LegalZoom Launches Embedded Legal Services Flow, Making It Easy for Partners to Provide Additional Value to Their Customers

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New embedded solution enables partners to seamlessly integrate LegalZoom's services within their own platforms, as the Company expands its go-to-market strategy to focus on existing and established businesses

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Oct. 22, 2025-- LegalZoom.com, Inc. (Nasdaq: LZ), a leading online platform for legal services, today announced the launch of embedded legal services flow, a new capability that allows partners to integrate LegalZoom's legal services directly into their own platforms. This launch is the initial phase of a broader strategic initiative to make LegalZoom's solutions seamlessly available to partners. This innovative approach enhances the customer experience by reducing friction, improving conversion rates, and enabling brand customization, all while delivering LegalZoom's trusted expertise.

The embedded legal services flow makes it easy for partners to integrate LegalZoom's intake process within their own dashboards and product flows. Additionally, the new integration capability allows for data integration, allowing partners to pre-fill the intake questionnaire to streamline the experience for customers. This is a tremendous benefit for customers because it lets them begin the onboarding of their business without inputting information by dynamically including key information automatically, saving time and reducing friction.

"Our go-to-market is expanding to onboard new customers directly and seamlessly through partners," said Kathy Tsitovich, Chief Corporate Development & Partnership Officer at LegalZoom. "Embedded legal services empower large SMB partners with the ability to offer a seamless customer experience without ever leaving their own platform. This expansion gives our partners new ways to deliver more value, deepen customer trust, and drive better results than ever before."

The new product integration was first tested with LegalZoom's long-standing partner Wix, and early results demonstrated a 30% improvement in conversion rates compared to the prior referral model. Since the launch, LegalZoom has onboarded other partner companies, including BusinessLoans.com, one of the largest network of online business financial providers, and AI design platform, Design.com.

Supporting Partner Quotes

- "We're proud to partner with LegalZoom, a company that shares our goal of empowering SMBs," said Ilan Shaki, GM of Channel Partnerships at **Wix**. "Thanks to the synergy of our offerings, we're able to support customers throughout their business journey."
- "Our partnership with LegalZoom has already helped thousands of entrepreneurs," said Andrew Gonzales, Co-Founder of **BusinessLoans.com**. "This new experience takes it even further by streamlining formation and financing into one seamless flow. We're streamlining the startup process with one seamless experience."
- "We're delighted to be partnering with LegalZoom to help entrepreneurs bring their dream business to life, and we believe deepening our partnership integration with LegalZoom is helping entrepreneurs launch their new businesses more quickly and more easily," said Alec Lynch, Founder & CEO of **Design.com**.

Embedded legal services flow is part of a broader strategic expansion to allow LegalZoom to focus its efforts on both existing and established businesses. LegalZoom plans to expand beyond the embedded LLC services solution, including compliance, business advisory plan, and trademark registration, with several other partner integrations in the near future. LegalZoom is actively exploring new collaborations and welcomes interested partners to connect. For any additional inquiries about our partner program, please email partneroperations@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 the LegalZoom-owned law firm—we offer the tools and guidance people need to confidently manage everything from business formations and compliance to estate planning and ongoing legal support.

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, visit www.legalzoom.com.

Forward-Looking Statements

This press release contains forward-looking statements. LegalZoom intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. All statements other than statements of historical facts contained in this press release may be forward-looking statements. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "targets," "projects," "contemplates," "believes," "estimates," "forecasts," "predicts," "potential" or "continue" or the negative of these terms or other similar expressions. Forward-looking statements contained in this press release include, but are not limited to, statements concerning LegalZoom's plans to expand its embedded legal services flow beyond business formations. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond LegalZoom's control, including, without limitation, risks and uncertainties included in LegalZoom's Quarterly Report on Form 10-Q for the quarter ended June 30, 2025, filed with the Securities and Exchange Commission on August 7, 2025, as well as those in any subsequent filings with the Securities and Exchange Commission. These forward-looking statements are inherently

uncertain and investors are cautioned not to unduly rely upon these statements. LegalZoom qualifies all of its forward-looking statements by these cautionary statements. Except as required by applicable law, LegalZoom does not plan to publicly update or revise any forward-looking statements contained in this press release, whether as a result of any new information, future events or otherwise.

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