



The Legal Wills Advantage

JUST CLICK, PRINT, AND SIGN

LegalWills
CANADA



LegalWills
is the market leader
and industry pioneer
in online Will services.

About Legal Wills

We provide the tools for people to create their own legal Will, Power of Attorney, Living Will (Power of Attorney for Healthcare), and more.

Our mandate is to allow people to create common legal documents in a very easy, convenient, private, secure and cost-effective manner, without the need to pay the high expenses of a lawyer. We go far beyond any do-it-yourself kit or online repository of legal forms and documents. If you wish, all of your legal documents can be stored and maintained by you online, in a completely private and secure portal. This will ensure that you can keep it updated to reflect any changes in your financial or family situation.

At a Glance

22

years in business



Canada's **ONLY** online Will writing service serving all Provinces & Territories in both official languages

99%
satisfaction
rate



over half a
MILLION

Wills
created
to date



7,000+

free Wills to
frontline workers
during the pandemic




120,000

documents created in 2023



Our Story

Founded in 2000 by Tim Hewson and Henry Raud, former colleagues at a large tech company, LegalWills has become Canada's leading online estate planning service. Henry, Tim and a group of colleagues had a tradition of Friday after-work drinks. One Friday, the topic of Wills came up when a colleague mentioned that they knew they needed a Will, but didn't have one. It turned out that not one person out of the 15 around the table had a Will. They were a mixed group; some had children, some owned a house, some were married, but what they all had in common was that they all had decent jobs and all knew they needed a Will, yet not one of them had one. It seemed like a broken system, and this got Henry and Tim's wheels turning. They started meeting with a number of lawyers to see if there was potential for a more convenient, affordable solution, and LegalWills was born. Our first Will service went online in 2001, and the service has been expanded and improved every year for the last 20 years.



About Us

With offices in Canada, the United States and the United Kingdom, LegalWills allows people to create common legal documents in a very easy, convenient, private, secure and cost-effective manner, without the need to pay the high expenses of a lawyer.



We work with local attorneys to develop online legal services that are of the highest quality and in accordance with the laws of the customer's local jurisdiction. We go far beyond any do-it-yourself kit or online repository of legal forms and documents. If you wish, all of your legal documents can be stored and maintained by you online, in a completely private and secure manner. This will ensure that you can keep it updated to reflect any changes in your financial or family situation.

Our Executive Team

Tim Hewson

Chief Executive Officer

Tim Hewson co-founded PartingWishes Inc. in 2000. Since graduating from Loughborough University of Technology in the UK with an Honours degree in Human Factors, he has accumulated over 15 years experience as a telecommunications consultant and Business Manager for small companies in the UK and in Canada. He also has extensive experience in e-commerce business management for large corporations in Canada and the United States, and has worked as a Product Manager for market leading Call Center and Unified Messaging products.

Tim has over 20 years of experience helping people to write their Will and other estate planning documents. He has been interviewed by many of the major news media outlets including CTV, Global News, The Toronto Star, and other leading Canadian publications. He has also contributed to a number of financial planning books.

Throughout his career, Tim has written extensively on the subject of Will writing and estate planning, and is available to speak on said topics.



To book Tim for an interview, speaking opportunity, or collaboration, inquiries can be sent to:

media@legalwills.ca

Our Executive Team

Henry Raud

President and Chief Technology Officer

Henry Raud has over 20 years experience in the PC, telecommunications and software development industry

Since graduating with an Honours Computer Science degree from the University of Toronto, he has held several technology and executive management positions in a multinational corporation. During that time, he has been responsible for the successful delivery of many complex software development projects.

Henry joined forces with Tim Hewson in 2000 to form PartingWishes Inc.

As President and CTO, he has full accountability and responsibility for all web site and software development activities, as well as managing the financials of the corporation.



Our Services



Last Will & Testament

Create a perfect, lawyer-approved legal Will from the comfort of your own home.



Power of Attorney

Name someone to handle your finances should you ever become incapacitated.



Living Will

Specify your health care wishes in case you are ever unable to communicate.



Expatriate Will

If you live outside of Canada, or have assets in the US or UK.



Pet Trusts

We will develop trusts for your furry friend based on the age and forecasted wellness needs. You can name a caregiver and ensure your pet is cared for if you are unable to.

What Our Competition Doesn't Offer

MyLifeLocker Executor Tool

Users can document their assets and important information in a secure place, which can be printed and stored with the Will or managed entirely online.

The user can then set people up as Keyholders™ who will gain access to this information after he or she has passed.

MyVault Storage System

Users can upload important files such as photos, documents, instructions on where to find the Will, etc...

The user can then set up Keyholders™ to access these files once he or she has passed.

