



Information and Application Pack

Thank you, ngiyabonga, dankie, enkosi for your interest in our business.

Lawyers-Online.co.za is a Web-Network of optimised websites used to monopolise Google for law related search phrases. The concept was founded by www.jeanpierremurraykline.co.za

The Web-Network development started several years back. Prior the Covid Pandemic and the subsequent economic slump in South Africa, aided by loadshedding and social and political issues, Lawyers-Online.co.za managed to generate between 2000-3000 referred leads each year to a small group of subscribed Law Firms. Our office retains Client databases to this effect and available for review on request.

In 2022, the network is undergoing development while we wait for the economy to recover, giving us an opportunity to adjust our SEO and network features to keep in line with Global Trends. This work will entail several months of development and we plan to relaunch between June and August 2023.

Lawyers-Online.co.za can only accept a limited amount of Law Firms on its network to ensure that our team can work closely with our Clients to optimise our marketing for their needs.

More.

- Lawyers-Online.co.za is a division of SA Online: www.saonline.africa
- Related article by Founder: THE FUTURE OF LEGAL PRACTITIONERS, read: https://www.jeanpierremurraykline.co.za/injusticeornot-thefutureoflawyers_jeanpierremurraykline.html
- More questions? Please e-mail them to: action@lawyers-online.co.za

Types of Subscription

OPTION 1: "Area Subscription"

This type of subscription is ideal for a Law Firm that offers a wide variety of services in a set province.

Subscription Areas	Fee per Month	Max Subscriptions.	Total leads / month.
Gauteng	R4900 + vat	3	35 + each.
Western Cape	R4900 + vat	2	35 + each.
Kwazulu Natal	R4900 + vat	1	35 + each.

OPTION 2: "Network Exclusivity Subscription"

This type of subscription is ideal for a Law Firm that offers a wide variety of services and wants exclusivity of the entire network at a National Level. This Law Firm will receive every lead from the entire network. There is only 1 subscription in this category.

Subscription Areas	Fee per Month	Total leads – Month / Annually.
<ul style="list-style-type: none"> National: 	R 35 000 + vat	200 + / 2400 +

Terms of Subscription

1. Unfortunately not all *Law Firms* are automatically accepted to our Network. Acceptance will be at the discretion of Lawyers-online.co.za
2. If Lawyers-Online.co.za does not achieve its advertised lead referral total for any given month, a refund of the shortfall will be made to the subscribed Law Firm at R138 per lead short.
3. Lawyers-Online.co.za is responsible for attracting potential Clients (people on the internet searching for legal assistance), and gathering their particulars to then be referred to our subscribed Law Firms.
4. Subscribed Law Firms are fully responsible for contacting potential Clients once a lead has been referred, and required to engage and convert them to a billable Client. Example leads can be shared on request.
5. A referral from Lawyers-Online.co.za will be made via email and include the Clients: name, email, phone number, area and the type of legal service or support required.
6. In the instance of an online consult (e-consult) being booked, the referral will also include proposed booking times and date options and the clients preferred method of consult. In the same communication, the client's billable information will be included, and a transfer of the consult fee details for the Law Firm to claim from the Payment Gateway. See link: <https://www.lawyers-online.co.za/shop/>
7. The Payment Gateway deducts a transaction fee of 6%. Depending on the type of subscription, and if the Law Firm has its own payment gateway, Lawyers-Online.co.za can program the link to use the law firms direct payment gateway. * Lawyers-Online.co.za does not earn a fee, or commission from this platform or transaction.
8. The subscribed Law Firms should try to adhere to the basic billable cost guideline on the network, but permitted to quote a client on a per case basis. See link below for example of price guideline. The details of this page are subject to change in consultation with subscribed Law Firms.
Link: <https://www.lawyers-online.co.za/lawersonlinepriceguideline.htm>.
9. Subscription fees are billed one month in advance and payment funds need to reflect by the 26th of the month.
10. A one month deposit fee is charged to all subscribed Law Firms. This fee is fully refundable at the end of a subscription period on condition the Law Firm has not breached any terms of subscription or cancelled their subscription fee pre-maturely and without good written reason.
11. Either party can cancel this agreement given one calendar months written notice.
12. The *Law Firm / Clients* must ensure that first responses to referred leads are made within one working hour from time of referral. S.A. Local Business hours.
13. *Law Firms / Clients* will be required to include Lawyers-Online.co.za in their first e-mail response (BCC) to any referred lead/s so that *Lawyers-online.co.za can maintain a record of first responses*.
14. For the months of December and January, 50% referral lead target and subscription fee will apply.
15. Should a subscribed *Law Firm* fail to adhere to the terms of this agreement, *Lawyers-online.co.za* has the right to declare a breach of agreement by the *Law Firm / Client* and claim a cancellation fee. However, Lawyers-Online.co.za will first attempt to offer written feedback and recommendations on the issues of concern and allow the Law Firm a reasonable period of time to rectify the issue.
16. Subscribed Law Firms need to be able to process all types of leads in the subscription areas and not reject referrals.
17. Lawyers-online.co.za will only accept EFT payments from Law Firms, and this fee is for subscription fees which cover marketing and administration services.
18. *Subscription fees are adjusted annually or after a 12 month subscription period.*
19. When engaging with Lawyers-Online.co.za / SA Online you are opting in and accepting our Terms of Use, Privacy & POPI Policy: www.saonline.africa/use.html

Subscription Application

~

Client / Law Firm Details.

Business name: _____
Physical address: _____

Operational regions: _____
Years in operation: _____
Staff complement: _____

Operation languages: _____
Primary e-mail address: _____
Primary Phone number: _____

Details.

Type of Subscription. (EG: Area Exclusivity Subscription / Network Exclusivity Subscription):

Areas / Regions if applicable: _____

Start Month: _____

Subscription period option. (EG: 3 / 6 / 12 month).

Please list the types of legal services your Law Firm offers and in descending order of profitability and interest. Please try name up to ten.

Nomine Response Peculiar.

(The details of the person within your Law Firm who will attend to first response of leads)

Name: _____

Cell number (for SMS notification purposes): _____

E-mail address (for distribution purposes): _____

Acceptance of Subscription Agreement

Upon signature and completion of this section by a Law Firm / Client, this Agreement becomes a legally binding contract between the Client and SA Online inclusive of all 5 pages. The Law Firm / Client confirms to have read and understood all pages and is duly authorised and accepts all terms and all costs. No changes can be made post acceptance unless approved by SA Online. Please return your application to jp@lawyers-online.co.za / action@lawyers-online.co.za

A review of application can take up to 1 month.

If an application is approved, written notice will be issued. SA Online will issue a tax clearance certificate, bank verification letter and BEE status letter with the deposit and first month's subscription fee invoice. Once payment has been made the subscription period is secured.

CLIENT ACCEPTANCE:

Write Full name of

Law Firm Name

Location signed

Date & Time

Signature for Law Firm / Client

END OF APPLICATION



Lawyers-Online.co.za is a division of SA Online

www.saonline.africa

Stand 2, #12, 4th Avenue, Melville
Johannesburg

VAT#: 4480238304

WhatsApp / Phone: +27638994852