

TheLawFirm.com

A unique brand for law firm marketing

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Profile 3729: Western United States

Summary

THELAWFIRM.com represents the unique opportunity to own one of the most distinguishable brands in the legal industry.

- Established in 2012 as a professional corporation, THELAWFIRM.com (the "Firm") is active in the mass tort litigation space.
- The cumulative marketing investment over hundreds of cases and a strong online presence have established an "evergreen" brand that will only grow with every additional marketing dollar spent.
- In addition, the Firm has an inventory of more than 350 cases placed with leading mass tort law firms

History

THELAWFIRM.com was incorporated on June 19, 2012, as TheLawFirm.com Corp. The name was later changed to TheLawFirm.com, A Professional Corporation, and the Company acquired the additional names and URLs "TheLawFirm.org" and "TheLawFirm.ca" (for Canada).

The website was built and is being used as the platform for mass tort case lead generation through pay-per-click advertising.

Between 2012 and 2022, TheLawFirm.com videos have garnered hundreds of thousands of views on YouTube, and the Company has processed thousands of phone calls, acquiring contacts of well over 10,000 prospective clients.

TheLawFirm.com currently has more than 350 cases placed with lead mass tort firms (primarily Motley Rice, Levin Papantonio).

Objective

One of the Principals is retiring, and the owners see far greater prospects for the business with a broader and higher intensity legal services marketing focus.

Business Model

The business model requires a marketing spend to onboard claimants for inclusion in mass tort prosecution. Upon successful prosecution of the case, or – more often - settlement with the defendant, the client (plaintiff) receives award payments. Typically, the lead firm earns a 40% contingent fee, of which 40% is paid to TheLawFirm.com.

Evergreen Brand:

- Consistent marketing investment over multiple years
- keeps on growing more valuable with every campaign

Consistent Brand:

- Law firm names change, TheLawFirm.com does not.
- Lawsuits change, TheLawFirm.com does not.

Strong Online Presence:

- CTR 3.7% - 14.2%
- 918,000 pageviews
- 41,000 hours on site
- Many top ten ranked keywords
- 471,000 views on YouTube
- 13,000 hours of watch time on YouTube
- 20,000 intake calls

Offline Reach:

- "go to TheLawFirm.com" is much more memorable than "Call 1-800-xyzz"

Mass Tort Campaigns Run by TheLawFirm.com

The company has an inventory of approximately 352 pending cases that have been placed with lead law firms pursuing the respective mass tort litigation. Management estimates that these cases have a fee potential of over \$5.8 million:

- Hernia Mesh Revision
- Zantac
- Valsartan
- Elmiron
- Taxotere
- Talcum Powder
- Metal-on-Metal Hips
- Xarelto



Growth & Diversification

Management sees a very real opportunity to strengthen the marketing program and to significantly increase the amount of mass tort work which the Company engages. As referenced above, the marketing spend must precede participation in the awards, but the opportunity is available for a significant return on a larger investment.

In addition to growing the mass tort business, there is further opportunity to leverage the brand and the marketing processes to capture numerous other legal services, among them Class Action and Personal Injury Lawsuits.

The impact of the vertical and horizontal growth strategies described above would be virtually immediate. Implementation would, of course, be subject to the funding of the marketing budget ahead of the receipt of the associated earnings.

Organization and Management

TheLawFirm.com is based in Northern California, but the brand is national and not limited to any particular geography. Aside from the two principal attorneys, the company is supported by a small administrative and marketing staff.

Transaction Scenarios

TheLawFirm.com can provide value to multiple types of buyers, from traditional law firms to litigation finance providers to marketing agencies targeting the legal field. Accordingly, the owners are considering multiple transaction scenarios:

1. Sale of TheLawFirm.com brand as well as the actual case inventory to one party.
2. Sale of TheLawFirm.com brand independently of the case inventory.
3. Sale of the case inventory independently of the brand or law firm.

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