The LegalWills Advantage – Our Exclusive Features


- ✔ Multiple alternate scenarios
- ✔ Group beneficiaries
- ✔ Staggered payouts for minor trusts
- ✔ Different trust setup for different minors
- ✔ Lifetime interest trusts
- ✔ Text descriptions for a distribution plan
- ✔ Joint Executors
- ✔ Multiple alternate Executors
- ✔ Multiple formats for your final document
- ✔ Two-factor authentication
- ✔ Document print service
- ✔ One click Mirror will service for partner/spouse
- ✔ Complementary Wills to cover US or UK assets
- ✔ Optional service to have the Will reviewed by estate planning lawyer
- ✔ Bilingual/available in all provinces & territories in Canada

Additional Services to Support Estate Planning

- ✔ MyFuneral service to describe funeral wishes
- ✔ Service to document inventory of assets for your Executor(s) or Power of Attorney
- ✔ Ability to upload files and documents to be accessed by family and loved ones
- ✔ Ability to prepare messages to be distributed after your passing

The Legal Wills Advantage

Lawyers


 Overpriced

 Inconvenient

 Hard to Update

 Intimidating Process

Blank Forms

 Error-Prone

 Quickly Out of Date

 Not Specific to Jurisdiction

 Too Simple

LegalWills
CANADA



Affordable



Convenient

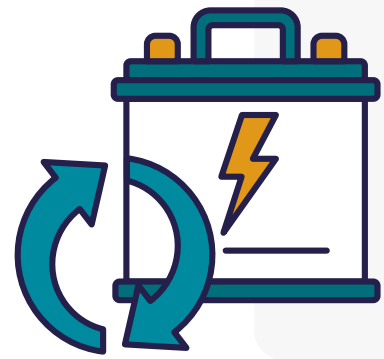


Easy to Update



End Product is Same
as a Lawyer's Will

Why Choose Legal Wills



LONGEVITY

22 years in business with year over year growth. We are a sustainable business with no reliance on outside funding.



MARKET LEADER

LegalWills heads the pack of online Will providers by both revenue and volume of Wills created.



COMPREHENSIVE

The most comprehensive service on the market. Joint executors, complex bequests, lifetime interest trusts, mirror Wills, pet trusts, Expat Wills and flexible trusts for minors, plus our Digital Vault and Lifelocker storage for assets and documents.



INNOVATIVE TECHNOLOGY

Support for ALL Canadian jurisdictions, white label APIs, e-signature and digital storage, fully bilingual, 2-factor authentication and one click Mirror Wills.



ON DEMAND REPORTING

Don't wait to find out your commission. You can access your portal at anytime and pull aggregated reports



SOCIAL PROOF

We take pride in our outstanding customer service and reviews. We have 5x the number of 5-star reviews compared to all other competitors - combined.

Partnership Opportunities



1

Link Service

2

Embed Service

3

API Service



Partnership Opportunities

OPTION ONE Link Service

Simply refer your clients to LegalWills.ca.

HOW DOES IT WORK

You just need a banner link from our team and you are ready to go! All ongoing support is handled by LegalWills.ca at no cost.

BEHIND THE SCENES

We'll be hard at work creating a custom landing page where your clients will create their Will and accompanying documents after clicking the link you provided. For every sale, you earn a commission.

LIKE-MINDED ORGANIZATIONS

H&R Block, Big Brothers & Sisters, Ontario Teachers Union, and the Canadian Diabetes Association (...and many more).

OPTION TWO Embed Service

Our white label 'embed service' allows you to completely integrate the LegalWills.ca experience onto your website.

HOW DOES IT WORK

We will provide you with a code snippet to insert in the backend of your website. That's it!

BEHIND THE SCENES

Orders and emails will be processed by LegalWills.ca. Once the initial set-up is complete, we will take care of each and every transaction.

LIKE-MINDED ORGANIZATIONS

Toronto Humane Society, as well as several insurance brokers, financial advisors and charity organizations.

OPTION THREE API Service

Functions like the embed service, except all LegalWills branding will be removed and the service can be branded as your own.

HOW DOES IT WORK

Orders are processed, pricing is established and emails are generated by the partner. Services are purchased by the partner directly from LegalWills.ca. This allows partners to offer their own estate planning service directly from their website and determine their own pricing.

BEHIND THE SCENES

This option requires a slightly more technical implementation. Our company would work more closely with yours to set up the API service. As always, we will be committed to a successful and convenient delivery.



Partnership Opportunities



Commissions & Discounts

With Option 1 & 2, you can earn commissions and offer discounts on any of our services.

As a partner, you will receive 30% of each sale; you can choose how to distribute this between your discount offered and your commissions earned.

I.e. For example, a partner could offer a 10% discount and then earn a 20% commission (on each sale). In another example, you could choose to put the full 30% towards your commission.

