



Online Legal Service Platform Comparison Study

Let's Zoom In different Online Lawyer Marketplaces?



The newest avenue for lawyers to increase their client pool is through what's called 'online lawyer marketplaces'. These are online marketplaces that clients can use to filter through a database. These newfangled marketplaces, which took flight in 2018, provide clients with online legal advice, embracing the opportunity of not squandering time for those in search of a lawyer. Hence, these platforms make higher efficiency yet lower costs, come true.

these platforms offer a friendly, consistent, and reliable experience, secure and professional at the same time. Some organizations across the legal landscape are uniquely positioned to not only create a platform but hypothetically, to have hundreds of legal applications play on top of the platform from its inception.

The surprising twist we are seeing transpire, which is consistent with all maturing industries, is a play to be inclusive of all competitors in a single instance. In this world of platforms, walled gardens can exist, but fully, truly open platforms are even more powerful.

When organizations build a space where everyone can play, it tears down borders and enables customers to take full advantage. Many of these start-ups, competing against a host of known players in the legal space, have flooded the market like a new gold rush.



Today, we're here to compare seven Lawyer Marketplaces:

 **Avvo** 01

 **Goodlawyer** 02

 **The Law SuperStore** 03

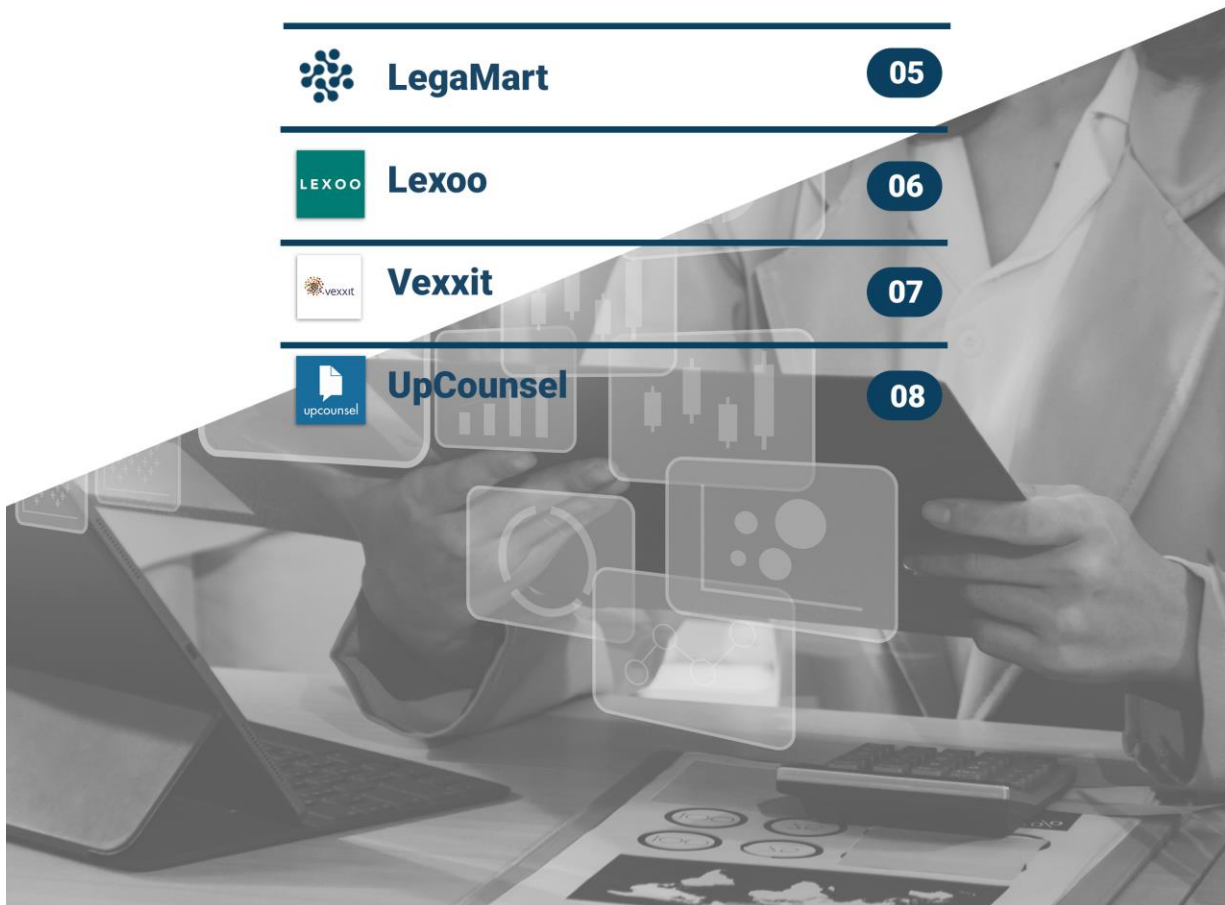
 **LegalDrop** 04

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WWW.AVVO.COM

Avvo boasts its 8 million site visits, which are able to make 650 thousand connections between potential clients and attorneys every month.

○ Price for Consumers

Lawyers name their own price.

○ Location

Its service is only offered in the United States and not in Canada.

○ Target market

Everyone.

○ How payment is handled

