

Legal Ethics and Lawyer Marketing

October 2025

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(701) 801-6121

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- **Watch** the slides at <https://join.freeconferencecall.com/downeycle>
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- **Questions** – Please submit questions during the program through CHAT or during or after the program by emailing Paige Tungate at ptungate@DowneyLawGroup.com

CLE Information

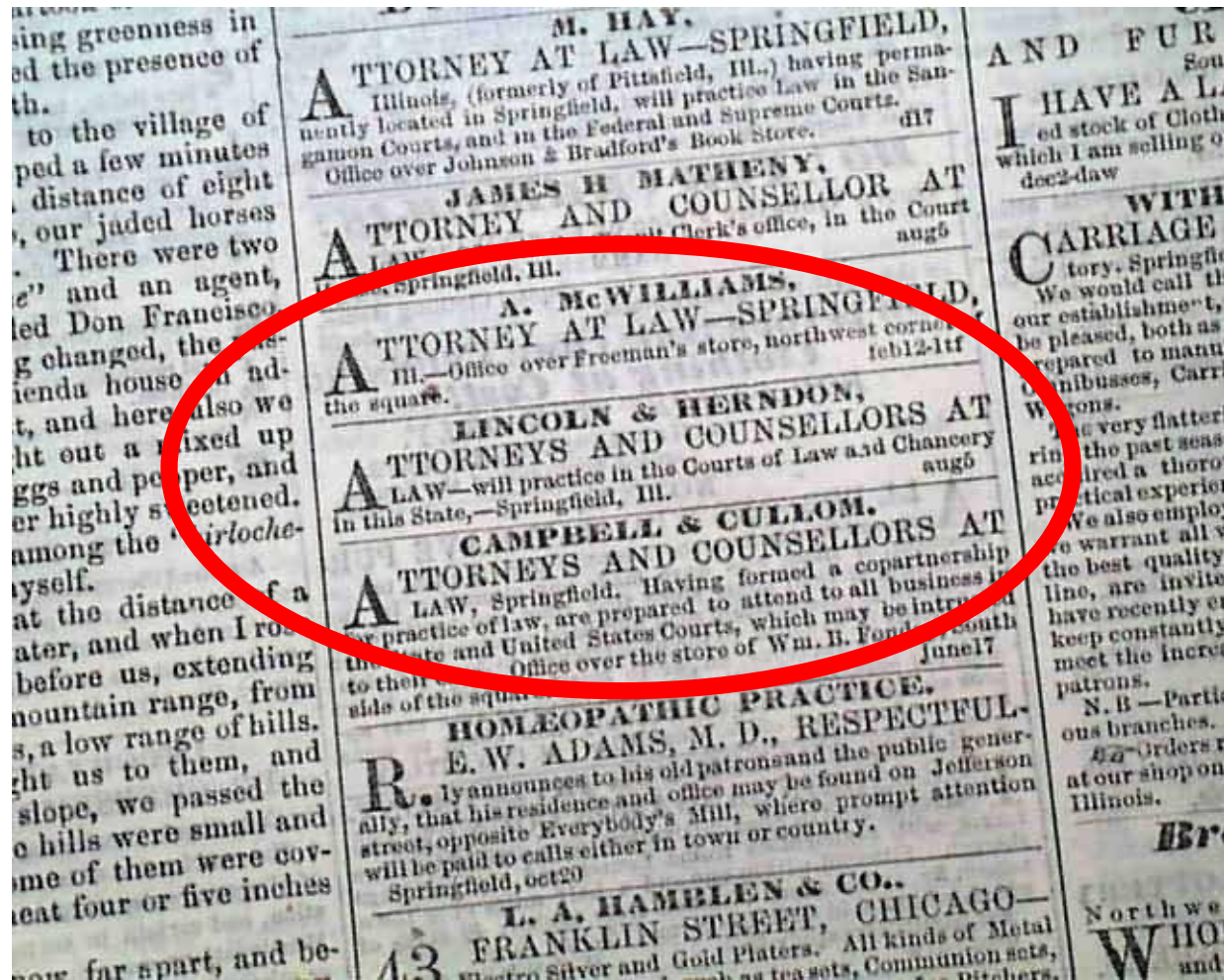
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- Three ways to access Program Survey:
 1. Link available in the **CHAT** (right now)
 2. Link at the **end of the slides** (here or at www.DowneyEthicsCLE.com)
 3. Link sent to you in an **email within 30 minutes** of program ending



