



Canadian
LegalWills

www.LegalWills.ca

You Decide®

About LegalWills



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 FOUR PILLARS

CUSTOMER SUPPORT

We have a dedicated team of professionals who are happy to answer all of your questions, by email, live chat, or over the phone. Customer satisfaction is what drives us to do what we do, every day. We are proud to offer a 30-day, no questions asked, 100% money back guarantee on all paid memberships.

QUALITY

Our services are designed to be of the best quality available today. We have evaluated many existing do-it-yourself kits and web-based services. Our wizards, help and information are also designed to be the best on the market and are kept up-to-date on an ongoing basis.

EASE OF USE

Rather than taking time out of your day to meet with legal professionals, you can write your own Last Will and Testament, Living Will and Power of Attorney from the comfort of your own home. We have developed our services based on the requirements of the public, not dictated by the legal profession.

AFFORDABILITY

Our membership pricing model allows us to provide you with the most value for your money at prices that are unprecedented in the legal industry. We worked with lawyers and solicitors to bring you these services, and we paid for their legal services so you don't have to. We allow your documents to be kept securely online so that you can make free unlimited updates for as long as you are a member.



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

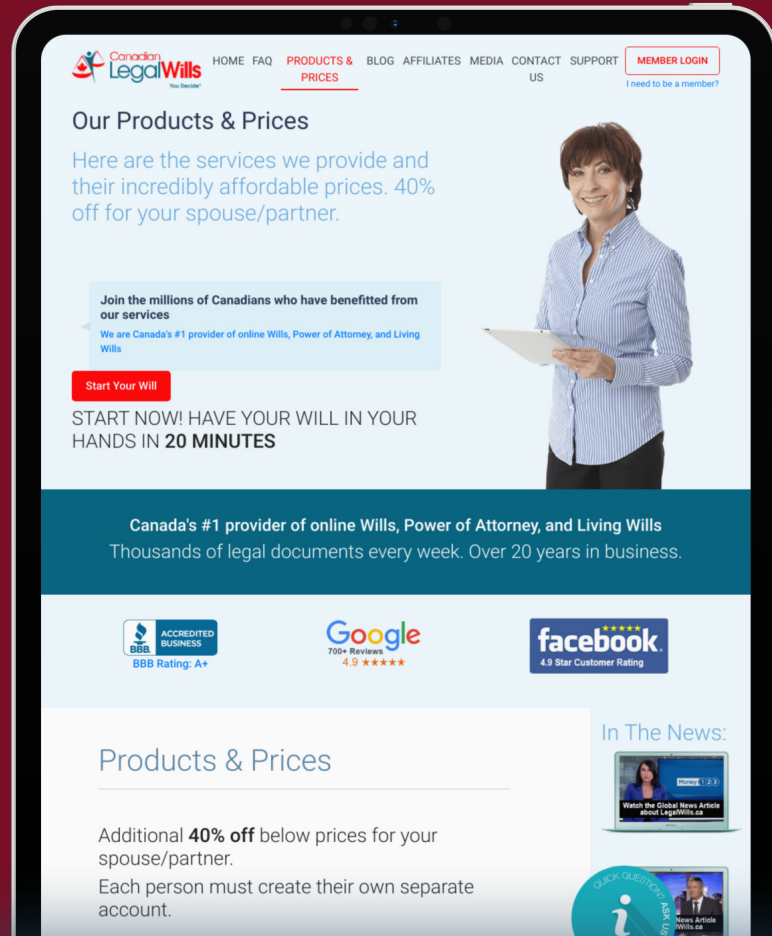
the University of Toronto, he has held several technology and executive management positions in a multinational corporation. During that time, he has been responsible for the successful delivery of many complex software development projects.

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.



Fact Sheet



ABOUT WILLS

- Despite the fact that every adult needs a Will, 62% of Canadian adults still do not have a Will. Beyond this, an additional 12% of Canadians noted that while they did have a Will, it was actually out-of-date.
- It is important for every Canada to have a Will, regardless of age or the value of assets.
- It is common for people to assume that when they die, everything will automatically go to their spouse. If you have children, this only happens in Alberta and Manitoba. Every other province distributes an estate between a spouse and children. This can often result in a family home being sold off in order to create the required shares.
- If you are living common-law, only some Provinces recognize this relationship - regardless of duration. For example, in Ontario dying without a Will in a common-law relationship gives the surviving partner nothing.
- If you have minor children and both parents are involved in a common accident, your children are put in the care of guardians. Hopefully you will have family members who put themselves forward as candidates. Ultimately, a judge will decide on the most appropriate guardian from the selection of applicants.
- Working with a lawyer to make a Will can cost you hundreds of dollars. This is why online Will services, where making a Will for an individual typically costs \$100 or less, is becoming an increasingly attractive and affordable option for Canadians.