To purchase an Avvo subscription or update the payment method, an Avvo representative will send the client a secure, encrypted link by email. Clients will not be requested to provide a credit card number over the phone or in email.

Instead, they will enter their payment information to a secure payment form on Avvo website. While the payment information is submitted, a receipt will be emailed to the client.

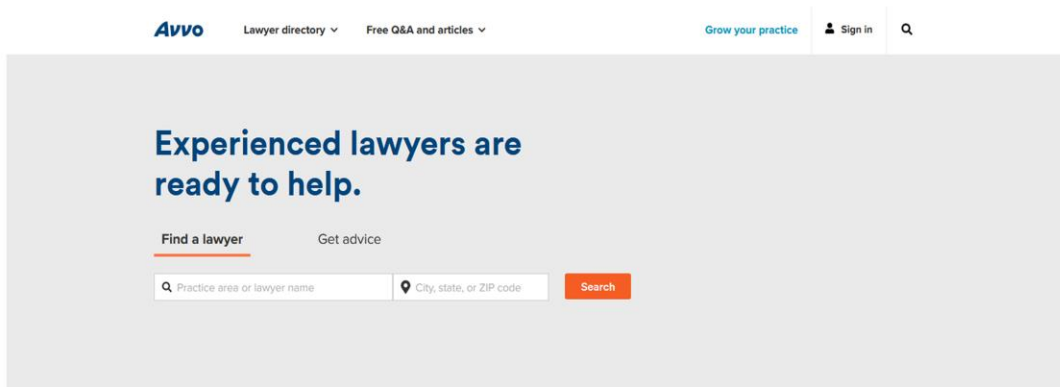
○ Price for lawyers to be on platform

Avvo offers three types of profiles, the lowest of which is free! Therefore, you can be added to their directory which could help you gain clients and there's no downside!

Mid-tier pricing starts at \$125/month, and their elite tier requires you to contact and work out a pricing plan with them yourself.

○ Practice Areas

Includes everything from adoption attorneys to wrongful termination lawyers, it is a full service marketplace.



Goodlawyer

WWW.GOODLAWYER.CA



○ Price for Consumers

The prices are flat and can be found on their website depending on what service you'd like. Incorporation is \$540, while contract review is \$25 per page, etc.

They offer exclusive microservices that lawyers can't feasibly offer without them: \$39 15-minute advice sessions and \$25 per page contract reviews. Further, they offer over 35 fixed-fee services and anything else can get done on a custom upfront fixed quote. Their prices are consistently half or less of the national average.

○ Location

Canada.

○ Target market

Startups make up roughly 60% of their customers, with the rest being made up of small businesses and entrepreneurs like consultants, etc.

○ How payment is handled

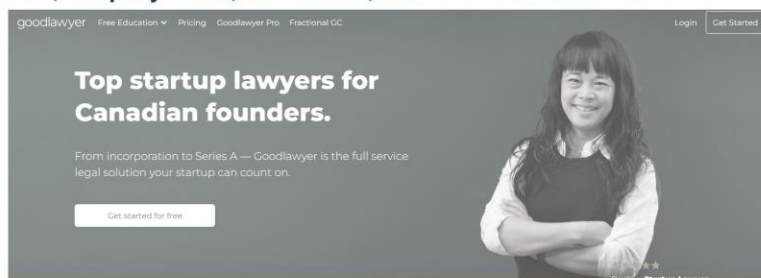
Payment is handled over the platform using Stripe. At the completion of a service, the lawyer simply clicks on "bill service" and the service is immediately charged to the client's credit card. After that, the funds are held by Stripe for 7 days and directly deposited into the lawyer's bank account. Lawyers do not have to pay for ongoing relationships with clients. Their goal is to make using the platform so helpful and easy for clients and lawyers that there is minimal risk of leakage.

