

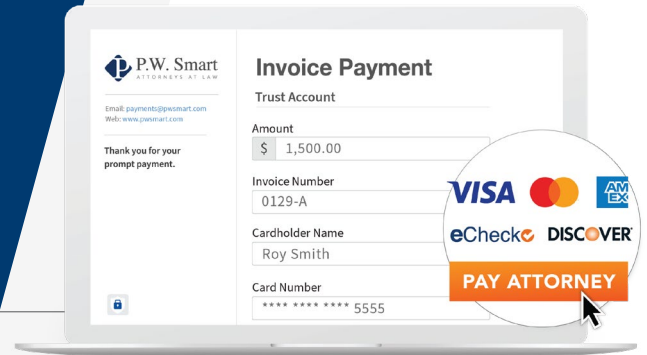
LAWPAY®

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Grow your legal practice with innovative solutions from LawPay and Legal Copywriting Central

A law firm's success depends on understanding and catering to the needs of a variety of clients. LawPay and Legal Copywriting Central enable you with modern solutions that increase your credibility to prospective clients, keep your firm relevant, drive highly qualified leads to your inbox, and allow you to offer a range of flexible payment options.

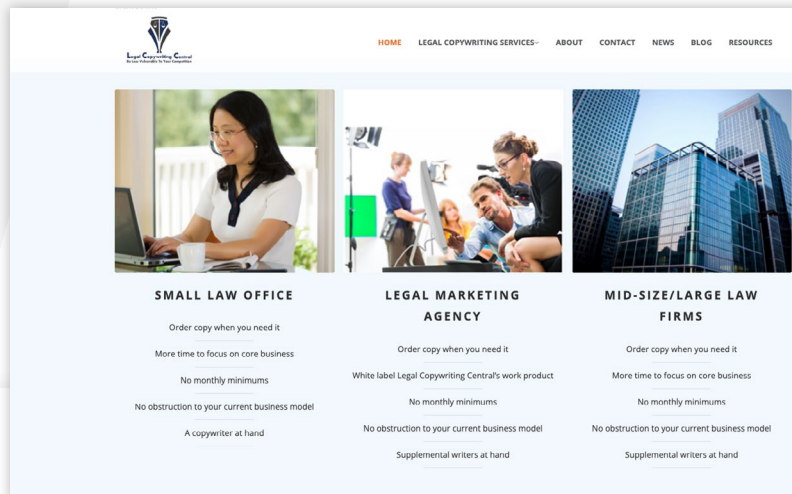


## Key Benefits of the LawPay and Legal Copywriting Central Partnership

- ✔ Simple, secure digital payment processing
- ✔ Ability to accept debit, credit, and eCheck payments
- ✔ Straightforward, competitive pricing
- ✔ No setup or cancellation fees
- ✔ Advanced fraud protection and data encryption
- ✔ Expert in-house support
- ✔ Access to live and on-demand CLE webinars at no charge

Learn more at [lawpay.com/legalcopywritingcentral](http://lawpay.com/legalcopywritingcentral)

LawPay and Legal Copywriting Central create value for your firm and your clients.



## Trust the Legal Payments Experts

LawPay is trusted by more than 50,000 law firms.



## SIMPLIFY THE PAYMENT PROCESS WITH **CLIENT PAYMENT LINKS**

Make it easy for clients to view and pay charges with secure payment pages customized with your logo and contact information. Add payment links to your website, invoices, emails, and texts, and give clients the ability to view and pay outstanding balances without having to log in.



## MAINTAIN IOLTA COMPLIANCE WITH **FLEXIBLE TRUST/IOLTA PAYMENTS**

Unlike generic payment solutions, LawPay was built specifically for law firms with input from bar association partners and their ethics committees, which means your earned and unearned fees are properly separated and your IOLTA account is protected against third-party debiting.



## UPGRADE YOUR LEAD GENERATION WITH **A CUSTOMIZED GROWTH PLAN**

Legal Copywriting Central creates high-value copy for your law firm's website, emails, press releases, landing pages, blog posts, advertisements, and thought leadership articles. Boost online traffic to your website, increase conversions, and raise the overall profitability of your business. Then, use secure, flexible payments to keep those clients happy.



## GET VALUABLE INSIGHTS WITH **COMPREHENSIVE REPORTING**

Managing your firm is easier when you have the right information at your fingertips. LawPay reporting was developed to display all deposit details for faster reconciliation. Our flexible reporting tools empower you to organize and analyze payment information in the way that best supports your needs.



## BREATHE EASY WITH **ADVANCED SECURITY**

Our technology exceeds standards for internet security and PCI Level 1 compliance—the highest level available. You can rest easy knowing your firm's data and your clients' sensitive information are guarded by advanced fraud protection, robust data encryption, and cybersecurity safeguards. Plus, our in-house risk team is always on alert.

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LawPay is available through all 50 state bars, more than 70 local and specialty bars, and the ABA as a vetted and recommended payment solution for the legal industry.

## DID YOU KNOW?



62% of bills sent online are paid the same day

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Offering convenient payment options lets clients pay 24/7

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Online payments can increase cash flow by up to 22%



Ready to get started?

Contact us at 866-504-5118 or [lawpay.com/legalcopywritingcentral](https://lawpay.com/legalcopywritingcentral)