



 **Lawyers**  
**Online**

# Information and Application

## **ABOUT US | Oor ons.**

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

Lawyers-Online.co.za is a Web-Network to monopolize web search for law related search phrases. The concept was founded by [www.jeanpierremurraykline.co.za](http://www.jeanpierremurraykline.co.za)

Lawyers-Online.co.za and affiliate websites are a division of SA Online ([www.saonline.africa](http://www.saonline.africa)). Lawyers-Online.co.za is not a Law Firm but part of a marketing and administrative project (division) with the objective of increasing access to professional services in South Africa using a professional network and harnessing the benefits of innovation and technology.

**'We' generate and refer in excess of 150-300 validated clients per month and offer a money back refund on shortfall of targets.**

Once a potential Client is referred to a Legal Practitioner, Lawyers-Online.co.za is not involved further or privy to communication between Lawyer / Attorney and Client. Lawyers-Online.co.za does not bill for legal services, the Practitioner will quote and bill their client directly. Only once an engagement letter is signed by a client does a Lawyer or Attorney become a Legal Practitioner on record for a referred Client.

To understand the Client experience, read Step 1 on our website.

## How does a Law Firm Join?

SA Online bills for an Admin and Marketing fee per web region and has limited area subscriptions available.

### 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	R1900 + vat	<b>3</b>	9 + each.
Western Cape	R1900 + vat	<b>2</b>	9 + each.
KwaZulu-Natal	R1900 + vat	<b>2</b>	9 + each.
Bloemfontein	R1900 + vat	<b>1</b>	9 + each.
Other areas	Price on request	<b>N/A</b>	Dependent.

### 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. The network is re-branded to match the Law Firm and the Law Firm can also benefit from valued added services.

Subscription Areas	Fee per Month	Total leads. Month / Annually.
• National:	R 36 000 + vat	45 per month

# Types of Legal Request and Terms

Our marketing team works with each Law Firm to target preferred leads, but each Law Firm needs to be able to offer a wide variety of services. Please refer to the attached document with file name Marketing Focus 2023-2024. There is a section within our application form where you can stipulate preferred request types.

## Here are our terms and conditions:

1. Unfortunately not all Law Firms are accepted to our Network.
2. Lawyers-Online.co.za operates all working days between 09h00 - 13h00 and 14h00 - 16h00 from Monday to Thursday. Friday we operate 09h00 - 13h00. We do not operate on public holidays. Our annual closure is the last two weeks of December and first two weeks of January.
3. If Lawyers-Online.co.za does not achieve its lead target referral total for any given month, a refund of the lead target shortfall will be made to the subscribed Law Firm at a value of R165 per lead short.
4. Lawyers-Online.co.za is designed to help people on the internet access services and also support Law Firms with innovation and trends. A Law Firm must be keen to engage with future changes.
5. Lawyers-Online.co.za is not responsible in converting a referral into a billable Client and the onus is on the Law Firms own staff. Examples of real Client referral leads are available on request and presented in a zoom consult.
6. A referral from Lawyers-Online.co.za will be made via email and include the Client's name, email, phone number, area and the type of legal service required.
7. Law Firms must engage with a new client within 1 working hour and provide an email communication that includes a general cost guideline. It is also required that within 8 working hours the Client receives an introductory phone call from a representative of the Law Firm.
8. A. Lawyers-Online.co.za may request from a Law Firm to conduct an ad hock e-consult. Times and dates will be subject to the Law Firms approval. A financial offer will be made in the request for consideration. During this consult only basic support to the Client can be provided and then the Legal Practitioner should extend an offer for additional services, or issue a letter of engagement or quote. This would be counted as a referral.  
B. The payment of an e-consult will be made via and direct to the Law Firm from a payment gateway that processes credit card payments. Lawyers-Online.co.za does not charge a commission on legal consults or mark up. The Client will pay for the payment gateway (finance processing fee) and admin processing / marketing fee separate to the consult fee.
9. Subscription fees are billed one month in advance and payment needs to reflect by the 26<sup>th</sup> of the month.
10. A one month subscription deposit fee is charged to all accepted 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 pre-maturely. The deposit is not used as the 1<sup>st</sup> month's subscription fee payment.
11. Law Firms are required to include Lawyers-Online.co.za in their first e-mail response (BCC) to any referred leads so that Lawyers-online.co.za can maintain a record of first responses.
12. All Law Firms need to understand that Lawyers-Online.co.za operates as an 'extension' of their own Law Firms marketing efforts. A monthly summary or brief discussion can help our team serve Law Firms better.
13. Subscribed Law Firms need to be able to process all types of leads in the subscription area. A lead can be sent back to Lawyers-Online.co.za for redistribution if the Law Firm wishes to reject the lead, but that lead will still be counted as a referred lead to the Law Firm.
14. For the months of December and January, 50% referral lead target and subscription fee will apply.
15. Subscription fees are adjusted annually or after a 12 month subscription period.
16. Lawyers-Online.co.za, in addition to a network of Legal Practitioners, also offers web Clients a network of Other Professionals. Such processes and services do not involve Subscribed Law Firms.
17. Either party can cancel this agreement giving one calendar months written notice.
18. 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 and claim a cancellation fee of one month.
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](http://www.saonline.africa/use.html)

# Application

Please complete and return signed.

## Law Firm Details

Business name: \_\_\_\_\_

Physical address: \_\_\_\_\_

Operational regions / branches: \_\_\_\_\_

Years in operation: \_\_\_\_\_

Staff complement: \_\_\_\_\_

Operational languages: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Primary Phone number: \_\_\_\_\_

Website: \_\_\_\_\_

## Type of Subscription.

(EG: Area Exclusivity Subscription or Network Exclusivity Subscription):

Region/s: \_\_\_\_\_

(Should you require more than one area additional subscriptions will be charged)

Start Month: \_\_\_\_\_

(October 2023 onwards.)

Subscription period. \_\_\_\_\_

(EG: 3 / 6 / 12 month).

Please list 3 types of legal services your Law Firm offers that are a **primary** focus:

\_\_\_\_\_

Please list 3 types of legal services your Law Firm offers that are a **secondary** focus:

\_\_\_\_\_

Please list legal services your Law Firm **cannot** offer:

\_\_\_\_\_

\_\_\_\_\_

**Nominee Response Particulars.***(The details of the person within your Law Firm who will attend to the first response of leads)*

Name: \_\_\_\_\_

Designation: \_\_\_\_\_  
*(EG: Lawyer, Attorney, Advocate, Candidate, Associate, Partner, Paralegal, Other)*

Cell number (for SMS notification purposes): \_\_\_\_\_

E-mail address (for distribution purposes): \_\_\_\_\_

If available, WhatsApp number: \_\_\_\_\_

## Acceptance of Agreement

Upon signature and completion of this section by a Law Firm (Client), this Agreement becomes a legally binding contract inclusive of all 6 pages. No changes can be made post acceptance unless approved by SA Online.

Please return your application to [jp@lawyers-online.co.za](mailto:jp@lawyers-online.co.za) or [action@lawyers-online.co.za](mailto:action@lawyers-online.co.za). The review of an application can take up to 1 week. If an application is approved written notice will be sent.

\_\_\_\_\_  
 FULL NAME (on behalf of the Law Firm)

\_\_\_\_\_  
 SIGNATURE

\_\_\_\_\_  
 LOCATION SIGNED

\_\_\_\_\_  
 DATE SIGNED



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