What Will Partnership Cost?

LegalWills.ca handles all associated costs. We incur all legal, licensing, insurance, infrastructure, customer service and product development costs.

Interested in offering free Wills for your clients?

LegalWills can create unique activation codes to be distributed to your clients offer a discount or even free services. You will then be periodically invoiced for the activation codes that have been redeemed (not every code that has been generated). If a code is generated and distributed, but not used, you don't pay.

MyClients

Our newly launched service, MyClients, allows you to create accounts for your clients, and to view them in a simple list while logged in to your affiliate account. Furthermore, it allows you to login to any of the accounts you have created, in order to maintain the account and any associated legal documents.

This is a feature that has been requested by financial planners and legal professionals in the past, so it was specifically designed with attorneys, financial planners, and advisors in mind.





How it Works

When you access the MyClients service, you will see the following page:

MyClients™
For John Doe

The MyClients™ service is useful for attorneys, financial planners and other professionals who handle the private and personal information of their clients. Here you can create accounts on this web site for each of your clients, allowing you to access and maintain their accounts and associated legal documents for them.

Privacy Warning

As an affiliate, you can create new client accounts and access any of your client accounts by clicking on an associated LOGIN button. As each account contains private and confidential information pertaining to the client, you must obtain prior written approval from your client for you to create and maintain their account. Furthermore, you are legally bound by the privacy laws of your jurisdiction, and must protect this information. In Canada, you must comply with and take all necessary measures to ensure that your actions (or lack thereof) comply with the provisions of the Personal Information Protection and Electronic Documents Act (PIPEDA), General Data Protection Regulation (GDPR) and other similar legislation in other jurisdictions that may apply.

Create New Client Account

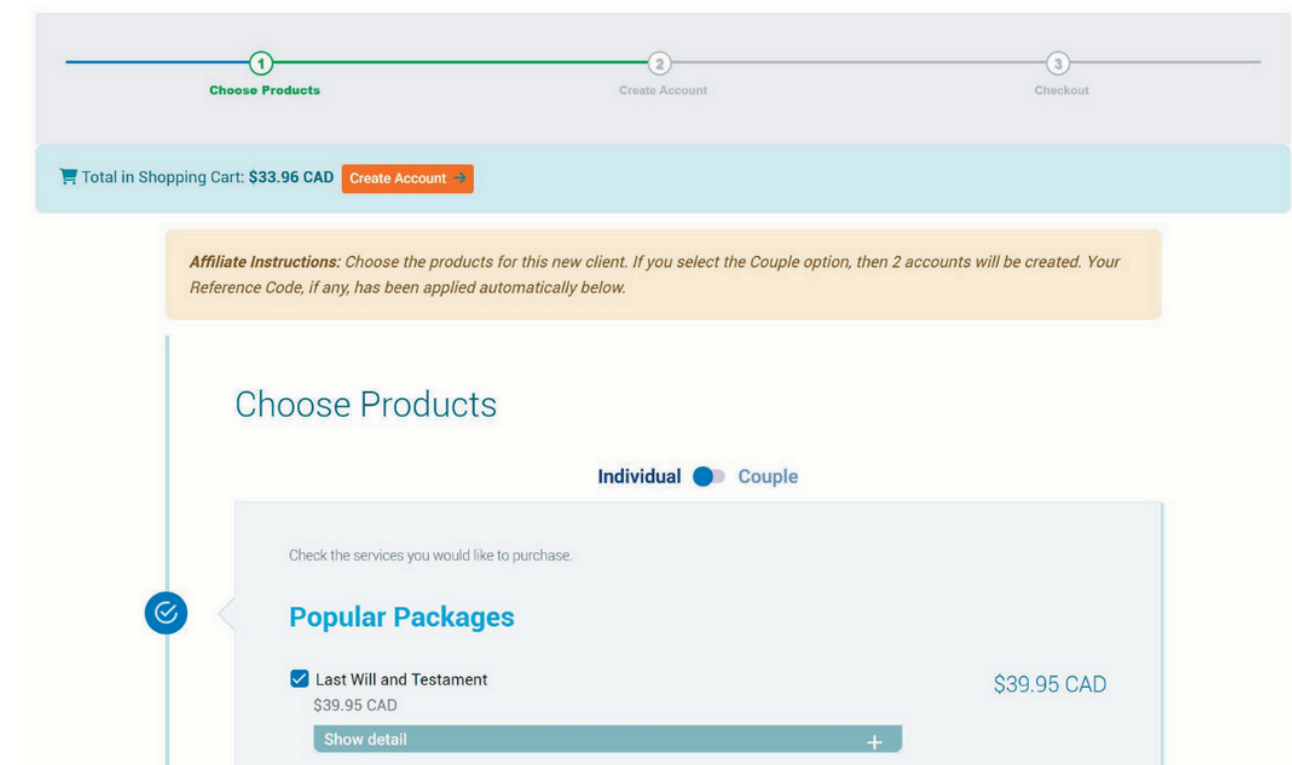
There is no difference between an account created by an individual visiting this web site and an account created here, other than accounts created here will be listed below for easy access.