<https://www.surveymonkey.com/r/market1025>

Overview of Regulations

Early Times – Lawyer Advertising Unregulated



ABA *Canons* (1908) Limited Advertising

"The most worthy and effective advertisement possible, even for a young lawyer, and especially with his brother lawyers, is the establishment of a well-merited reputation for professional capacity and fidelity to trust. This cannot be forced, but must be the outcome of character and conduct. The publication or circulation of ordinary simple business cards, being a matter of personal taste or local custom, and sometimes of convenience, is not per se improper. ***But solicitation of business by circulars or advertisements, or by personal communications, or interviews, not warranted by personal relations, is unprofessional.*** It is equally unprofessional to procure business by indirection through touters of any kind, whether allied real estate firms or trust companies advertising to secure the drawing of deeds or wills or offering retainers in exchange for executorships or trusteeships to be influenced by the lawyer. ***Indirect advertisement for business by furnishing or inspiring newspaper comments concerning causes in which the lawyer has been or is engaged, or concerning the manner of their conduct, the magnitude of the interests involved, the importance of the lawyer's positions, and all other like self-laudation, defy the traditions and lower the tone of our high calling, and are intolerable.***"

Canons Later Tweaked

"Minor changes were made by authorizing the following forms of advertising: the customary use of simple professional cards (Canon 27); inclusion of biographical information in approved law lists (Canons 27 & 43); notice to other lawyers of specialization published in legal periodicals (Canon 46); writing of articles on the law for publications (but without the right to accept employment therefrom) (Canon 40); and, designation on letterhead as proctor in admiralty or as patent or trademark lawyer (Canon 27)."

Content Regulation of Lawyer Advertising: an Era of Change, 3 GEOJLE 429 (1990)

Model Code (1969) Prohibited Advertising

Arizona DR 2-101(B)

"A lawyer shall not publicize himself, or his partner, or associate, or any other lawyer affiliated with him or his firm, as a lawyer through newspaper or magazine advertisements, radio or television announcements, display advertisements in the city or telephone directories or other means of commercial publicity, *nor shall he authorize or permit others to do so in his behalf."*

Bates v. State Bar of Arizona (1977)

ADVERTISEMENT

**DO YOU NEED
A LAWYER?**

**LEGAL SERVICES
AT VERY REASONABLE FEES**



* Divorce or legal separation--uncontested
(both spouses sign papers)
\$175.00 plus \$20.00 court filing fee

* Preparation of all court papers and instructions
on how to do your own simple uncontested divorce
\$100.00

* Adoption--uncontested severance proceeding
\$225.00 plus approximately \$10.00 publication cost

* Bankruptcy--non-business, no contested proceedings
Individual
\$250.00 plus \$55.00 court filing fee
Wife and Husband
\$300.00 plus \$110.00 court filing fee

* Change of Name
\$95.00 plus \$20.00 court filing fee

Information regarding other types of cases
furnished on request

Legal Clinic of Bates & O'Steen
617 North 3rd Street
Phoenix, Arizona 85004
Telephone (602) 252-8888

- Constitutional protection for lawyer advertising as commercial speech
 - Right to promote services
 - Right of potential clients to learn of legal rights and potential service providers
- Yet business development obviously predated *Bates*
 - Lawyers avoid "sales"