ABOUT LEGALWILLS

- LegalWills is Canada's #1 provider of online Wills, Power of Attorney, and Living Wills
 - We are a Canadian company founded in 2000 and based in Ottawa, ON
 - All of our employees are based in Canada and none of our customer service or development is outsourced
 - None of the information that you enter into the service is shared or sold to any third party. Our revenue comes from the sale of the service alone so you will not even find an advertisement from a third party on our website.
 - Our web site uses state-of-the-art digital encryption and security technologies to protect your privacy and security.
 - We have over 700 Google reviews and over 150 Facebook Reviews, with a 4.9 star rating.
- Here are some of the services we provide at incredibly affordable prices:
 - Last Will and Testament
 - Mirror Will for your spouse/partner
 - Power of Attorney
 - Living Will (Power of Attorney for Health Care)
 - Expatriate Will for property/assets held in Canada, the U.S., and/or the U.K.
 - Life Locker for storing personal information
 - Upload important files to your Vault
 - Document your funeral wishes and organ donation preferences
 - Write final messages which are only delivered after you pass away
 - Get your legal documents reviewed by one of our lawyers



Competitive Analysis

At LegalWills, our mandate is to allow people to create common legal documents in a very easy, convenient, private, secure way 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.

LegalWills provides the most flexibility and more capabilities than any other online Will service and has been Canada's leading provider of online Wills for 20 years.



Here is a snapshot of what makes our services unique and how LegalWills stacks up to our competitors in the online estate planning space:

LONGEVITY

LegalWills

LegalWills has been in business since 2000 and are one of the pioneers of online Will writing services.

Our Wills are error-free, have been through the probate process and have been accepted by the courts. In our company's history, we have never once heard of there being a problem with one of our Wills.

With over 20 years in business, LegalWills.ca is an established and reputable online Will service provider. We intend to still be in business for many years to come, so you know that when the time comes, we will be there for your loved ones to help them.

Competitors

The majority of our competitors have only been around for a couple years. They may not have substantial historical data showing their Wills have successfully been through the probate process. Will they still be around when your Will goes through the court processes?



REVIEWS

LegalWills

Over 800 Google reviews and over 150 Facebook reviews with a 4.9 star rating.

Leading Competitor

Only 19 Facebook reviews.

NATIONWIDE SUPPORT

LegalWills

LegalWills supports all Canadian Provinces and Territories with the exception of Quebec (currently being developed).

Leading Competitor

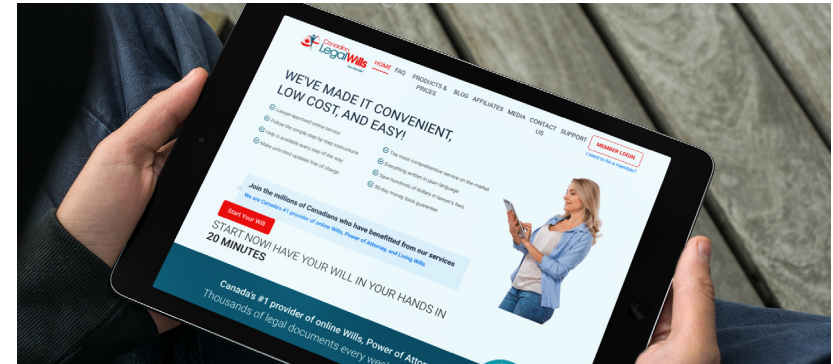
All except Quebec, Prince Edward Island, Newfoundland and Labrador, Yukon, Nunavut and the Northwest Territories.

COST

LegalWills is the most cost-effective option in the market for creating common legal documents.

For example:

Service	LegalWills	Leading Competitor
Cost of a Will	\$39.95	\$99
Complete estate plan	\$89.95	\$149
Mirror Will complete estate plan	\$143.76	\$249



OUR WILLS

vs. LEADING COMPETITOR WILLS

Our software was developed to be easy to use, flexible, and efficient so that an individual can have a completed Will in their hands in only 20 minutes. We continue to enhance our Will writing service in response to customer feedback.