○ Price for lawyers to be on platform

The pricing to be on Goodlawyer is free. However, technically, lawyers must subscribe to and practice using a Practical Law Core subscription, which they can get through Goodlawyer's partner starting at \$59 per month (70% off regular price). Lawyers also need to conform to Goodlawyer's fixed-fee prices, so, while there is no cost to using Goodlawyer for lawyers, there is a recognition that due to the immense amount of time Goodlawyer saves them on opening and closing new files, they adjust their prices to the Goodlawyer menu.

○ Practice Areas

Business, corporate, intellectual property, privacy and security, compliance, e-commerce, employment, contracts, commercial real estate



LegalDrop



WWW.LEGALDROP.COM

LegalDrop offers a range of fixed-fee legal services provided by participating verified lawyers. All prices are final, with no hidden fees and no long-term commitment. These packages are designed for your business needs and will be done for a fixed fee.

Here are several packages you can take advantage of:

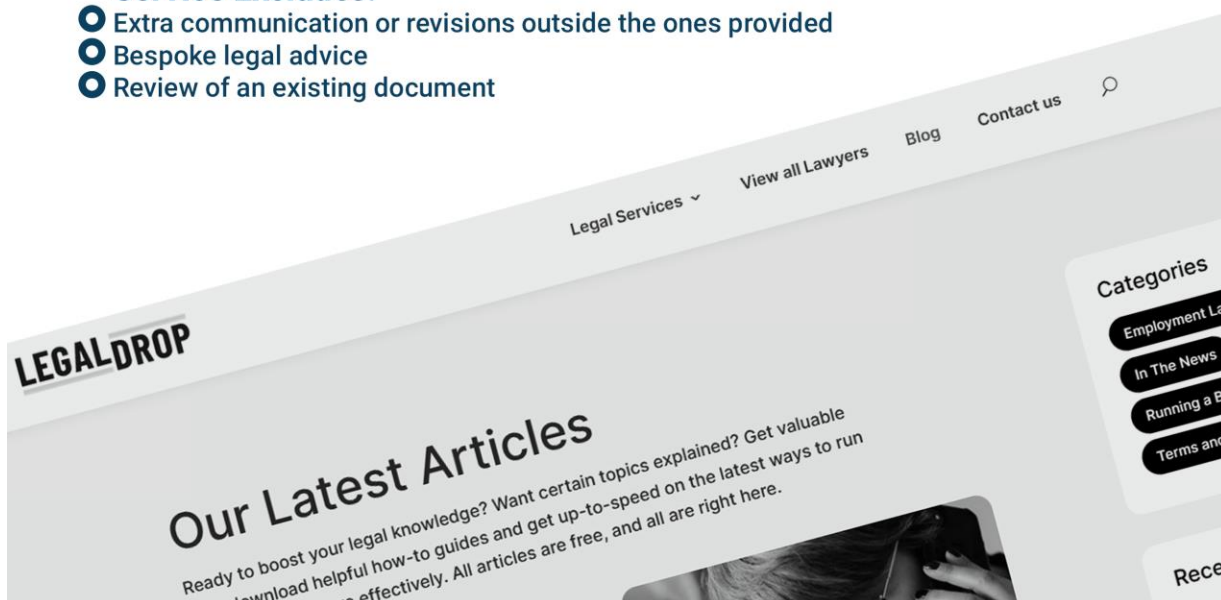
- Employment Contract Review, £165.00 +VAT
- Company Formation, £400.00 +VAT
- Senior employment contract for School Term timeworkers only, £445.00 +VAT
- Contract for Self Employed Staff, £450.00 +VAT
- Brexit Assessment - Customs and Vat, £450.00 +VAT

These services will cover:

- An initial 15-minute call to align objectives and understand your business and your needs
- A draft of your Website Policy
- A draft of your Cookie Policy
- 1 set of corrections for each document
- A closing email with the finalized documents and summary of the service

Service Excludes:

- Extra communication or revisions outside the ones provided
- Bespoke legal advice
- Review of an existing document





○ **Price for Consumers**

Prices range depending on the service required. For example, Contracts and agreements start at £140 whereas business compliance matters start at £150. Lawyers get to name their own price, starting at £550 to £1650.