Post-*Bates* First Amendment Decisions

- *Ohralik v. Ohio State Bar Ass'n*, 436 U.S. 447 (1978), permitted a state to ban in-person solicitation of personal injury and wrongful death cases
- *Zauderer v. Office of Disciplinary Counsel*, 471 U.S. 626 (1985), held a state could not ban advertisements for specific types of claims
- *Shapero v. Kentucky Bar Ass'n*, 486 U.S. 466 (1988), rejected a complete ban on targeted solicitation letters
- *Peel v. Attorney Registration & Discipline Committee of Illinois*, 496 U.S. 91 (1990), allowed a lawyer to truthfully state he is a member of National Board of Trial Advocacy
- *Florida Bar v. Went for It, Inc.*, 515 U.S. 618 (1995), allowed state to impose 30-day blackout period before lawyers could solicit disaster or accident victims

Rules Regulating Communications About Legal Services

Rule 4-7.1 – All communications

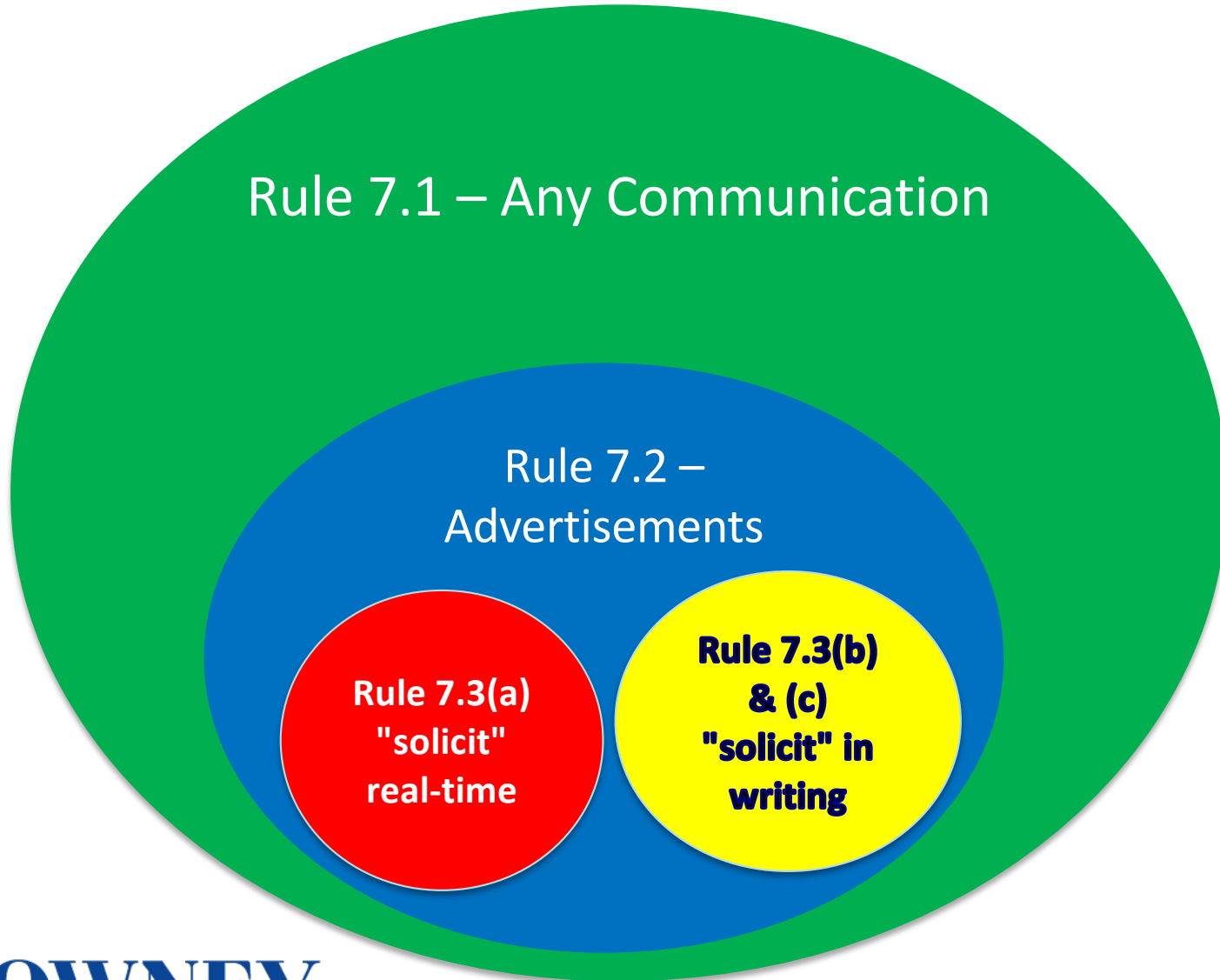
Rule 4-7.2 – Advertisements

Rule 4-7.3 – Solicitations

Rule 4-7.4 – “Specialist” or “expert”

Rule 4-7.5 – Firm names and letterhead (and websites)

Advertising Regulations



	ABA Model Rule	Missouri Rule	Kansas Rule
Rule 7.1/4-7.1 – <u>All</u> communications	49 words 1 subpart	379 words 11 subparts	103 Words 3 subparts
Rule 7.2/4-7.2 – Advertisements	270 words 13 subparts	757 words 20 subparts	127 words 4 subparts
Rule 7.3/4-7.3 – “Solicitations”	260 words 10 subparts	809 words 18 subparts	239 words 8 subparts
Rule 7.4/4-7.4 – Specialist designations	0 Merged into Rule 7.2	124 words 3 subparts	133 words 6 subparts
Rule 7.5/4-7.5 – Firm names	0 Merged into Rule 7.1 comment [5]	177 words 4 subparts	173 words 4 subparts

First Commandment – Rule 4-7.1

A lawyer shall not make a false or misleading communication about the lawyer or the lawyer's services.

A communication is false if it contains a material **misrepresentation** of fact or law.

A communication is misleading if it:

(a) **omits a fact** as a result of which the statement considered as a whole is materially misleading; . . .

Rule 4-7.1

A communication is misleading if it:

