



ANNUAL REPORT

2020
EDITION

A MESSAGE FROM OUR MANAGING PARTNER

The impact of COVID-19 exposed what we in the LegalShield community already knew – the need for legal services is immense. Americans experience millions of civil legal problems every year. The average is 3 problems every 18 months. It's not a question of “if”, but rather “when” Pennsylvanians will have a legal problem. The most common problems include bread and butter things that can have a big impact on your health and happiness:

- Money – finances, government benefits, debts
- Housing – rental issues or mortgage problems
- Employment – discrimination, payroll issues, employee rights
- Relationship breakdowns – marriage transitions, child custody, and support
- Insurance disputes and personal injuries

Most people don't recognize these situations as legal issues or that they can be helped by access to legal advice. That's part of our shared challenge.



Mike Fiffik
Managing Partner | Fiffik Law Firm, P.C.

80% of people with legal issues never turn to an attorney for help. They handle them on their own, do nothing or turn to family.

Without assistance, these situations can escalate with potentially significant negative consequences. Not all legal issues are problems. Some legal issues are good things, such as:

- Buying a house or renting a new apartment
- Starting a business
- Taking care of your family with estate planning

Our mission is nothing short of changing the future. We want fewer people to “go it alone” when they have a legal issue. We want more members of our community to be connected and empowered. A LegalShield membership connects people with legal help that is targeted, timely and trustworthy.

Targeted – we have attorneys with a wide range of skills and experience. Whatever the situation, we have an attorney here who has the knowledge to help with the issue.

Timely – we’re here when members need us. They can initiate a request for service on the phone, via text, or by filling out a request for consult online – anytime, any day whenever it's convenient.

Trustworthy – with LegalShield money doesn’t get between members and the help they need. It's already taken care of. When they call they’re not asked to pay – they simply start getting help.

2020 increased awareness of the need for legal services. 2021 is a year of great opportunity for LegalShield. We are more excited than ever for the future!

MAKING AN IMPACT

Our areas of expertise have done more than just provide legal counsel to those in need - they've helped to improve the lives of families to create some change with life-altering impacts.

ESTATE PLANNING

Estate Planning goes beyond writing wills and ensuring one's affairs are in order - it's about protecting loved ones and establishing plans that relieve preventable stress from families during difficult times. Our goal is to empower people to take every step necessary to protect their families.