Your Reference Code to apply during checkout (optional)
LegalSaver15 (15% discount, 15% commission)

CREATE CLIENT ACCOUNT

You will then be able to select which of your affiliate Reference Codes (if any) is automatically applied when creating a new account.

When you click on the “CREATE CLIENT ACCOUNT” button, then you will be taken to our regular checkout pages to create the new account, exactly as a new member would be, except we provide some simple instructions to help:



MyClients: How it Works






After a client account is created, when you return to the MyClients service, you will now see them listed under your “Existing Clients”:

Existing Clients

You have 3 Clients:

SEARCH

	Name	City	Userid	Account Created	Membership Expires	MyWill Downloaded
LOGIN	 Robert Jones robjones@rogers.com	Wasaga Beach, Ontario, Canada	robbyjones458	October 17, 2018 <i>Active account</i>	October 17, 2048	February 22, 2024
LOGIN	 John Smith jsmith89@gmail.com	Dawson Settlement, New Brunswick, Canada	johnsmith89	September 6, 2021 <i>Active account</i>	September 6, 2027	June 20, 2024
LOGIN	 Sophie Reynolds sophie@hipix.ca	Toronto, Ontario, Canada	sophie2023	February 5, 2023 <i>Trial account</i>	February 5, 2024	Never

Each client listed has a “LOGIN” button beside it. If you click a LOGIN button you will be automatically logged in as the client, so that you can create documents, etc.

When you click “Log Out” to exit the clients account, you are returned to the MyClients service.

Behind the scenes, there is no difference between an account created by an individual visiting our website and an account created as an affiliate using the MyClients service, other than accounts you create with this service are tagged to your affiliate ID.



Testimonials

Here's what
people are saying
about LegalWills



Our Ratings

4.9 ★
Google

4.9 ★
facebook

4.7 ★
Trustpilot

BBB
ACCREDITED
BUSINESS | A+
rating

Media Shout Outs



What Our Clients Are Saying...

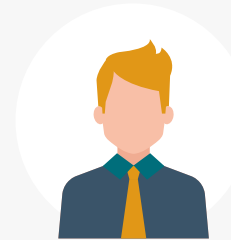


Darlene Nichol

Facebook Review

Writing your will is never an easy to do and something most people like myself procrastinate to do. I purchased LegalWills Package on and off with TurboTax. It was the best purchase I have made. It provided detailed step by step instructions and options. I could edit at anytime. It had my funeral decisions and messages included. I am at peace knowing all my wishes are documented.

Rated 5/5

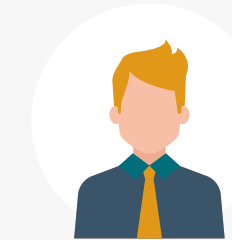


Dan Marlowe

Google Review

With the pandemic and being front line health care workers, my wife and I needed to redo our Wills. We had so many changes, I decided to explore doing them from scratch online and discovered Canadian Legal Wills. In a nutshell, I couldn't be happier with the experience. Convenient, easy, supportive and very cost efficient. Talia was a tremendous resource and I would highly recommend this service to anyone needing to take care of their estate. Thanks for the peace of mind!

Rated 5/5



Sebe P

TrustPilot

I wanted to express my relief and appreciation that this service provided is definitely a very beneficial way to create and safely store your Will. Recently had to confront the loss of my better half and wish to state that everything went off smoothly. The document created through this service was valid and accepted by all the regulatory authorities of the land

Rated 5/5



What Our Affiliates Are Saying About Us...



I recently used LegalWills to create a will & also referred my mom to the platform to update her own. I'm overdue in stating how impressed I am with your platform & flow.

Rob Onley
CEO of Notary Pro



LegalWills.ca has been a go-to platform to help support our members with creating their own Wills and Testaments. Ensuring their final wishes are prepared in a way they are comfortable with, the easy to navigate platform, and affordable cost allows our members the peace of mind everyone should have when dealing with end-of-life choices.

Marnie Drinkwalter
FBC Legal Services



Legal Wills provides exceptional service with an excellent product! I am grateful for a partner like Legal Wills – they have helped so many Canadians create quality essential estate planning documents in a place, very affordably.

Barb McKay
Estate Planning Specialist



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INSTAGRAM

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LINKEDIN

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