- (a) **omits a fact** as a result of which the statement considered as a whole is materially misleading;
- (b) is likely to create an **unjustified expectation** about results the lawyer can achieve;
- (c) **proclaims results obtained** on behalf of clients, such as the amount of a damage award or the lawyer's record in obtaining favorable verdicts or settlements, **without stating** that past results afford no guarantee of future results and that every case is different and must be judged on its own merits;
- (d) states or implies that the lawyer can **achieve results by means that violate the Rules** of Professional Conduct or other law;
- (e) **compares the quality of a lawyer's or a law firm's services** with other lawyers' services, unless the comparison can be factually substantiated;
- (f) advertises for a specific type of case concerning which the lawyer has **neither experience nor competence**;
- (g) indicates an area of practice in which the lawyer **routinely refers matters to other lawyers**, without conspicuous identification of such fact;
- (h) contains any **paid testimonial** about or endorsement of the lawyer, without **conspicuous identification** of the fact that **payment** has been made for the testimonial or endorsement;
- (i) contains any **simulated portrayal** of a lawyer, client, victim, scene, or event without **conspicuous identification** of the fact that it is a **simulation**;
- (j) provides an office address for an **office** staffed only part-time or by appointment only, without conspicuous identification of such fact; or
- (k) states that legal services are available on a contingent or no-recovery-no-fee basis without stating conspicuously that the client may be **responsible for costs or expenses**, if that is the case.

Missouri Rule 4-7.1 – “All Communications”

A lawyer shall not make a false or misleading communication about the lawyer or the lawyer's services. A communication is false if it contains a material misrepresentation of fact or law. A communication is misleading if it:

