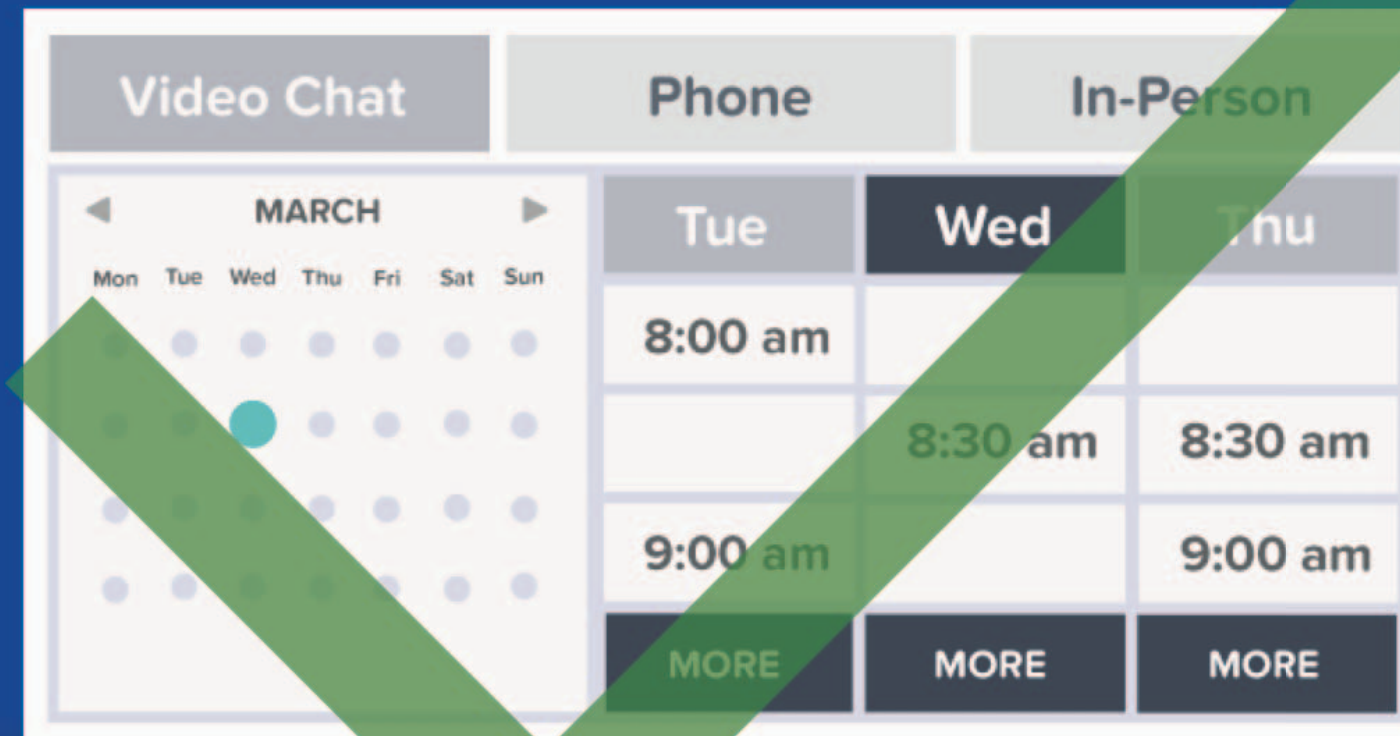
Your Name

Your Phone Number

Your Email Address

Your Message

Submit Your message



Video Chat Phone In-Person

MARCH

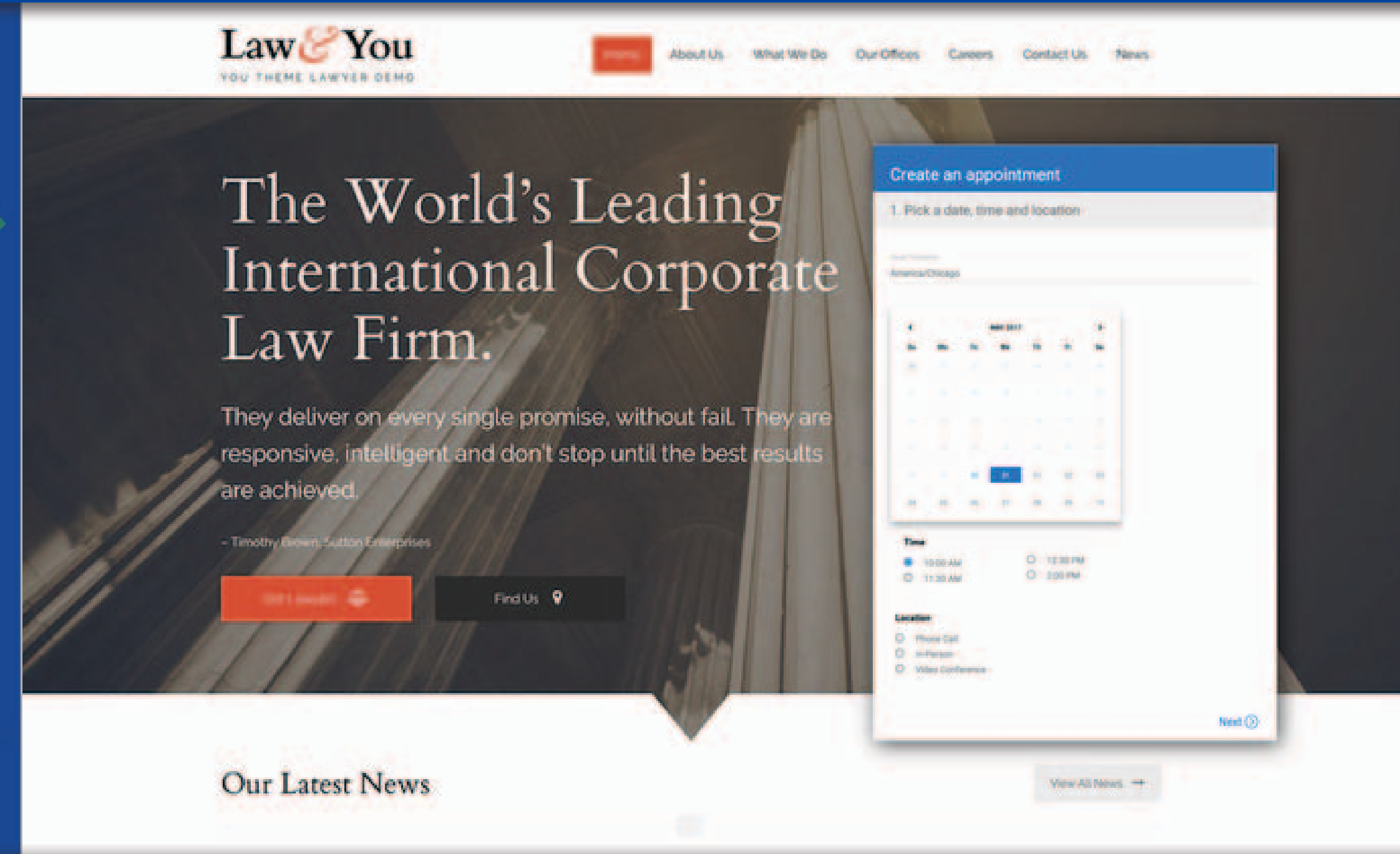
Mon Tue Wed Thu Fri Sat Sun

Tue Wed Thu

8:00 am 8:30 am 8:30 am

9:00 am 9:00 am

MORE MORE MORE



Law & You
YOU THEME LAWYER DEMO

About Us What We Do Our Offices Careers Contact Us News

The World's Leading International Corporate Law Firm.

They deliver on every single promise, without fail. They are responsive, intelligent and don't stop until the best results are achieved.