○ **Location**

United Kingdom.

○ **Target market**

Businesses.

○ **How payment is handled**

Payment is handled over the platform using Stripe. At the completion of a service

○ **Price for lawyers to be on platform**

free to join

○ **Practice Areas**

Business Compliance, Contracts, Intellectual Property



Legamart

WWW.LEGAMART.COM



Avoid middlemen if you're looking for a lawyer abroad. There's no longer the need to endlessly spend hours on the web looking for a proficient lawyer in a country other than your own. With platforms such as Legamart™, the entire process of assessing a lawyer's background and work history in addition to free consultations and hiring has been made possible with simple clicks. Legamart has more than 600 lawyers from 53 different countries so far.

○ Price for Consumers

Lawyers get to name their price.

○ Location

With its headquarter in London, the legal services Legamart is focused on providing are on an international stage. Its aim is to be active in 25 countries within a year. It had its soft launch in March 2021. The official launch will be in January 2022. So far, Legamart has attracted 180 lawyers from Iran, Italy, UK, India and, Pakistan

Legamart focuses on providing legal advice on an international stage. They are a global legal platform that aims at creating an online platform for direct interactions between lawyers and clients in every jurisdiction. Their headquarters is in London and their aim is to be active in 25 countries within a year. They have their soft launch in March 2021, and they will officially launch in January 2022.

So far, they attract ... lawyers from Jurisdictions

The screenshot displays the Legamart website interface. At the top, there is a navigation bar with links for 'For Clients', 'For Lawyers', 'Legal Questions', 'Services', and 'Blog', along with a 'Login' button. The main content area features a section titled 'Need a Legal Help Abroad' with a sub-header 'Are you a **Trader** and need a lawyer to work on your case in another country?'. Below this, there is a form with four questions and dropdown menus: '1. What expertise do you expect from your lawyer?' (Area of practice), '2. Where are you looking for a lawyer?' (Country), '3. What is your preferred language to talk?' (Preferred language), and '4. What is your business?' (Industry). A 'REQUEST A PROPOSAL' button is located at the bottom of the form. To the right of the form is a photograph of two women in business attire reviewing documents. Below the form and image is a '4 Easy Steps' process flow: 1. Request Proposal (View our posted requirements to request a proposal), 2. Receive Matches (Review and approve your matches. We'll contact you directly), 3. Engage (Quickly engage providers through our dedicated platform), and 4. Hire A Lawyer (Hire the lawyer you've found best. We'll support you through the entire process).



○ Target market

Lawyers of all kinds. Mostly business, Family and immigration Legamart beachhead market lawyers are those who are successful in their field of work, whether it be immigration or business law. They are English-speakers and under 45 years of age. They wish to use the LegaMart platform to gain access to a pool of clients, lawyers, and establish their own branding and digital identity. The target market is everyone who needs to employ a lawyer in another country (foreign jurisdiction) for any level of legal services (consultancy, drafting, litigation, administration services, incorporation, arbitration, proofreading, etc.) Even though both individuals and corporations may be customers, the main customers are lawyers themselves, who take the risk of reliance on LegaMart's network, especially in the early stage of the business. At the further steps, almost anyone who has abroad issues at every point of the work fits our target market. Hence, we will be ready for the clients who need prompting and trusted legal services in our subscribed countries from the early start points, but we also count on lawyers who are more likely to apply online. While highly dependent on the market strategy and demand, offices have the potential to be located in Canada, EU, US, Asia, and Africa.





○ Practice Areas:

Full-Service

LegaMart's core competencies abide by the principles of satisfying the user throughout the entire journey. LegaMart will offer competitive and comparative costs, access to competent legal service providers, and quick and easy services.

Our entire philosophy runs on facilitating every process for users.

With careful study of competitor platforms and assessing the needs and requirements of users, we have narrowed down their needs and have provided solutions.

