



# Why MitiRisk over LegalZoom

This is the "David vs. Goliath" moment. To a law firm, LegalZoom is a threat because it has commoditized legal documents. However, for a sophisticated client, LegalZoom is often "cheap insurance that doesn't actually cover you."

When a law firm uses **MitiRisk**, they aren't just competing on price; they are competing on **Institutional Intelligence**. Here is why MitiRisk allows a local firm to beat LegalZoom every time.

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## 1. The "Custom vs. Commodity" Factor

LegalZoom sells "one-size-fits-all" templates that are designed to be "legal enough" in 50 states.

**The MitiRisk Edge:** You are automating the **Firm's Gold Standard**. If a Raleigh partner has spent 20 years perfecting a specific "NC-Specific Indemnity Clause" for tech startups, MitiRisk ensures that exact expertise is in every document.

**The Pitch:** *"LegalZoom gives you a document; we give you our documented expertise, delivered with the same speed as a website."*

## 2. The "Counsel vs. Form-Filling" Distinction

LegalZoom is a vending machine. MitiRisk is a **Kitchen Assistant**.

- **The MitiRisk Edge:** Because the firm is reclaiming 10+ hours a week, the attorney can afford to spend 30 minutes of high-value "Counsel Time" with the client to explain *why* the document matters.
- **The Math:** A client will pay \$1,500 for a lawyer's advice and an automated document over \$500 for a LegalZoom form that they have to figure out themselves.

### 3. The "Closed-Loop" Data Security

LegalZoom requires clients to upload data to a massive, centralized cloud—a prime target for hackers.

- **The MitiRisk Edge:** Your **Stateless Architecture** means the firm's data never leaves their secure Google/Clio environment.
- **The Pitch:** *"With us, your sensitive corporate data stays in our secure vault. With the big platforms, you're just another record in a giant database."*

#### *Competitive Comparison Table*

<b><i>Feature</i></b>	<b><i>LegalZoom / Online DIY</i></b>	<b><i>Law Firm + MitiRisk</i></b>
<b><i>Strategy</i></b>	<i>Zero. You pick the form.</i>	<i>Professional legal counsel included.</i>

<b>Customization</b>	<i>Minimal "Fill-in-the-blank."</i>	<i>Deep logic based on the firm's experience.</i>
<b>Speed</b>	<i>Instant, but generic.</i>	<i>Near-instant, but highly specific.</i>
<b>Security</b>	<i>Third-party cloud storage.</i>	<b>Stateless.</b> <i>Stays in the firm's vault.</i>
<b>Support</b>	<i>Call center.</i>	<i>Your attorney's direct line.</i>

#### 4. Integration vs. Isolation

LegalZoom documents live in a vacuum. Once you download the PDF, the "service" is over.

- **The MitiRisk Edge:** MitiRisk integrates with the firm's CRM and any other tools and software systems and also offers Digital Marketing services through Think Large Consulting LLC to help the younger firms get started and grow their market share. The document isn't the end; it's the start of a relationship.

- **The "Review Loop" Advantage:** LegalZoom doesn't care about the firm's local reputation. MitiRisk uses the automation to build the firm's local authority through those automated reviews, making the firm the "Top Rated" local choice compared to a faceless national brand.

**The "Closing Script":** When a lawyer says, *"I'm losing business to LegalZoom,"* you tell them:

*"LegalZoom isn't winning because they are better lawyers; they're winning because they are faster at the 'scrivener work.' MitiRisk levels the playing field. It gives you their speed, but keeps your expertise and security. It turns you into a 'High-Tech, High-Touch' firm that LegalZoom simply can't compete with."*

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