— Timothy Brown, Sutton Enterprises

100% Awarded Find Us

Create an appointment

1. Pick a date, time and location

Location: America/Chicago

Time: 10:00 AM 11:30 AM 12:30 PM 2:00 PM

Location: Phone Call In-Person Video Conference

Our Latest News View All News

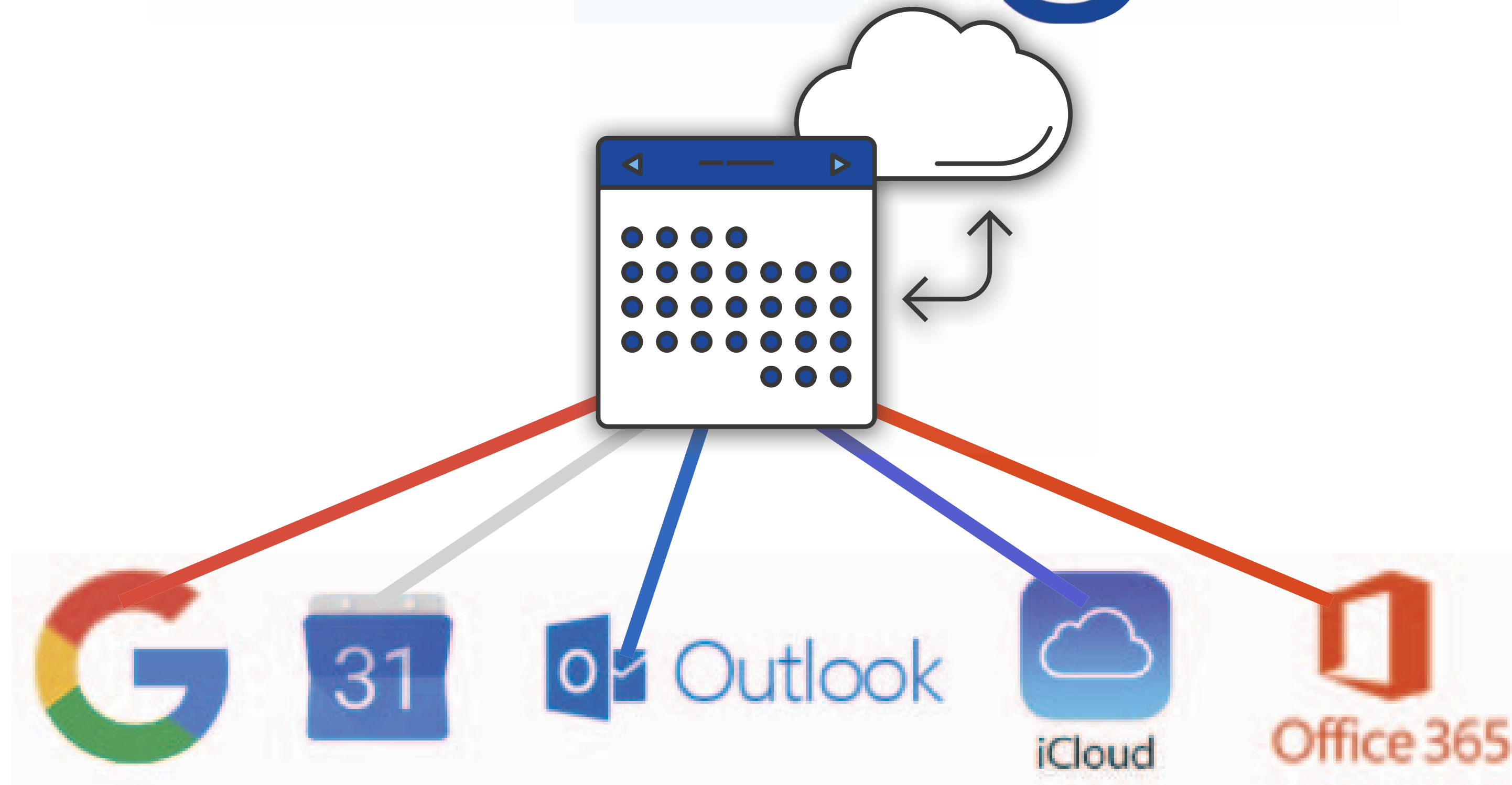
Our simple solutions are proven to provide significant benefits to law firms like yours.

- 💡 Connect with more clients, more often.
- ⚙️ Differentiate your firm with technology.
- 💰 Increase operational efficiencies.
- 👤 Increase revenues and profit margins.

- 💰 Decrease client acquisition costs.
- ⌚ Save up to 30 hrs of admin time each month.
- 📅 Reduce no-shows by up to 33%.
- 🖱️ Increase website conversions by up to 300%.