LegaMart's assets are numerous, the core being: the ability to provide access in foreign jurisdictions, provide a network effect (such as LinkedIn) across the globe, and a personalized and tailor-made service for users.

Our focus is on delivering a customized journey alongside exquisite customer care to not only experience the luxury of our platform, but also understand and believe in our stated causes and promises. LegaMart strives to gain trust to differentiate from competitors and aim to implement that with our transparency, customer service, hotlines, guarantee and trial periods.

Our competitor services are limited in terms of jurisdiction and customized service packages; we have taken the lead in this expansion.

This innovation in the legal-tech sector is one of our personal and financial goals to establish a wide network of professional, competent, fair, and trustworthy legal service providers in an array of jurisdictions across the globe.

LegaMart considers clients' journey in foreign jurisdictions, from Legal Translation when clients need to translate their documents to a Case review to guide clients regarding legal processes and assess the chance of clients. Also, through Advisory and advocacy services, LegaMart follows every step of the client's case to win..

The LegaMart platform pairs specific legal solutions to specific legal problems using algorithms and carefully designed user experiences. As an innovative business, we truly make it easier for applicants to access affordable and qualitative legal services in any foreign jurisdiction with just a few clicks away, and for legal service providers to access new clients globally.

The limitations to finding a trustworthy and coherent legal service provider in other jurisdictions is always tiring and risky based on:

- Lack of access to reliable, professional, and credible legal service providers;
- Shortage of recommendations and referrals for legal services abroad, and
- Non-transparent costs and fees
- Zero language barrier





LegaMart has been designed to break these limits and provide **services catered to each individual need**. We believe in **earning trust**, and that is why we offer a platform to confidently select a lawyer with our **expert recommendation system** quickly, easily, and most importantly, transparently! We believe that we are the helping hand in providing you with a smooth channel into your **legal needs in different geographical locations**. Furthermore, we are the navigating compass that bridges applicants' demands with legal expertise worldwide. By providing a link to experts in your required sector and jurisdiction, we offer access to an **endless legal pool of applicants and service providers**.

LegaMart is **not a referral site or job board**. We do not charge legal service fees to join our network or submit proposals through the platform. Our providers are selected through a recommendation system and undergo a strict vetting procedure. Once onboard, each service provider will have a "Lawyer Profile". This profile has an endorsement section (for other legal service providers) and a review section (for applicants) for an accurate assessment and selection. LegaMart provides a complete and clear overview of service providers' work history, strengths and weaknesses, schedules, and feedback to foster trust and transparency. We provide liability insurance and customer guarantee. LegaMart even offers a **trial period** between the legal service provider and applicant, with an enforced refund policy for the first initial two weeks in case an issue or conflict of interest arises.



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Legamart's role is to pre-select skilled and knowledgeable lawyers in line with our applicants' requirements. All billing transactions can be viewed and accessed on your platform profile. There will **never be hidden fees or charges!**

International lawyer's directory

LegaMart is aiming to publish a report/directory covering some topics which will be discussed below to reach two main goals.

- To highlight and recognized multi jurisdiction lawyers
- recognized, highlight and appreciate multi jurisdiction lawyers
- helping lawyers to increase their digital footprint
- helping LegaMart to increase fulfillment rate

Lexoo

WWW.LEXOO.CO.UK



Lexoo is a tech-driven legal services provider offering in-house legal teams the most transparent, efficient and cost-effective way to engage quality external counsel.

In 2018, Lexoo raised \$4.4m (£3.2m) in a 'Series A round' led by Earlybird, with additional financing from Forward Partners and Zoopla general counsel (GC) Ned Staple. In 2019, Lexoo worked with Harvard Business School to case study how decisions are made to start and grow a company – specifically with the SME and in-house legal market in mind. They run the popular newsletter The In-House Roundup, and also offer downloadable playbooks and guides for in-house legal teams.



Our services

Commercial contracts review

Our team of lawyers can negotiate your contracts in max 2 days for a fixed fee per agreement.

Free up time for strategic work.

Smart playbook solution

We build a custom playbook and upload it into LexPlay – an MS Word add-in that streamlines contract negotiations.

Empower your junior lawyers.



○ Price for Consumers

Lexoo charges a fixed quarterly subscription fee to handle the negotiation of an agreed number of commercial contracts.

○ Location

United Kingdom, but also handles contracts throughout North America and Europe.

