



## Company and Partnership Overview



# Why Become an Affiliate?

It's Free! – Our affiliate program is completely free to join and offers countless benefits. As a partner, you'll earn commissions on every sale, offer discounts to your users, and collaborate with the #1 Online Will Provider in the United States.

Sound Interesting? Check out our brochure to explore the partnership options. Once you've made your choice, we'll take care of the rest, handling all the setup and supporting you along the way.

# The Will Writing Business

## Every Adult Should Have a Will

**A Will allows you to describe the distribution of your estate.**

Without a Will, your estate will be divided according to intestate laws. This means essentially, you would have no control over where, or to whom, your assets go.

**It allows you to name an Executor/Trustee.**

Your executor/trustee is the person who will be responsible for carrying out your final instructions. Without a Will, the courts take on this role, which often brings stress and tension to families at a time meant for grieving.

**It is how you name a guardian for your children.**

Your Will serves as your voice after your passing. Without one, you lose control over the distribution of your assets and the care of your loved ones. If a will is not in place, a judge will be tasked with determining guardianship for your children.

## Why are Most Adults Missing a Will?

Wills are extremely important, so why do so few adults have one, and even fewer have one that is up to date?

“It’s too expensive,” is one of the most common misbeliefs. With a solicitor, you could expect to pay thousands, but thankfully there are now a variety of free and low-cost options to protect your estate.

“It takes too much time,” is another common misconception. Lengthy visits with a solicitor are inconvenient but the same Will could be made with us in as little as 15 minutes.

Other common barriers are procrastination: waiting for an important life event, hoping your assets will go to the right people or simply assuming you have too little to leave behind.

By addressing these concerns, you can tap into a vast market potential – just take a look at the stats on the right.

**63%**  
of American adults do not have a Will at all.



Only **28%**  
of American adults have an up-to-date Will.

### For More Information

*This study was conducted by USLegalWills.com among 2000 American adults in June, 2016.*

*View the full survey results here:  
[www.USLegalWills.com/blog/americans-without-wills/](http://www.USLegalWills.com/blog/americans-without-wills/)*

# About Us

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## **At USLegalWills.com, we are the market leader in online Will services in the United States.**

We provide the tools for people to create their own legal Will, Power of Attorney, Living Will (Power of Attorney for Healthcare), and more.

Our mandate is to allow people to create common legal documents in a very easy, convenient, private, secure and cost-effective manner, without the need to pay the high expenses of a lawyer. We go far beyond any do-it-yourself kit or online repository of legal forms and documents. If you wish, all of your legal documents can be stored and maintained by you online, in a completely private and secure manner. This will ensure that you can keep it updated to reflect any changes in your financial or family situation.”

Our services are currently available in the UK, the United States, Canada and South Africa.

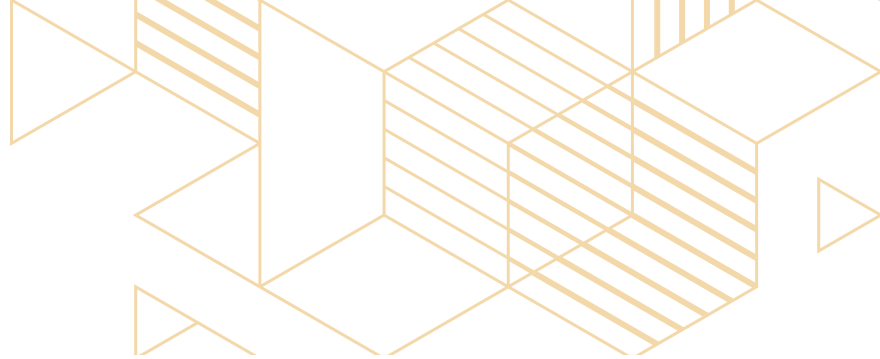
Established in 2001 in Canada, 2003 in the U.S., and 2005 in the U.K, we have helped hundreds of thousands of people to create secure Wills.