Secure, compliant, two-way, real-time synchronization

JustLegal™



Scheduling Built for Lawyers

Easily set up and customize

Where would you like to meet your clients?

☒ Video Conference

Link

https://www.justlegal.com/videochats/connect

☒ Phone Call

Phone Number

512-971-6733

☒ In-Person

Address

701 Brazos St. 16th Floor

☐ Other Location

9:00am						
10:00am	X 10:00am - 12:00pm	X 10:00am - 12:00pm	X 10:00am - 12:00pm	X 10:00am - 12:00pm	X 10:00am - 12:00pm	
11:00am						
12:00pm						
1:00pm	X 12:30pm - 1:30pm	X 12:30pm - 1:30pm	X 12:30pm - 1:30pm	X 12:30pm - 1:30pm	X 12:30pm - 1:30pm	
2:00pm	X 2:00pm - 5:00pm	X 2:00pm - 5:00pm	X 2:00pm - 5:00pm	X 2:00pm - 5:00pm	X 2:00pm - 5:00pm	
3:00pm						
4:00pm						
5:00pm						

How long would you like to offer for an initial consultation?

15 minutes

30 minutes

45 minutes

60 minutes

Previous Step

Next Step

Now let's set up your meetings

How much lead time would you like before clients can book with you?

Select time

12 hours

How much time would you like between meetings?

Select time

1 Hour

What is the maximum number of meetings you would like to have in a day?

Select number of meetings

4 meetings

What meeting durations do you want to make available to your clients?

Select number of meetings

30 minutes 1 hour

How Would you like to be notified?

☒ SMS ☒ Email

Scheduling Built for Lawyers

Clients schedule

Create an appointment

1. Pick a date, time and location

Usual Timezone

America/Chicago

<

MAY 2017

>

Su	Mo	Tu	We	Th	Fr	Sa
30	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	01	02	03
04	05	06	07	08	09	10

Time

☒ 10:00 AM

☐ 11:30 AM

☐ 12:30 PM

☐ 2:00 PM

Location

☐ Phone Call

☐ In-Person

☐ Video Conference

Next >

Appointments
appear in calendar



Notifications go out
immediately



Everyone is happy!



- 💡 Connect with more clients, more often.
- ⚙️ Differentiate your firm with technology.
- 💰 Increase operational efficiencies.
- 👤 Increase revenues and profit margins.

- 💰 Decrease client acquisition costs.
- ⌚ Save up to 30 hrs of admin time each month.
- 📅 Reduce no-shows by up to 33%.
- 🖱️ Increase website conversions by up to 300%.

Subscription Pricing



Intake

- 256 Bit Encryption
- Conflict Checks
- Compliance
- Email & SMS Notifications
- Website Integration



Scheduling

- Real-Time, Two Way Synchronization with Google, Apple, Outlook, Exchange, and Office 365 Calendars
- Customizable Availability
- Customizable Meeting Locations
- Offer Virtual Meetings



Video Chat

- 256 Bit Encryption
- Built with WebRTC 2.0
- Seamlessly Integrates w/ Scheduling
- Firewall Traversal
- Multi-Party Calls for Collaboration
- Dynamic Adaptation & Audio Fallback

\$270/Year
or \$25/month

The best pricing model in the industry

Client Acquisition

- Pay for Performance — only pay for scheduled appointments you accept.
- Clients choose you
- Accept or reject bookings
- Guaranteed 4x more cost-effective than Google Adwords