- (a) omits a fact as a result of which the statement considered as a whole is materially misleading;
 - (b) is likely to create an unjustified expectation about results the lawyer can achieve;
 - (c) proclaims results obtained on behalf of clients, such as the amount of a damage award or the lawyer's record in obtaining favorable verdicts or settlements, without stating that past results afford no guarantee of future results and that every case is different and must be judged on its own merits;
 - (d) states or implies that the lawyer can achieve results by means not substantiated;
 - (e) compares the quality of a lawyer's or a law firm's services with those of another lawyer or law firm without substantiation;
 - (f) advertises for a specific type of case concerning which the lawyer has no prior experience or specialization;
 - (g) indicates an area of practice in which the lawyer routinely handles cases, although the lawyer has not handled such a case for a substantial period of time or has handled only a few such cases;
 - (h) contains any paid testimonial about or endorsement of the lawyer or the law firm, unless the testimonial or endorsement has been made for the lawyer or law firm by a person who has been treated by the lawyer or law firm in the same or a substantially similar matter as that in which the lawyer or law firm is seeking to obtain new clients;
 - (i) contains any simulated portrayal of a lawyer, client, victim, or witness, unless it is a simulation;
 - (j) provides an office address for an office staffed only part-time, unless such fact; or
 - (k) states that legal services are available on a contingent or other basis, unless such fact; or

ent may be

379 Words

11 Sub-Parts

Rule 4-7.2(a) & (b) – Advertising

- (a) Subject to the requirements of Rule 4-7.1, a lawyer may advertise services through public media, such as a telephone directory, legal directory, newspaper or other periodical, outdoor advertising, radio, or television, or through direct mail advertising distributed generally to persons not known to need legal services of the kind provided by the lawyer in a particular matter.
- (b) A copy or recording of an advertisement or written communication shall be kept for two years after its last dissemination along with a record of when and where it was used. The record shall include the name of at least one lawyer responsible for its content unless the advertisement or written communication itself contains the name of at least one lawyer responsible for its content.

Rule 4-7.2(a) & (b) – Advertising

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757 Words

20 Sub-Parts

Rule 4-7.2(f) Disclaimer

Any advertisement or communication made pursuant to this Rule 4-7.2, other than written solicitations governed by the disclosure rules of Rule 4-7.3(b), shall contain the following conspicuous disclosure:

"The choice of a lawyer is an important decision and should not be based solely upon advertisements."

Rule 4-7.2(g) & (h) – Tombstone Exception to Disclaimer

(g) The disclosures required by Rule 4-7.2(e) and (f) need not be made if the information communicated is limited to the following:

- (1) the name of the law firm and the names of lawyers in the firm
- (2) one or more fields of law in which the lawyer or law firm practices;
- (3) the date and place of admission to the bar of state and federal courts; an
- (4) the address, including e-mail and web site address, telephone number, and office hours.

Missouri Rule 4-7.3 Solicitations

This Rule 4-7.3 applies to in-person and written solicitations by a lawyer with persons known to need legal services of the kind provided by the lawyer in a particular matter for the purpose of obtaining professional employment.

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819 Words

18 Sub-Parts

- (a) In-person solicitation. A lawyer **may not initiate the in-person, telephone, or real time electronic solicitation** of legal business under any circumstance, other than with an existing or former client, lawyer, close friend, or relative.
- (b) Written Solicitation. A lawyer **may initiate written solicitations** to an existing or former client, lawyer, friend, or relative without complying with the requirements of this Rule 4-7.3(b). Written solicitations to others are subject to the following requirements:
- (1) any written solicitation by mail shall be plainly marked “**ADVERTISEMENT**” on the face of the envelope and all written solicitations shall be plainly marked “ADVERTISEMENT” at the top of the first page in type **at least as large as the largest written type used in the written solicitation**;
 - (2) . . .
 - (3) each written solicitation must include the following:
“Disregard this solicitation if you have already engaged a lawyer in connection with the legal matter referred to in this solicitation. You may wish to consult your lawyer or another lawyer instead of me (us). The exact nature of your legal situation will depend on many facts not known to me (us) at this time. You should understand that the advice and information in this solicitation is general and that your own situation may vary. This statement is required by rule of the Supreme Court of Missouri;” (87 words)

Rule 4-7.4

A lawyer may communicate the fact that the lawyer does or does not practice in particular fields of law. Any such communication shall conform to the requirements of Rule 4-7.1. Except as provided in Rule 4-7.4(a) and (b), a lawyer shall not state or imply that the lawyer is a specialist unless the communication contains a disclaimer that neither the Supreme Court of Missouri nor The Missouri Bar reviews or approves certifying organizations or specialist designations.

