



## LegalZoom Introduces AI Assistant: An AI Business Partner to Help Every Owner Start, Run, and Grow

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*New AI Assistant gives business owners personalized answers, clear direction, and a direct path to LegalZoom's attorney network and business specialists.*

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Oct. 29, 2026-- LegalZoom.com, Inc. (Nasdaq: LZ), America's #1 online legal services company, today announced the launch of the LegalZoom AI Assistant. This new tool serves as a personalized, AI-powered business partner to help small business owners navigate everyday operations.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20261029754433/en/>

The AI Assistant is available free to all existing or future business owners. Existing customers get answers grounded in their own business. Owners who haven't formed yet, or who formed elsewhere, can create a free account and get specific guidance on what to file, in which state, and which product fits.

Most AI tools answer in generalities. The LegalZoom AI Assistant generates answers from a customer's actual business, and connects them to a licensed attorney or specialist when judgment is required, so owners can get guidance and keep moving. That combination is what a standalone AI tool can't offer.

Most entrepreneurs do not have a legal, compliance, and operations team down the hall. But they do have questions: How do I change my business information with the state? Am I in good standing? When is this filing due? Finding the answers used to mean putting their actual work on hold.

Now, LegalZoom customers can save time and operate with confidence. Built on LegalZoom's experience helping millions of businesses over two decades, the LegalZoom AI Assistant can answer those questions in plain language, grounded in the customer's actual business data, and point to the next step.

"Small business owners shouldn't have to put their business on hold to manage the details that come with running it," said Matthew Kumin, SVP of Product at LegalZoom. "The LegalZoom AI Assistant helps take that weight off their shoulders, giving them clear guidance and support when they need it, and real human experts when the stakes are higher. That means more peace of mind for entrepreneurs and more time to focus on the customers and business they're building."

Instead of wading through help articles, a business owner in Texas for example, can simply ask, "Am I in good standing?" and get an immediate, personalized answer. Because the LegalZoom AI Assistant already knows their business type, formation state, registered agent, and address, it pulls directly from their entity record for next steps: confirming their Texas LLC is active, alerting them to a Public Information Report due May 15, and linking straight to the required LegalZoom filing product.

Further, the LegalZoom AI Assistant brings together fundamental business essentials into one conversational interface. It connects customers directly to LegalZoom's suite of core solutions for everyday business management—including formation, amendments, DBAs, operating agreements, EINs, business licenses, registered agent, annual reports, and Virtual Mail—alongside an expanded network of partner offerings spanning business banking, credit, accounting, tax, payroll, and business insurance.

The LegalZoom AI Assistant is seeing strong usage. Since August, customers have engaged with it hundreds of thousands of times, most often to check their business and account status, find the right product, and stay ahead of compliance and filing deadlines, getting answers in seconds that are specific to their business. Those who use it come back to their account nearly twice as often as customers with similar activity who don't.

LegalZoom is meeting customers wherever they work. The LegalZoom AI Assistant is available now to every customer inside their LegalZoom account. Any business owner can create a free LegalZoom account to try it, whether or not they formed their business with LegalZoom. LegalZoom apps are also live today in ChatGPT, Claude, Copilot, Gemini, and Perplexity. Business owners can get started today at [legalzoom.com](https://legalzoom.com).

### About LegalZoom

LegalZoom is a leading online platform for legal services, transforming how individuals and small businesses navigate the legal system. By combining intuitive technology with access to experienced attorneys—whether through our vast independent attorney network or our own law firm—we offer the tools and guidance people need to confidently manage everything from business formation and compliance to intellectual property protection and ongoing business management and legal support.

As AI reshapes how legal work gets done, LegalZoom is at the forefront of the human-in-the-loop approach, ensuring that the speed and efficiency of AI is always backed by the judgment and accountability of qualified professionals. With over two decades of experience and millions of customers served, LegalZoom helps individuals and small businesses navigate legal needs with confidence. For more information, please visit [www.legalzoom.com](https://www.legalzoom.com).

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