We are one of the few services that allows options like naming joint Executors with joint alternates, setting up a trust for a pet, or even a lifetime interest trust for blended families. What sets us apart from our competitors is the flexibility and countless options we allow for when choosing your distribution plan. We know that everyone's situation is different - one size does not fit all when it comes to making a Will. Our software's ability to allow for so many options and customization is what truly makes LegalWills unique.

Here is a glimpse of the features offered in the Will writing process using LegalWills in comparison with a leading competitor.



WILL FEATURES	LEGALWILLS	LEADING COMPETITOR
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	✓	✗
Flexibility with a Mirror Will	✓	✗
Complementary Wills to cover US or UK assets	✓	✗
Optional service to have the Will reviewed by estate planning lawyer	✓	✗
Multiple formats for your final document	✓	✗
ADDITIONAL SERVICES TO SUPPORT ESTATE PLANNING		
<i>MyFuneral service to describe funeral wishes</i>	✓	✗
<i>Service to document inventory of assets for your Executor(s) or Power of Attorney</i>	✓	✗
<i>Ability to upload files and documents to be accessed by family and loved ones</i>	✓	✗
<i>Ability to prepare messages to be distributed after your passing</i>	✓	✗



ADDITIONAL COMPLEMENTARY SERVICES

We are the only business in the world that combines the estate planning documents with the following unique services:

- MyLifeLocker – the ability to document an inventory of important information to be accessed by your Executor (or Power of Attorney) at the appropriate time
- MyVault – the ability to upload important documents to be accessed by your Executor (or Power of Attorney) at the appropriate time
- MyMessages – pre-write messages to be distributed at the appropriate time by your “keyholders”
- MyKeyholders – designate trusted people to login with a unique keyholder ID to access the information that they need when they need it.

- MyWalletCards – you can order wallet cards to be held by your keyholders with your unique keyholder ID

PARTNER FEATURES

We offer the ability to embed the service entirely within another website and to completely “white label” our service so that it can be offered with no mention of LegalWills.

THAT'S US IN A NUTSHELL!

If you have any questions about our company or services, you can learn more at: **www.legalwills.ca**



Testimonials

Here's what people are saying about LegalWills!



Over 800 Google Reviews with a 4.9 star rating



Dan Marlow

2 reviews

★★★★★ 2 weeks ago -

Positive: Professionalism, Quality, Responsiveness, Value

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!!



Mike Markle

Local Guide · 65 reviews · 5 photos

★★★★★ 3 months ago -

Great experience. Quicker, easier and less expensive than a lawyer. The digital access is a nice touch as well with being able to appoint key holders in case something happens. So simple and easy to setup. Would have done this ages ago if I knew how quick and painless it could be. Had my sister set hers up the same day and she had no issues either.



Sebe P

★★★★★ 1 hour ago

I just wanted to express my relief and appreciation that this service provided is definitely a very beneficial way to create and safely store your will, specially in these Covid-19 days. 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. So for those in doubt, I wish to confirm that you can definitely go ahead and avail yourself of this much needed service giving you the flexibility, safety and cost effectiveness which you do not find anywhere else.

Over 150 Facebook Reviews with a 4.9 star rating



Ryan Warnholtz recommends LegalWills.

May 23 at 12:15 PM ·

Legalwills allowed my wife and I to set up our wills quickly and cost effectively. We now have the peace of mind that if something were to happen, we have the documents in place. Thankful for a more cost effective will service, especially in this time.



Darlene Nichol reviewed LegalWills — 5★

August 1, 2018 ·

Writing your will is never an easy to do and something most people like myself procrastinate to do. I purchased Legal Wills Package on an 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



Steve Heathcote recommends LegalWills.

February 27 ·

Very easy to use and excellent value for money compared with other online wills that I searched. Full explanations during the step by step process, and great personal customer service when needed. I like their recommendation to use a separate detailed addendum for Executors which can be kept private and easily amended anytime on your computer. They have a host of other services like their notification service, funeral wishes, etc. Very happy with this product.



Media shout outs

LegalWills has been featured in:

- CTV News
- CBC News
- Global News
- Toronto Star
- The Globe and Mail
- Financial Post
- The Canadian Press
- And more!

For more information about
LegalWill.ca's media appearances,
visit: www.legalwills.ca/Media.

*"LegalWills.ca is
the most
affordable and
comprehensive
online will
service."*

» TORONTO STAR «

Robb Engen, *The Toronto Star*,
Smart Money & Life, July 31, 2018