Note: We are not a legal firm. We employ established solicitors, and our services are developed by solicitors based in the United States.

## **Great Customer Service**

We have a 99% satisfaction rate, phone and email support, and a 30-day money back guarantee. Your satisfaction means a lot to you, and it does to us too. Check out our reviews on page 15.





## Have You Included Your Family?

Just a reminder: Be careful if you have decided to disinherit your wife (Vivian Reet Raud), or any of your children, as they may have a claim on your estate.

Have you included your wife (Vivian Reet Raud), and all of your children in the distribution of your possessions?

- Yes.
- No, but it was intentional.
- No. I would like to go back to make changes.
- I'm not sure. Let me go back to review my decisions.

BACK

SAVE/EXIT

NEXT

We are not a fill-in-the-blanks Will Kit, our service is highly interactive and takes into account everything that the user writes in. See the above example of a reminder that we give when a user disinherits his or her spouse.

# What makes us different?

## Fully Interactive Software

A fully interactive software guides users step-by-step based on their family situation, customized to their state. For example, legally you must include your spouse and minor children as beneficiaries. If a child is a minor, they must have a trust set up and a guardian named. You should then cover alternate scenarios in which both parents pass (i.e. a car accident); alternate executors, a residual beneficiary, and an alternate residual beneficiary must be named.

**We cover everything.**

## Cheaper Than a Lawyer

We use the same software that many lawyers use to prepare Wills for their clients - except they charge hundreds for it.

## We Guide You Through the Process

A blank form Will kit will not guide you through any of these situations. There is a significant chance of a simple "fill in the blanks" Will not working.





## Your Will Reviewed By a Lawyer

We provide users with the option to have their Will reviewed by a lawyer. Having been in the business since 2000, we have a proven record of success. Our service is trusted, recognized, and it works.







## The Legal Wills Advantage

### Lawyers

-  Overpriced
-  Inconvenient
-  Hard to Update
-  Intimidating Process

### Blank Forms

-  Error-Prone
-  Quickly Out of Date
-  Not Specific to Jurisdiction
-  Too Simple

LegalWills  
UNITED STATES



Affordable



Convenient



Easy to Update



End Product is the Same as a Lawyer's Will

## Our Services

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### **Last Will & Testament**

Create a perfect, lawyer-approved legal Will from the comfort of your own home.



### **Power of Attorney**

Name someone to handle your finances should you ever become incapacitated.



### **Living Will**

Specify your health care wishes in case you are ever unable to communicate.



### **Expatriate Will**

If you live outside of the United States or have assets in Canada or the UK.

## What Our Competition Doesn't Offer

### **MyLifeLocker Executor Tool**

Users can document their assets and important information in a secure place, which can be printed and stored with the Will or managed entirely online.

The user can then set people up as Keyholders<sup>®</sup> who will gain access to this information after he or she has passed.

### **MyVault Storage System**

Users can upload important files such as photos, documents, instructions on where to find the Will, etc.

The user can then set up Keyholders<sup>™</sup> to access these files once he or she has passed.

# Partnership Opportunities

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1

Link Service

2

Embed Service

3

API Service





## How It Works

### Just Click. Print. Sign.

All the user needs to do is simply click through the steps – and we have online help provided throughout. Once they're done, all that's left to do is to print the Will and sign. Need more time? Users can always save their work and come back later.

### Keyholder Advantage

When people pass away, getting their documents to the right people can be a mess. With our services, users can name people they trust as Keyholders, giving them access to their documents (or instructions on where to find them) after the user has passed.

### Identify Others to be Included in your Will

If there are other people or organizations to be included in your Will, you can name them now. You can also add more names later, as you are working through this wizard.

You should **not** include your spouse/partner, children, or grandchildren on this page, because they would have been named in previous pages of this wizard.

By listing the beneficiaries here, it makes it easier to select them later on for receiving a bequest. You are also able to set up a trust for them. They do not appear in your Will unless they are specifically selected in Section 7.