- (a) A lawyer admitted to engage in patent practice before the United States Patent and Trademark Office may use the designation "patent attorney" or a substantially similar designation;
- (b) A lawyer engaged in admiralty practice may use the designation "admiralty," "proctor in admiralty" or a substantially similar designation.

“Summary Guidance” on Missouri Ethics Rules – Advertising

- All communications must be totally truthful
- (Almost) all advertisements need the “Choice of lawyer . . .” disclaimer
- Certain content receive higher scrutiny and regulation

“Highly Scrutinized” Content

- Discussions of **past results** (Rule 4-7.1)
- (Non-verifiable) **comparisons** with other lawyers (4-7.1)
- Requests seeking **work the lawyer (generally) has not or does not do** (Rule 4-7.1)
- **Testimonials** and **simulations** (Rule 4-7.1)
- Claims of **expertise** (Rule 4-7.4)
- Claims regarding **office locations** (4-7.1 and 4-7.2)
- Claims regarding **money – fees and expenses** (Rule 4-7.1 and 4-7.2)

Questions for Lawyer Marketing

Lawyer Advertising Regulations Target

- Content of communication
- Method of delivery
- Scope of audience
- Location of audience
- Payment arrangement

Content of Communication

- Model Rules – is it truthful?
- Missouri Rules – beyond regulating truthfulness
 - Technical requirements on many aspects including required disclaimers
 - Some believe regulations are intended to make “solicitation” difficult/dangerous

Method of Delivery

- Active – sent to or reaching out to audience (much greater regulation)
- Passive – audience has sought out content

Scope of Audience

- Person known to have specific legal need (most regulation)
- Lay person not known to lawyer (a “non-lawyer stranger”)
- People known to lawyer (family, friends, current and former clients) or other lawyers themselves

Definition of Solicitation

“This Rule 4-7.3 applies to in-person and written solicitations

- by a lawyer
- with persons known to need legal services of the kind provided by the lawyer
- in a particular matter
- for the purpose of obtaining professional employment.”

Not a Solicitation

“[A] lawyer’s communication typically does not constitute a solicitation if it is

- **directed to the general public**, such as through a billboard, an Internet banner advertisement, a website or a television commercial, or if it is
- **in response to a request for information** or is automatically generated in response to Internet searches.”

Location of Audience

- Is lawyer admitted to practice where communication is sent?
 - Less concern: is lawyer admitted to practice where communication may be viewed
- Does the jurisdiction heavily regulate lawyer advertising and solicitations?

Rule 4-5.5

(a) A lawyer shall not practice law in a jurisdiction in violation of the regulation of the legal profession in that jurisdiction or assist another in doing so.

(b) A lawyer who is not admitted to practice in this jurisdiction shall not:

- (1) except as authorized by this Rule 4 or other law, establish an office or other systematic and continuous presence in this jurisdiction for the practice of law; or
- (2) hold out to the public or otherwise represent that the lawyer is admitted to practice law in this jurisdiction.

Means of Payment

- Okay to pay for advertising costs
- Not okay to pay for “clients” or share legal fees
- *Pay per click is okay (advertising), pay per lead is okay, but pay per client is not okay*

Rule 4-7.2(c)

A lawyer shall **not give anything of value to a person for recommending the lawyer's services**, except that:

- (1) a lawyer may **pay the reasonable cost of advertising** or written communication permitted by this Rule 4-7.2;
- (2) a lawyer may pay the reasonable cost of advertising, written communication, or other notification required in connection with the sale of a law practice as permitted by Rule 4-1.17; and
- (3) a lawyer may pay the usual charges of a qualified lawyer referral service registered under Rule 4-9.1 or other not-for-profit legal services organization.

Rule 4-5.4

- (a) A lawyer or law firm **shall not share legal fees** with a nonlawyer, except that:
- (c) A lawyer shall not permit a **person who recommends, employs, or pays the lawyer** to render legal services for another **to direct or regulate** the lawyer's professional judgment in rendering such legal services.

