



## **Ally Law (AllyLaw.com) Launches, Bridging the Gap Between Traditional Law Firms and Do-It-Yourself Legal Document Providers.**

Chicago, IL (PRWEB) December 1, 2011 - Ally Law (AllyLaw.com) launches, bridging the gap between traditional law firms and do-it-yourself legal document providers. Ally Law and its licensed attorneys work with clients online to provide popular legal products (such as Wills, Incorporations and Limited Liability Companies) at the low prices of online legal document providers.

While other service industries have made the transition to an affordable online model, the legal industry has severely lagged behind. The legal services industry remains an inefficient model in which attorneys charge by the hour have the incentive to maximize billable hours. With the hourly rates for attorneys ranging in the hundreds of dollars per hour, basic legal services are not an affordable option for most Americans.

Due to the cost and lack of access to legal services, many individuals and small businesses have turned to the web and popularized do-it-yourself document providers, such as LegalZoom.com. However, do-it-yourself providers do not provide legal advice. Rather, they offer a "one size fits all" solution in situations where one size does not fit all. This leaves customers with products that are not appropriately tailored for their individual needs.

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Ally Law improves upon the do-it-yourself online model by utilizing standardized legal documents and having its attorneys customize them to fit clients' individual needs. By utilizing technology and streamlining the process of providing legal services, customers are able to enjoy custom attorney-created documents at the low prices of popular do-it-yourself services. At AllyLaw.com a prospective client simply selects a product and completes an information questionnaire, an Ally Law attorney then creates a customized legal document to satisfy the client's need. Clients always receive complete instructions on how to execute and complete their documents.

Individuals looking to start or maintain a business or prepare a will or estate plan can visit AllyLaw.com for more product information. For additional questions, please call (877) 513-9522 or visit AllyLaw.com and chat with an Ally Law Representative.

About Ally Law

Ally Law is one of the first companies in the United States to provide legal services entirely over the internet. Through its website, AllyLaw.com, clients receive customized legal documents from licensed attorneys.

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