- I have no other beneficiaries, or will add them later  
 I would like to add beneficiaries now

\* = required information

\* Gender/Type:

- Male  
 Female  
 Neutral  
 Charity/Org  
 Group

\* Full name

\* Relationship

\* Address

ADD

*After you add the first beneficiary you will have the option of adding more.*

## How It Works

### Blended Families

Handling of Blended Family Situations can often be a complicated task. In these cases, if one leaves his or her entire estate to their second spouse without creating a trust, their children may lose their inheritance.

If a parent has children and then re-marries, they must leave their estate in trust to their second spouse, or create a life-interest in the family home in order to protect the inheritance of their children. Currently, USLegalWills.com is the only service in the United States that adequately handles this situation.

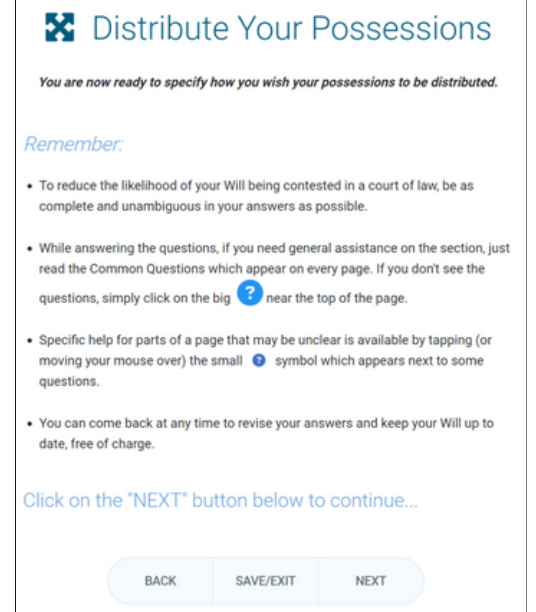
### We Make it Easy

Users can navigate through our service on their desktop or mobile. Save your progress on one device then go back to it later with another. We make the process simple, as it should be.

### Completely Legal

To become a legal Will, the document must be signed in the presence of two witnesses who are not beneficiaries. There is no legal requirement to use a lawyer to prepare a Will, nor to have it notarized.

Who can write a Will? The law allows anybody to write their own Will as long as they are of sound mind when it is signed. In other words, a lawyer is not necessary.



## Partnership Opportunities

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### OPTION ONE Link Service

Simply refer your clients to USLegalWills.com.

#### HOW DOES IT WORK

You just need a banner link from our team and you are ready to go! All ongoing support is handled by USLegalWills.com at no cost.

#### BEHIND THE SCENES

We'll be hard at work creating a custom landing page where your clients will create their Will and accompanying documents after clicking the link you provided. For every sale, you earn a commission.

### OPTION TWO Embed Service

Our white label 'embed service' allows you to completely integrate the USLegalWills.com experience onto your website.

#### HOW DOES IT WORK

We will provide you with a code snippet to insert in the backend of your website. That's it!

#### BEHIND THE SCENES

Orders and emails will be processed by USLegalWills.com. Once the initial set-up is complete, we will take care of each and every transaction.

### OPTION THREE API Service

Functions like the embed service, except all LegalWills branding will be removed and the service can be branded as your own.

#### HOW DOES IT WORK

Orders are processed, pricing is established and emails are generated by the partner. Services are purchased by the partner directly from USLegalWills.com. This allows partners to offer their own estate planning service directly from their website and determine their own pricing.

#### BEHIND THE SCENES

This option requires a slightly more technical implementation. Our company would work more closely with yours to set up the API service. As always, we will be committed to a successful and convenient delivery.



## Partnership Opportunities

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### Commissions & Discounts

With Option 1 & 2, you can earn commissions and offer discounts on any of our services.

As a partner, you will receive 30% of each sale; you can choose how to distribute this between your discount offered and your commissions earned.

For example, a partner could offer a 10% discount and then earn a 20% commission (on each sale).

In another example, you could choose to put the full 30% towards your commission.