○ Target market

Lexoo focuses mostly on in-house lawyers at companies.

○ How payment is handled

Lexoo invoices and is liable for the work.

○ Price for lawyers to be on platform

Lawyers are mostly employed by Lexoo, when Lexoo makes use of external lawyers for the work, they use their network to find the right lawyer, there is no charge for external lawyers to work through Lexoo.

○ Practice Areas

Commercial contracts, data protection and multi-country work. (e.g. getting a series of questions answered in multiple countries at the same time).



Vexxit

WWW.VEXXIT.COM



Vexxit provides a broader catalog of professional services to consumers. They maintain a marketplace for accountants, consultants, financial advisors, as well as lawyers.

Price for Consumers

charges a fixed quarterly subscription fee to handle the negotiation of an agreed number of commercial contracts.

Location

Canada.

Target market

Mostly us and Canada

How payment is handled

Lawyers will submit invoices upon completion of the work, though in some cases, lawyers may request a portion of the legal fees and/or filing fees prior to commencing work. The specifics of a lawyer's fee structure will be provided for in the initial proposal.

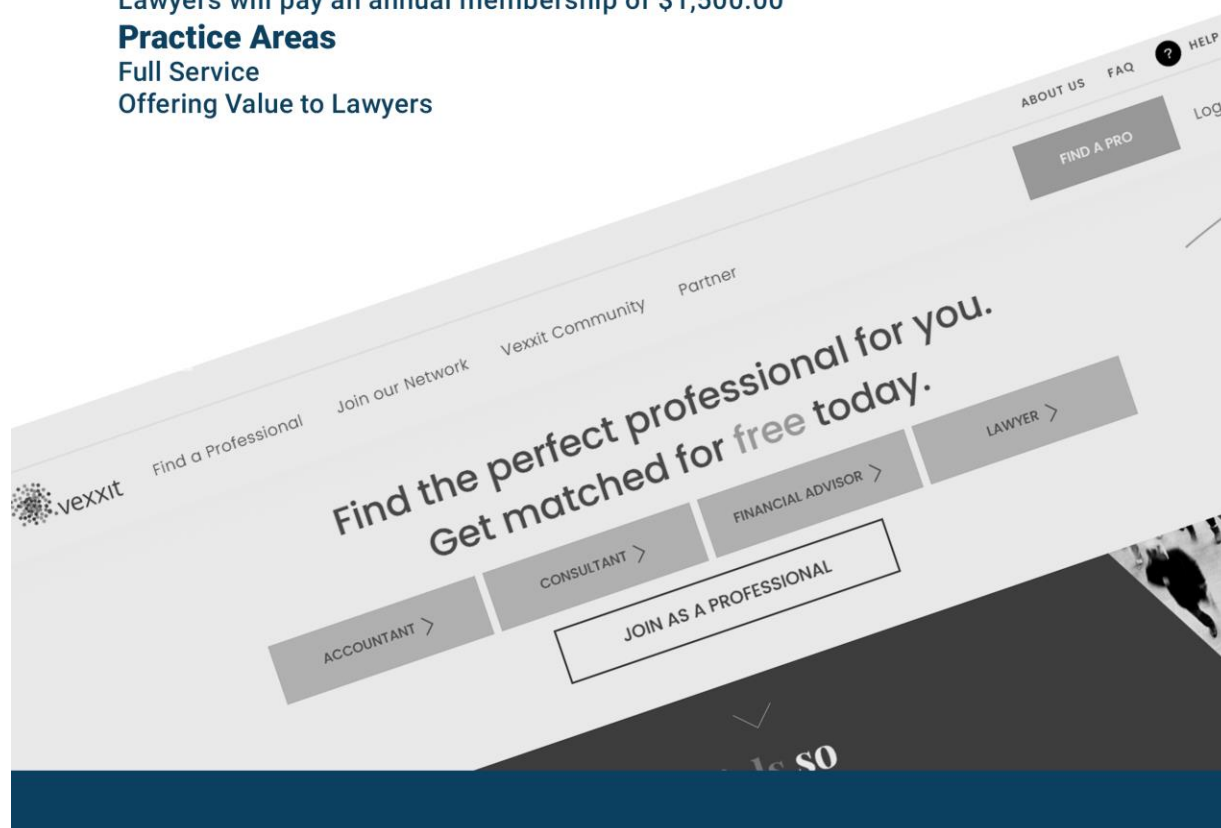
Price for lawyers to be on platform

Lawyers will pay an annual membership of \$1,500.00

Practice Areas

Full Service

Offering Value to Lawyers



The Law Superstore



WWW.THELAWSUPERSTORE.CO.UK

○ Price for Consumers

This marketplace allows lawyers to incorporate flexible pricing models. So they get to name their price.