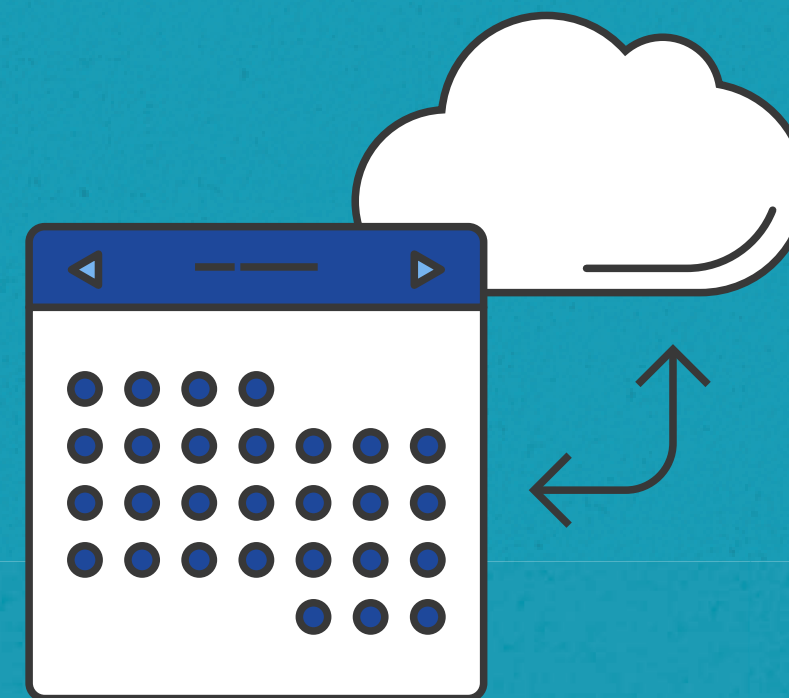
FREE to get started

JustLegalTM

Next steps:



Sign Up



Sync Calendar



Add to Website



Find a Lawyer

Compare top-rated lawyers in your area and schedule a consultation in seconds

Find me:

Lawyers in:



Search >



Advanced Search Filters



Start typing to narrow your search.

Sort By

Most Relevant



Areas of Law and Focus

Business	1,649
Business Formation	181
Antitrust	92
Mergers & Acquisitions	81
Housing & Real Estate	2,258
Other	1,814
Finance	1,156
Personal Injury	1,097
Litigation	1,048
Environmental	842
Trusts, Estate & Probate	704
Employment	686
Family	620



Payment Type



Payment Structure

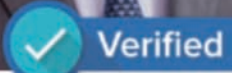


States Licensed



Firm Name

1,649 results found in 13ms



Adrian Resendez

The Resendez Law Firm

Business, Contracts, IP, Patent & Copyright

\$ \$250/hr

Free Initial Consultation

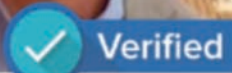
Austin, Texas

Adrian Resendez prides himself in giving the utmost attention to his clients while communicating and counseling them effectively in their areas of

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Daniel Kennedy

The Law Office of Daniel M. Kennedy

Business, Contracts, IP, Patent & Copyright

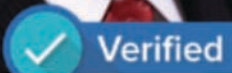
\$ \$250/hr

Free Initial Consultation

Houston, Texas

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R.C. Rondero De Mosier

The Law Office of Roberto C. Rondero de Mosier

Business, Contracts, IP, Patent & Copyright

\$ \$350/hr

Free Initial Consultation

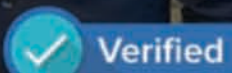
Austin, Texas

Roberto 'RC' Carlos Rondero de Mosier is a trusted advisor for entrepreneurs and investors. R.C. regularly advises his clients on their business en

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Jim Varghese

The Law Firm of Jim D. Varghese, PLLC

Business, Employment, Contracts

\$ Contact me for Pricing

Free Initial Consultation

Houston, Texas

Plaintiff's attorney & Outside General Counsel for several small to medium size companies with a particular emphasis in Technology and Cloud contra

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R.C. Rondero De Mosier
ATTORNEY AT LAW



The Law Office of
Roberto C. Rondero de Mosier



Business, Contracts, IP,
Patent & Copyright,
Finance



Business Formation,
Mergers & Acquisitions,
Contract Interpretation,
Contract Preparation,
Private Equity, Securities
Offerings