### What Will Partnership Cost?

USLegalWills.com handles all associated costs. We incur all legal, licensing, insurance, infrastructure, customer service and product development costs.

### Interested in Offering Free Wills for Your Clients?

LegalWills can create unique activation codes to be distributed to your clients and offer a discount or even free services. You will then be periodically invoiced for the activation codes that have been redeemed (not every code that has been generated). If a code is generated and distributed, but not used, you don't pay.

# Aggregated Reports

Keeping track of your partnership campaign and receiving your commissions is important. We make it as easy for you as possible. Your organization will receive its own Login ID, which you can also create yourself by clicking on our Affiliates tab.

- 1 Once you have your Login ID, you will be able to access our Affiliate Services page as shown to the right.
- 2 You and anyone from your organization can login and navigate through your affiliate page. From there, you can track your total amount of commissions earned, and request payment.
- 3 You can also generate several different reports for configurable date ranges (as shown on the right).

These include:

- Sales (for Wills and other services purchased)
- Click through rates
- Conversion rates
- Customer contact information, including email addresses
- Email opt in/out settings
- Date of Will creation
- Date of Will payment

**Affiliate Services**

MyProfile™ MyReferenceCode™ MyClients™  
 MyStatistics™ White Label Embed White Label API

**1**

**2**

**Congratulations! You have earned a total of \$1,859.36 in unpaid commissions!**

To request a cheque in this amount (\$20 or £20 minimum), please send an email to [support@uslegalwills.com](mailto:support@uslegalwills.com). The cheque will be sent to your name and address, as it appears in MyProfile. If you would like the cheque to be made out to someone else, or sent to a different address, please indicate this in your email.

Alternatively, we can deposit your payment directly into a PayPal™ account. If you prefer this option, simply let us know in your email and include the userid (email address) for your PayPal account. It costs nothing to set up a PayPal account if you do not already have one... simply visit <http://PayPal.com> to sign up.

**Sales Reports**

To obtain a sales activity report, specify the date range:

Date Range Between  From date and  To date

[View Printable Report](#) [Download Excel Spreadsheet](#)

**3**

**Affiliate Sales Activity Report**  
 Apr 15, 2016 - Aug 31, 2016  
 Report generated: Monday, August 15, 2016 10:35:42 AM

Date	Payment Processor	Customer Name	Customer Email Address	Customer Opted-in to Email Communication?	Date MyWill Last Downloaded
15-Apr-2016 12:02:47 AM	28P712454V648193V			Yes	15-Apr-2016 12:05:32 AM
15-Apr-2016 9:32:55 AM	4946775385451780X			Yes	15-Apr-2016 9:34:08 AM
15-Apr-2016 10:08:35 AM	86846511920374HL			Yes	
15-Apr-2016 10:50:56 AM	87N365901N627528V			Yes	
15-Apr-2016 11:39:45 AM	2P57360ML735492D			No	
15-Apr-2016 12:21:08 PM	365926354863443L			Yes	
15-Apr-2016 1:47:20 PM	2NU10876E715504B			Yes	15-Apr-2016 2:24:22 PM
15-Apr-2016 2:14:38 PM	7FA697318V764290U			Yes	15-Apr-2016 3:19:07 PM
15-Apr-2016 3:17:11 PM	03P1896435362333			Yes	
15-Apr-2016 9:35:20 PM	2M0657893A369971K			No	20-Apr-2016 1:13:53 PM
15-Apr-2016 10:56:28 PM	87R36349819189144			Yes	
15-Apr-2016 9:18:47 AM	7Y826584C864650			No	
16-Apr-2016 10:12:29 AM	48A10335PV434721R			No	16-Apr-2016 10:23:22 AM
16-Apr-2016 1:53:58 PM	3E2293071286143A			Yes	
16-Apr-2016 3:33:23 PM	8XK788508158720U			Yes	
16-Apr-2016 4:03:05 PM	5TV0140812204972E			Yes	
16-Apr-2016 7:08:57 PM	863245778954294N			Yes	16-Apr-2016 7:30:36 PM
16-Apr-2016 7:25:09 PM	538426818E637012S			No	
16-Apr-2016 9:12:19 PM	17X05781PV275663H			No	
16-Apr-2016 10:40:39 PM	GAB056718Y127224N			Yes	
16-Apr-2016 11:58:19 PM	262291389Y896642			No	
17-Apr-2016 11:38:47 AM	72S36231XR737440S			No	
17-Apr-2016 12:17:57 PM	8XR891143A227842F			Yes	17-Apr-2016 12:25:55 PM
17-Apr-2016 1:53:26 PM	2K5249267752471S			No	
17-Apr-2016 1:58:05 PM	0TA31441UJ27164B			Yes	18-Apr-2016 1:49:23 AM
17-Apr-2016 2:04:27 PM	8X365619WT099074F			Yes	
17-Apr-2016 5:11:08 PM	42D4245E87862459			Yes	21-Apr-2016 9:49:46 PM
17-Apr-2016 8:00:04 PM	8K199344J8718410S			No	
17-Apr-2016 8:48:39 PM	24P01323391622K			Yes	
17-Apr-2016 9:03:33 PM	SN734905M7730562N			Yes	
17-Apr-2016 11:54:40 PM	DEW88803H1236252W			Yes	8-Jun-2016 12:26:36 AM
18-Apr-2016 11:17:11 AM	8F8183550862844C			No	
18-Apr-2016 1:10:15 PM	3EU41252NR721953S			Yes	18-Apr-2016 1:29:47 PM
18-Apr-2016 1:13:32 PM	80D616575555854T			Yes	
18-Apr-2016 1:51:34 PM	0WX82400K301093S			No	