Application of Rules

Questions to Consider

- Content?
- Method of Delivery?
- Audience scope?
- Audience location?
- Payment?

Web Content

- Lawyer creates content on the web (website, social media, audio, video)
- People can **visit** the site to learn about/view/listen to the content

Questions to Consider

- **Content?** Advertising or educational?
- **Method of Delivery?** Passive
- **Audience scope?** Anyone who visits
- **Audience location?** Anywhere
- **Payment?** Nothing special

Web Content on Client Matters

- Lawyer creates content on the web (website, social media, audio, video) *about legal matters handled for clients*
- People can visit the site to learn about the subject of the content

Questions to Consider

- **Content?** Advertising or educational?
 - Special concerns: client confidentiality and discussing past results
- **Method of Delivery?** Passive
- **Audience scope?** Anyone who visits
- **Audience location?** Anywhere
- **Payment?** Nothing special

Web Content With Follow-Up

- Lawyer creates content on the web (website, social media, audio, video)
- People can visit the site to learn about the subject of the content
- Anyone who visits the website is called by advertising company and firm is charged per call

Questions to Consider

- **Content?** Advertising (presumably)
- **Method of Delivery?** Active (call)
- **Audience scope?** Anyone who visits
- **Audience location?** Wherever called
- **Payment?** “Pay per call” okay under Rule 4-7.2

Targeted communication – calls would be regulated – and possibly prohibited – under Rule 4-7.3(a)

More responsibility for targeting where not licensed

Email to Promote Web Content

- Lawyer creates content on the web (website, social media, audio, video)
- Lawyer pays to have people living in Florida (where lawyer is not licensed) receive email notice of content

Questions to Consider

- **Content?** Advertising or educational?
- **Method of Delivery?** Active (targeted email)
- **Audience scope?** Targeted individuals
- **Audience location?** Where targeted
- **Payment?** Nothing special

Targeted communication – are people known to need legal services of the type offered? (If so, Rule 4-7.3 solicitation)

Potential issues with unauthorized practice (Rule 4-5.5) and advertising violations in another state (FL)

More responsibility for targeting where not licensed

“Search Engine Marketing”

- Lawyer creates content on the web (website, social media, audio, video)
- Lawyer pays to have people see lawyer’s content when they search related content (“Search Engine Marketing”)

Questions to Consider

- **Content?** Advertising
- **Method of Delivery?** Passive
- **Audience scope?** Anyone who searches
- **Audience location?** Location of searcher
- **Payment?** “Pay per click” (okay as long as “regular” cost)

Passive and not targeted – Rule 4-7.2 advertisement

More responsibility if appearance triggered/limited by location

CHAT on Website

- Lawyer creates content on the web (website, social media, audio, video)
- People can visit the site to learn about the subject of the content
- Anyone who visits receives a CHAT greeting, “Can our firm help you with a legal matter?”

Questions to Consider

- **Content?** Advertising
- **Method of Delivery?** Passive (only visitors) – but what about the chat?
- **Audience scope?** Anyone who visits
- **Audience location?** Anywhere
- **Payment?** Nothing special

Regulation likely under Rule 4-7.2, so less problematic

Seminars – MO Informal Opinion 2018-13

Attorney plans to present educational seminars about estate planning.

At the end of the seminar, a non-lawyer presenter will give information about costs of estate planning and offer audience members a discount certificate for Attorney's estate planning services.

Alternatively, Attorney is considering sending attendees a follow-up letter describing Attorney's services and enclosing a discount certificate.

May Attorney participate in the program?

Questions to Consider

- **Content?** Educational + Costs and Discount Offer
- **Method of Delivery?** In person
- **Audience scope?** Anyone who attends
- **Audience location?** Physically present
- **Payment?** Not discussed

Informal Opinion 2018-13 – Answer

Attorney may give educational seminars.