○ Location

Law Superstore is a UK (England, Wales only) based marketplace.

○ Target market

Lawyers of all kinds.

○ How payment is handled

Payment is handled over the platform using Stripe. At the completion of a service

○ Price for lawyers to be on platform

Free! They will only charge you when they deliver you a pre-qualified client for all business related categories and for Family, Employment, Property, Wills/Probate, Money Matter and Disputes.

○ Practice Areas

Personal:

Break Up Advice, Property Ownership, Wills, Leases, Disputes, Children Advice, Personal Injury, Business Purchase/Sale

Business:

Business Property, Business Employment, Business Services, Business Disputes

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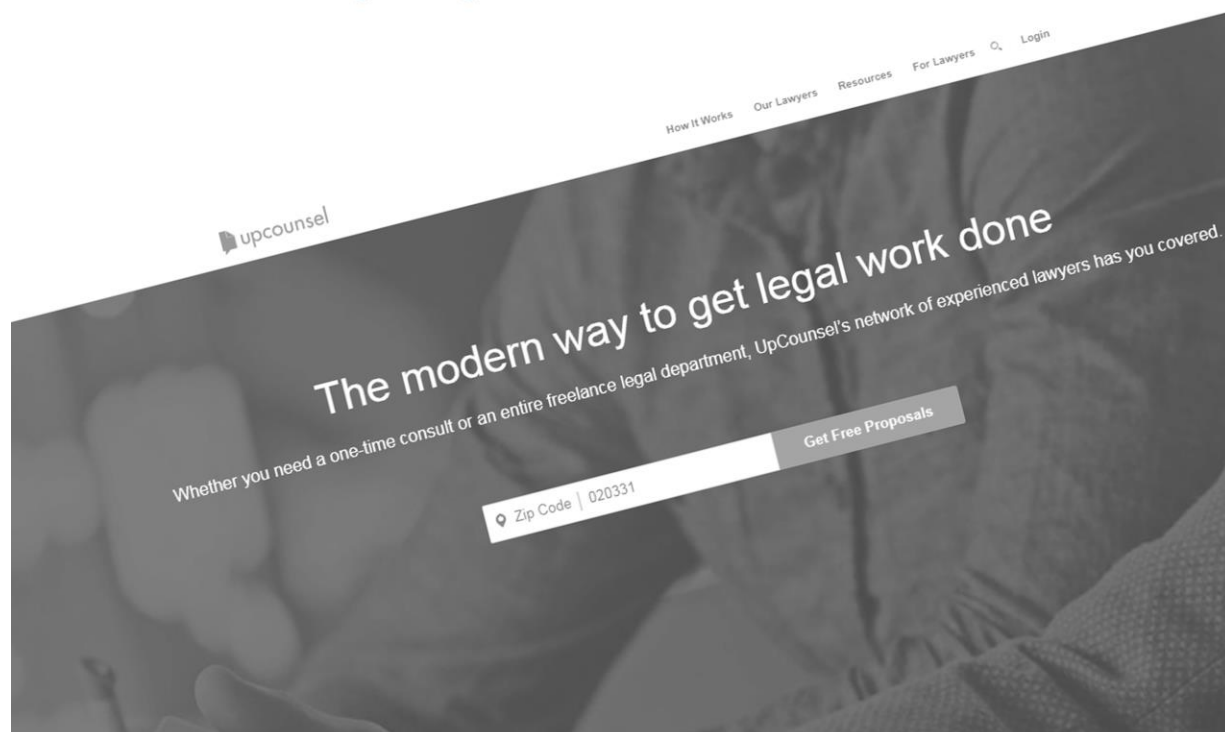


WWW.UPCOUNSEL.COM

UpCounsel is a marketplace that connects businesses with legal professionals. The company, which launched in beta in May, allows businesses to post jobs, and lawyers to bid on their projects.