BUSINESS & CORPORATE LAW

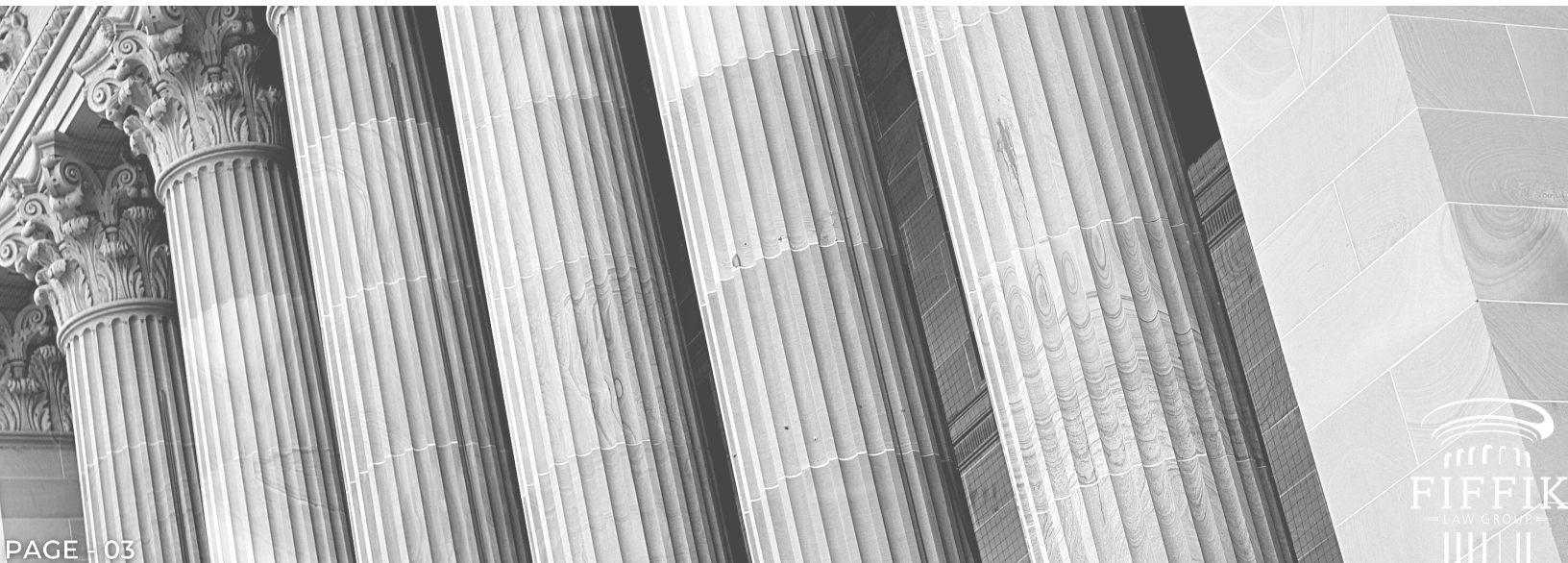
Few things embody the American dream quite like the entrepreneurial spirit of running one's own business. We value entrepreneurship, so we offer multiple resources for people to manage their business at every step of its lifecycle - formation & start-up, buying or selling, management & growth, or dissolution. Owning a business is already demanding enough as is, we just try to take the stress out of the legal aspect of owning a business.

REAL ESTATE

Our real estate team of lawyers provides a wide range of real estate services to individuals and businesses alike. Our team works to resolve real estate issues for buyers and sellers, landlords and tenants, developers, investors, and investment companies, and many other clients involved in real estate transactions.

INJURY LAW

Our personal injury attorneys are ready to make your case their cause. With years of experience fighting insurance companies over medical bills, pursuing a fair resolution after car accidents, and fighting for compensation when our clients have been injured by negligence, we're the right personal injury law firm to guide you through the pain, suffering, and helplessness you're feeling.



PRODUCING LIFE-CHANGING RESULTS



\$1 MILLION+ RECOVERED FOR FAMILY OF ACCIDENT VICTIM

In December of 2019, an unfortunate car accident killed a 28-year-old mother of three in Allegheny County. Fiffik Law Group attorneys Matthew Bole and Michael Fiffik were contacted to represent the victim's family. We recovered \$1,000,000+ in damages, the proceeds of which will be used to support the victim's children.



PRECIOUS FAMILY HEIRLOOMS RECOVERED FOR MAN BATTLING BROTHER IN ESTATE LITIGATION

During a complicated estate case, Fiffik Law Group attorney Matthew Bole represented a man whose brother had refused to turn over the items left to our client in their father's will and even began selling off items. After filing a petition, he got our client everything entitled to him in the will as well as a financial settlement for all of the sold items.



\$245,000 AWARDED IN DAMAGES TO ACCIDENT VICTIM

A motorcycle crash victim recently sought out legal counsel from attorney Matthew Bole after the other party argued they were at no fault in the crash. With the help of Fiffik Law Group, we were able to award him actual damages as well as punitive damages for pain & suffering.

PRODUCING LIFE-CHANGING RESULTS

BUSINESS TRANSACTIONS

Fiffik Law Group represents clients in a wide range of real estate transactions including joint ventures, corporate real estate, finance, and leasing. In November, we were able to help add to the booming Pittsburgh restaurant market by advising a local restaurateur in acquiring a 5,300 square foot building for an innovative take on a sports bar called The MAXX.



\$750,000 AWARDED IN ESTATE LITIGATION

When a father's estate was being mishandled by a son who was seeking an unreasonably high executor's fee, two other siblings contacted Fiffik Law Group seeking legal counsel. With our involvement, the fee was cut by 70% and the other children received \$750,000 in distributions - all within three months of our involvement.