Austin, Texas

Create an appointment

1. Pick a date, time and location

Usual Timezone

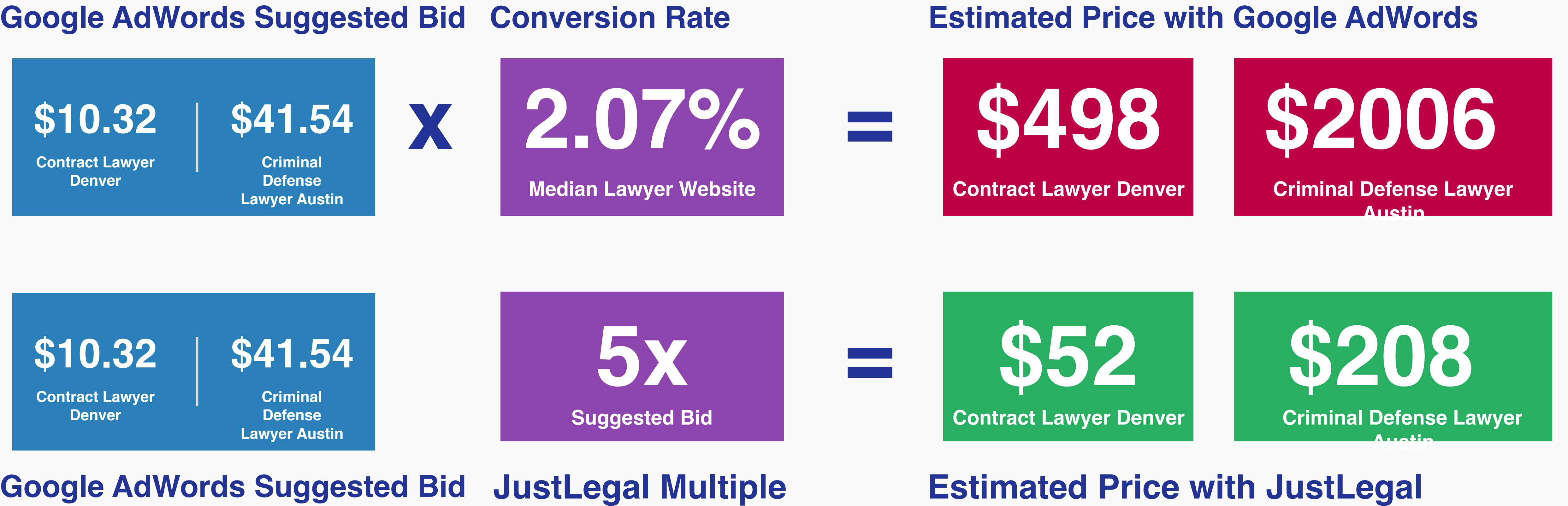
America/Chicago

JUNE 2017						
Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	01
02	03	04	05	06	07	08

Time

☒ 1:00 PM ☐ 2:30 PM ☐ 3:30 PM

Booking Fee Calculation



Easier, cheaper, and less risky than Google AdWords

Obtainable Market Size

Software Subscriptions:



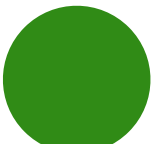







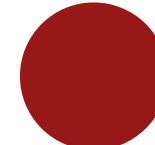
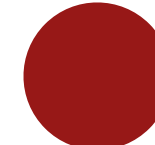




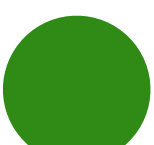
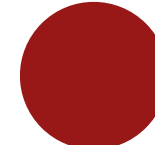
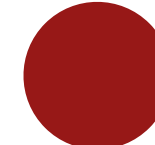











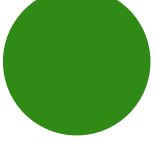
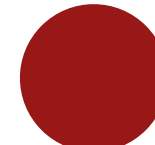


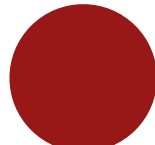

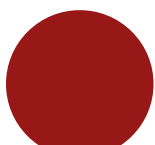
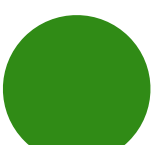













Lead Generation (CPL):



This is a \$9.35B annual opportunity ripe for disruption.
(\$9.35B represents 19.9% of the \$47B TAM for attorney marketing and technology in the U.S.)

Competitive Analysis

	Online Directory	Client Acquisition	Tools for Law Firms	Tools for Associations	Tools for Clients	Legal Tech Integrations
						
						
						
						
						
						
						

JustLegal is the only legal-tech platform with a suite of technologies that help lawyers capture demand on their website, our website, and across the web. This key differentiation helps us win where our competitors fall short.