The core business of UpCounsel is a marketplace where small businesses needing legal help can post jobs on the website and lawyers bid to be selected for those jobs. In truth, many new business owners can't afford the high costs of a law firm and yet need legal counsel to ensure they're following regulations.

That's where UpCounsel comes in. They provide free software that matches attorneys to clients and tasks, and also serves as a secure virtual workspace where the parties can manage communications, documents and digital signatures.





○ Price for Consumers

Hourly rates starting at \$125 to \$350 depending on the contract. Fixed fee packages starting at \$600 to \$5000.

○ Location

San Francisco, California

○ Target market

Businesses and entrepreneurs

○ How payment is handled

Lawyers will submit invoices via UpCounsel upon completion of the work, though in some cases, lawyers may request a portion of the legal fees and/or filing fees prior to commencing work. The specifics of a lawyer's fee structure will be provided for in the initial proposal.

○ Price for lawyers to be on platform

Each attorney on the UpCounsel network is free to negotiate their own rate and fee structure with the client. UpCounsel adds a 5% maintenance fee on top of the lawyer's rate.





UpCounsel Pros:

Highly Experienced, Top-tier Attorneys

The biggest advantage of using UpCounsel is that they have experienced, skilled lawyers on their platform. On average, attorneys on the platform have 14 years of experience. Many come from a career in big law firms or as in-house lawyers at leading companies like Google, Apple, and Hewlett Packard. With this kind of experience under their belts, most of these lawyers are ready to tackle even the most challenging cases. UpCounsel has profiles on each attorney, as well, so you can see ratings from past clients and reviews of their recent work.

Free Legal Forms and Resources

If you're not ready to hire a lawyer just yet but are digging around for some information, then UpCounsel can still be a good legal resource for you. They have attorney-reviewed legal forms, sample documents, and articles to help you get started—all available for free. These resources span almost every legal topic that a startup or business could be interested in, from intellectual property to employment law to startup law.

UpCounsel Cons:

Expensive

One downside to using UpCounsel is that it is more expensive than other sites for a similar set of services. For example, forming an LLC through UpCounsel is estimated at around \$500 including filing fees.

By comparison, an LLC can be formed on LegalZoom or Rocket Lawyer for around \$300 including filing fees. Similarly, a provisional patent application costs under \$1,000 on LegalZoom, but it's estimated at \$1,200 on UpCounsel. Although UpCounsel is more expensive, that's also the price you pay to have a more experienced lawyer represent you.

Lawyer Marketplace Software Comparison



	Price for Consumers	Location	Target Market	Price for Lawyers	Practice Areas
Avvo	Lawyers name their price	United States	Everyone	Tier1: Free Tier 2: \$125/month Tier 3: Negotiable	Full service
GoodLawyer	Depends on required service	Canada	Small businesses, entrepreneurs	Starting at \$59/ month	Business, commercial, real estate and corporate law
LegalDrop	Lawyers name their price	United Kingdom	Businesses	Free	Business compliance, contracts, intellectual property



LegaMart	Depends on required service, competitive compared to others	International & Global	All lawyers and consumers	Free to join 18.5% service fee fee	Full service
Lexoo	Lexoo and Lawyers set the price for clients	United Kingdom	In-house lawyers	Free	
Vexxit	Lawyers name their price	Canada	All lawyers	Tier 1: \$29/mon Tier 2: \$125/ mon	Full service
UpCounsel	Lawyers name their price	San Francisco, California	Businesses and entrepreneurs	Service fee and Subscription fee to join	Full service

Conclusion

The last five years have been tough for these online legal platforms. Ideally, a legal platform is free of walls, and all players can use it - even competitors of those who create it.

In this new realm, all options are viable and permissible, allowing each organization to choose its own adventure or mixture of products and services to best serve its clients or customers.

While the legal platform is in its relative infancy, several mentioned organizations have already been competing in this space. Customers may choose the best option among these platforms and decide which one meets their needs accordingly.

Over to you!

How does LegaMart compare to other online legal platforms? Do you have any questions?

Share your thoughts in the comments below – we'll do our best to answer any questions you may have.

Please contact via info@legamart.com



LegaMart is a global online Legal Platform
Facilitate your Legal Journey Globally

 **Legamart.com**