



Company Background

LegalShield is one of the first companies in the United States to offer affordable legal plans to consumers and businesses. It was founded as Pre-Paid Legal Services, Inc. in Ada, Oklahoma by Harland C. Stonecipher as a result of an automobile accident. Although Stonecipher was not at fault, his legal bills quickly mounted. While he had auto, medical and life insurance, the one safeguard he did not have was legal protection.

In 1972, Stonecipher turned his experience into a vision – a vision to make legal services accessible to millions of Americans – and a reality. The company’s first product was designed to help middle income Americans get quality legal assistance without first having to make a financial decision. It reimbursed a portion of an individual’s legal costs in automobile related matters and was marketed solely to employee groups. However, this required members to find an attorney on their own. Many had never consulted with an attorney and had a difficult time finding lawyers who understood their needs, would return their calls in a timely manner and who were willing to work with them on the even the most minor legal matters.

LegalShield evolved its model and developed a plan that was easier to use and removed the burden from the member of finding a dependable lawyer who would treat them as one of their best clients. It also expanded its plans to offer legal services to individuals, families and small business owners.

The company changed its name to LegalShield in 2011, but its goal remains the same as it did 40 years ago – to provide outstanding legal coverage by quality law firms at an affordable price. Today the company provides legal services to more than 1.4 million families covering 3.5 million lives across North America and more than 34,000 companies offer the LegalShield plan to their employees as a voluntary or fringe benefit. In addition, LegalShield’s identity theft plans help members reduce the likelihood of theft and resolve issues related to identify theft. We currently cover approximately 1.7 million people, providing members with a credit report and personal credit score, continuous monitoring with activity alerts, and comprehensive identity restoration. Services are provided by Kroll Advisory Solutions, the world’s leading consulting company in identity theft prevention and restoration.

LegalShield is the only national legal safeguard to provide its members with access to quality legal services from an accomplished law firm in their state or province for legal advice and assistance no matter how trivial or serious the issue. For a low monthly fee, LegalShield members get access to qualified attorneys who are experts in the areas of law that most impact families and small businesses. LegalShield provides dedicated provider law firms throughout the U.S. and Canada enabling members to feel as though they have their own personal law firm to call for help without having to worry about high hourly rates.

LegalShield has dedicated law firms in all 50 states and four provinces in Canada. The attorneys have been with their respective law firms for an average of 19 years and have the expertise and experience to navigate members through a variety of everyday legal issues such as family matters, estate planning, financial and business issues, consumer protection, tax, real estate, benefits disputes and auto/driving issues. LegalShield firms have received more than 2.1 million calls from members in the past 12 months.