It is permissible for information about Attorney's legal services to be available at the seminar for inquirers, but **Attorney may not initiate the in-person solicitation of legal business.**

The promotion of Attorney's services or offering of a discount certificate at the seminar would constitute in-person solicitation prohibited by Rule 4-7.3.

Attorney may not violate Rule 4-7.3 through the actions of another, including a non-lawyer co-presenter at the seminar. See Rule 4-8.4(a). Attorney **may mail attendees a solicitation letter** after the seminar if the written solicitation complies in all respects with Rule 4-7.3, Direct Contact with Prospective Clients.

MO Informal Opinion 940071

QUESTION: Attorney plans to put on a free seminar on various legal issues. Attorney will advertise this seminar in the local newspaper.

ANSWER: This will not violate the Rules of Professional Conduct. However, under Rule 4-7.3(b), Attorney should be certain not to engage in solicitation during the seminar.

MO Informal Opinion 940136

QUESTION: Attorney proposes to offer a free seminar to provide information about estate planning. Attorney will describe the fee schedule and offer a free one hour consultation only to those who attend the seminar.

ANSWER: Attorney may offer a free seminar but **Attorney may not solicit during the seminar.** Such solicitation would violate Rule 4-7.3(b). **Attorney may advertise a free one hour consultation but may not limit it to those who attend the seminar.**

MO Informal Opinion 950032

QUESTION: Attorney proposes to use an advertisement which includes the phrase “Sign up at seminar for free living will.” The advertisement will also describe living trusts as “revolutionary” and “risk-free.”

ANSWER: The phrase about signing up for a free living will does not violate the rules but indicates that **there is a concern about the possibility that “in person” solicitation in violation of Rule 4-7.3(b) may occur at the seminar.** The use of the words “revolutionary” and “risk-free” in connection with living trusts raises concerns. Living trusts have been in use for many years and have been quite popular estate planning tools for several years. Therefore, the accuracy of the word “revolutionary” is doubtful. The term “risk-free” could be interpreted as indicating that a living trust is right for everyone, will never have adverse consequences and cannot be challenged. The accuracy of this term is also doubtful.

MO Informal Opinion 960209

QUESTION: Attorney will be giving a seminar for people in a particular industry. The seminar is intended to be informational in nature. Course materials and promotional material will include the name of Attorney's firm. Will this violate the rules?

ANSWER: Based on the general information provided, Attorney's proposed conduct will not violate the Rules of Professional Conduct. Any additional facts could change the opinion. **Attorney should be aware that the materials distributed at the meeting with the name and address of Attorney's firm would be considered advertising materials.** Therefore, those materials must comply with the requirements of Rules 4-7.1 – 4-7.5, including any disclaimer requirements that might apply.

Conclusory Matters

- **Questions** – If you have questions after the program, please email them to Paige Tungate at ptungate@DowneyLawGroup.com
- **Post-Program Survey** – A survey will be emailed to you about 30 minutes after this program. Also, here is the survey link:

<https://www.surveymonkey.com/r/market1025>

- **Certificate of Completion** – Available through the Post-Program Survey
- **Kansas Credit** – If you are seeking Kansas credit, you need to enter the [two Attendance Verification Words](#) and your Kansas information into the Post-Program Survey. *Please complete this information in the survey [this week](#), so we can ensure you receive proper credit*



<https://www.surveymonkey.com/r/market1025>

Timed Agenda

12:00-05 Introduction

12:05-55 Discussion of legal ethics and lawyer marketing

Future Programs

October 30 – Thursday at 12:00 Noon CT – **Neurodiversity in the Legal Profession**

November 4 – Tuesday at 3:00 PM CT – **Legal Ethics and Attorney Fees - 1.0 Ethics CLE**

November 19 – Wednesday at 12:00 Noon CT – **Legal Ethics in a Transactional Law Practice**

December 4 – Thursday at 12:00 Noon CT – **Duties of Candor and Dishonest Clients**

December 17 – Wednesday at 12:00 Noon CT – **Legal Ethics and Criminal Law**

www.DowneyEthicsCLE.com

Thank you



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