INVESTED IN INNOVATION

Fiffik Law Group remains dedicated in our commitment to innovation, both through legal tech, as well as improving the request for services process of our members. In 2020, we incorporated texting into our service model to increase the means by which we communicate information and updates to our members.

We launched a YouTube channel that gathered around 10,000 engagements in 2020. dramatically increased the number of webinars we offer to deliver helpful information to our member community. We've also increased document automation so that our turnaround time to members is quicker and more error-free than ever.

OUR COVID-19 RESPONSE

In a year marked forever by the pandemic, we remained consistent in providing legal assistance to those who lost loved ones and whose lives were disrupted by the turmoil. We converted to a mostly distributed workforce in 2019. That allowed us to seamlessly continue to provide services during the pandemic. Our request for services increased by 12% in 2020 from 2019. We posted a COVID-19 resource center on our website and provided constant updates via social media on many COVID-19 related issues such as workplace safety, worker leave rights, employer responsibilities and small business pandemic loan resources and tips.

GIVING BACK

What we've done to interact within and help improve our local communities.

Civil justice problems that go unresolved can create serious social, economic and health problems that become costly burdens both for those who experience them and for society at large. We've partnered with local non-profit organizations to improve the well-being of our neighbors and make a difference in our communities.

North Hills Community Outreach



North Hills Community Outreach is a community and interfaith-based organization addressing the needs of people in crisis, hardship, and poverty. They provide a food pantry, transportation assistance, job and life skills training, and had a functioning "Ask the Attorney" program. We saw an opportunity to enhance their existing legal program by dramatically increasing the availability of legal advice to their constituents. Instead of making an attorney available by appointment in alternating weeks, we sourced a \$5,000 grant that permitted NHCO to purchase LegalShield memberships. Now those constituents have an attorney available 24/7 to help resolve civil justice problems. With these justice problems addressed, NHCO's programs can be more effective in achieving their goals.



Pennsylvania Women Work



PA Women Work helps lead individuals re-entering the workforce, or faced with a challenging career, transition toward financial independence. They empower women and help them find lasting employment that pays a family-sustaining wage through life-changing programs, including job search and interview skills, confidence-building, and goal setting. Many of the organization's clients have civil justice problems that impair their ability to obtain financial independence. We sourced a grant of \$5,000 to fund the purchase of LegalShield memberships that the organization could place with their clients. Our goal is that these clients will use the membership to address unresolved legal matters and, in doing so, enhance the effectiveness of the organization's programs and increase the likelihood of success.

BY THE NUMBERS

REQUESTS FOR SERVICE

35,575

CALLS

55,841

TEXTS

10,500

DOCUMENTS REVIEWED

13,337

FIFFIK LAW GROUP, P.C.