## Testimonials

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Here's What  
People are Saying  
About LegalWills



## What Our Clients Are Saying...

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**It's our responsibility to make sure your customers are satisfied, and with a 99% satisfaction rate, you can expect them to be.**

“

“After the awesome customer service I got today, I feel confident that I made the right choice in making this purchase, and if I have any other questions or issues, I know I will receive help readily.”

“

“Made something difficult that much easier.”

“

“Very easy to use!”

“

It got the job done faster and easier than when we tried (and were prepared to pay for) a lawyer, who made it a really difficult process.

“

“User friendly, great options in the burial section, very thorough, highly recommend.”

# Our Ratings

5.0 ★  
Google

4.9 ★  
facebook

4.7 ★  
★ Trustpilot

 | **A<sup>+</sup>**  
rating

# Satisfaction Guaranteed

In a customer satisfaction survey, over 99% of respondents answered to being satisfied with our service.



We offer a 30-day money back guarantee – if a customer isn't satisfied, we'll reimburse them the full price.



We are the #1 Online Will Provider for a reason: We provide trusted and proven quality service, offer the most comprehensive options on the market, and care about every person and partner that we work with.



# Start Working With Us Today

## **It's never been easier to offer your own estate planning service.**

To get started, just send us an e-mail (see the contact information on the following page) telling us which Partnership Opportunity you'd like to choose. We'll give you everything you need to set up your affiliate account and connect our service to your website.

Once everything is set up, you're good to go! If you've chosen our Embed or Link service, you don't even have to put any time towards managing the service. We handle all the nitty-gritty, and you get paid.

## **The best part is, it won't cost you a thing.**

Take advantage of this offer while it's free and become a partner today – you're only one e-mail away.





# Contact Us

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## ADDRESS

1632 1st Avenue, Suite #26505, New York, NY 10128

## PHONE

1-888-660-9455

## WEBSITE

[uslegalwills.com](http://uslegalwills.com)

## EMAIL

[support@uslegalwills.com](mailto:support@uslegalwills.com)

## FACEBOOK

[@LegalWills](https://www.facebook.com/LegalWills)

## TWITTER

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

## INSTAGRAM

[@LegalWills](https://www.instagram.com/LegalWills)

## LINKEDIN

[/Company/LegalWills](https://www.linkedin.com/company/LegalWills)