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BY THE NUMBERS

MEMBERSHIP

28,666

TOTAL VALUE OF SERVICES DELIVERED

\$8,500,000

LETTERS WRITTEN 6,118

ESTATE PLANNING DOCUMENTS PREPARED 3,070

REQUESTS FOR SERVICE AT NO ADDITIONAL CHARGE 95%

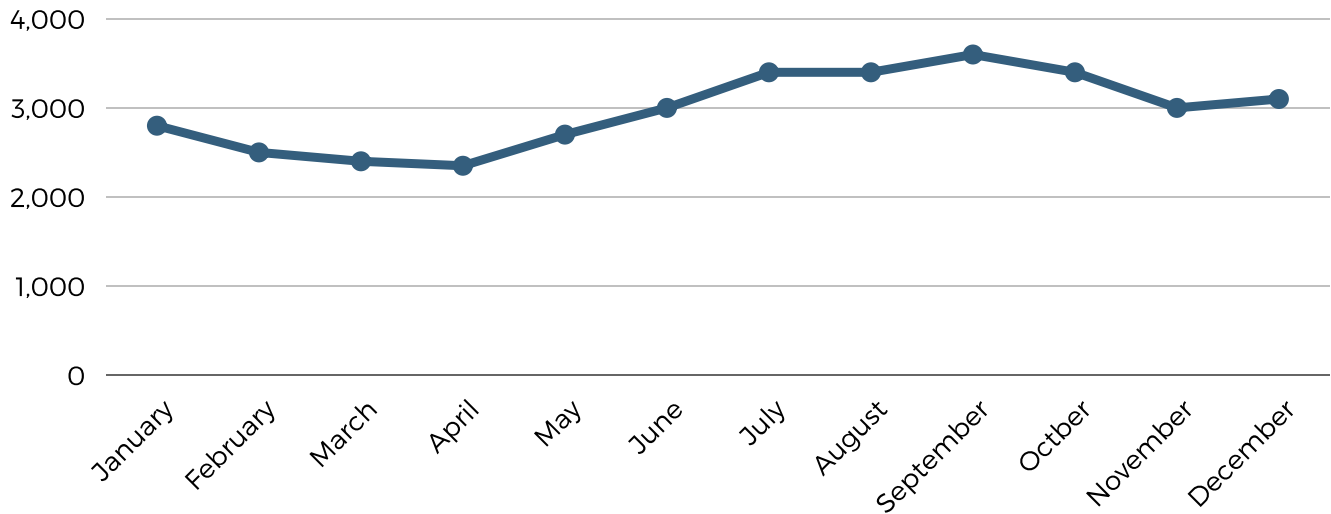
NET PROMOTER SCORE 54.2

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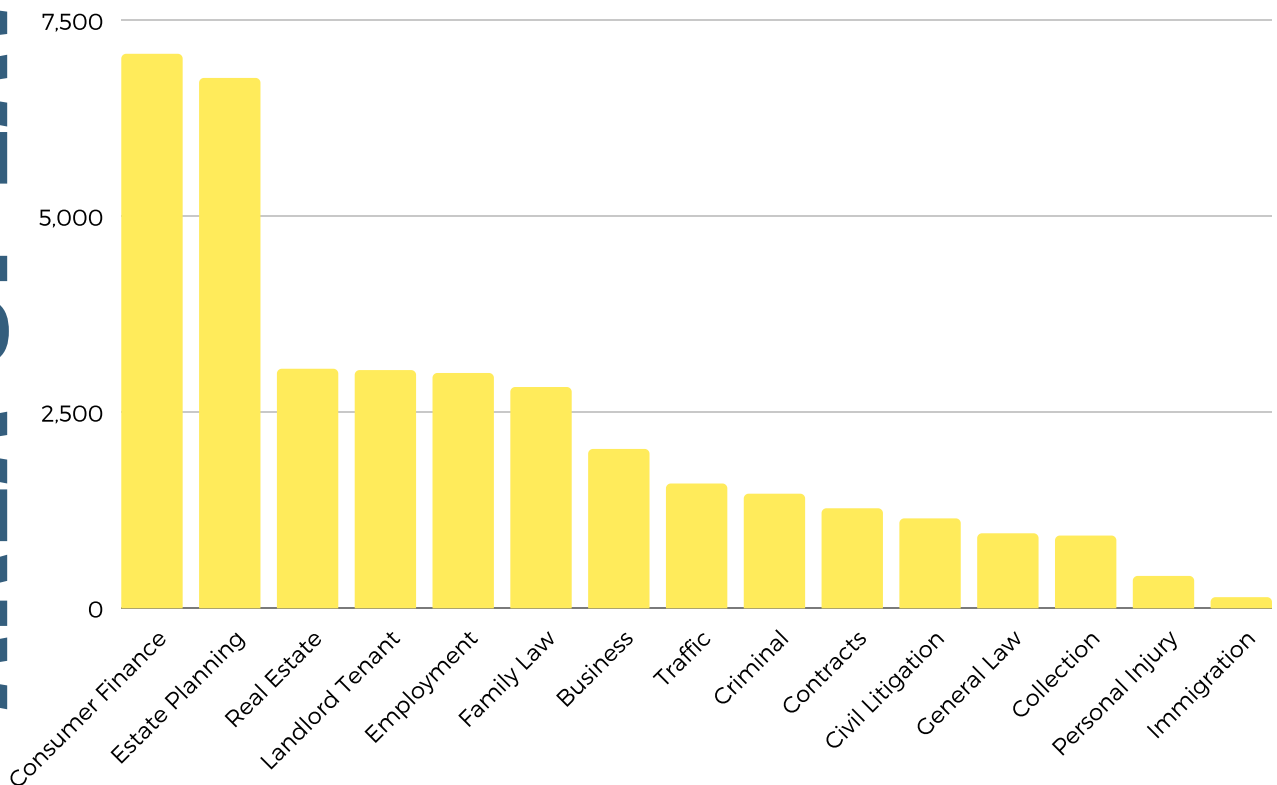
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2020 REQUESTS FOR SERVICES



AREA OF LAW



MAKING A DIFFERENCE

Don't Just Take It From Us. See What Your Members Are Saying.

When choosing a partner for your LegalShield business, you want the best. What better proof than seeing what your LegalShield members have to say? We constantly survey our members and ask if they're willing to say a few words. As you'll see, many do. We're proud of our high-quality services, and most proud of the value we've delivered to these members

PATRICIA - LEGALSHIELD MEMBER, 20 YEARS

"Return calls are very quick and fully detailed with legal advice direction or reviewing documents that have those very small clauses that you may overlook. I am always protected with Legal Shield Services!"

DAVID, LEGALSHIELD MEMBER, 10 YEARS

"I highly recommend retaining Fiffik Law Group for any sort of legal issues that you might have. My recent experiences are with Barbara Weiss and Andrew Swain, two consummate professionals that go over and above what is actually expected of them. I would highly recommend this law firm because of the quality of their people but it even goes farther than that because everyone I've ever talked to or had to deal with does a great and amazing job all the way from the intake people Audrey and Karen to Jennifer to the referral guru Noemy in administration etc. etc. 5 STAR!"

DOUG, NEW LEGALSHIELD MEMBER

"A special thank you to attorney Laura Devine. Her response time for my matter, which was a bit time-sensitive, was far and above expected. Ms. Devine listened intently to my questions and once she clearly understood my situation, she presented what I felt was very good advice. Really made my day. Thank you."



WE SUPPORT AND STAND BY YOU

Becoming a successful LegalShield sales associate requires commitment - yours and ours. Your success is our success. To help enhance your chances of success, we offer a variety of tools and opportunities for you, including:

- Monthly virtual "Associate Workouts", where we provide in-depth, practical training on Legalshield memberships and benefits.
- Educational Webinars on a wide variety of legal topics such as estate planning, social security retirement planning, and small business success skills. Invite your current and prospective customers. This is an easy "connect" opportunity for you to introduce prospects to your provider law firm and maybe get referrals from existing customers. Check our [Eventbrite](#) for all of our upcoming events.
- Follow our social media sites on [Facebook](#), [Twitter](#), [Linkedin](#), and [Instagram](#). We regularly post shareable content that is relevant to your existing and prospective customers. Members who use the membership keep the membership. Sharing our content can lead to using the membership and greater retention for you.
- Subscribe to our [YouTube](#) channel. We regularly post videos of interest to your customers. You will find several estate planning webinars – a great first invitation to your new members to help them understand how important it is to complete their estate planning.
- Read and share our monthly newsletters. There's lots of great information in there for you and your customers.
- Use resources on our website - [fiffiklaw.com](#) - your members can request a consultation 24/7 using [our online request form](#) and can start the process of [completing their Will](#). For business customers, our [business legal health checks](#) will help them understand how much access to an attorney can help them achieve business success. We will be relaunching our website in 2021 and add lots of new user-friendly features.

THANK YOU FOR A SUCCESSFUL YEAR



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