

BROKER PARTNER ONBOARDING GUIDE

Welcome to U.S. Legal Services

Legal protection, made simple — and easier to sell.



EXECUTIVE OVERVIEW

Legal issues aren't rare. They're routine — and they're expensive.

Every year, most working Americans experience a legal issue tied to everyday life: a traffic citation, a housing dispute, a family matter, identity theft, or a financial conflict. These moments don't stay neatly outside of work. They follow employees into the workplace as stress, distraction, missed time, and disengagement.

U.S. Legal Services exists to remove that friction.

We make legal protection accessible, human, and easy to use — without adding cost or complexity for employers. For brokers, we strengthen benefit portfolios with a high-value offering that addresses a real, often overlooked need across both W-2 and 1099 workforces.

This guide is designed to help you understand **why legal protection matters**, **how to position U.S. Legal Services with confidence**, and **how we support you and your clients at every stage** — without overwhelming you with coverage details.

The Problem Employers Don't Always See

Legal stress is one of the most common — and least visible — challenges employees face.

When legal issues arise, employees lose time navigating paperwork, court dates, and unfamiliar systems. Stress rises. Focus drops. Productivity suffers. Many turn to HR for help, even though HR teams aren't equipped to provide legal guidance.

Despite how common these situations are, most employees don't have a trusted attorney or a predictable way to afford legal help. That gap creates unnecessary strain — on employees and on employers.

We exist to close that gap.



Why Employers Choose Legal Protection

Employers aren't adding legal benefits because they want another line item in their benefits package. They're doing it because legal protection quietly supports the outcomes they care about most: focus, stability, retention, and peace of mind.

1 in 3 employees is likely dealing with the emotional and financial stress of a pending legal matter, which impacts their performance at work and their well-being.

Legal protection helps employees handle life's legal moments without pulling that stress into the workplace. It complements wellness and financial benefits, supports emotional well-being, and provides employees with clarity during moments that otherwise feel overwhelming.

Because U.S. Legal Services is typically offered as a 100% voluntary benefit, employers gain all of this without taking on additional premium costs or administrative burden.

Why Brokers Win with U.S. Legal Services

U.S. Legal Services works because it fits naturally into the way brokers already think about benefits.

It fills a real gap between traditional insurance products and everyday life challenges. It's easy to introduce, easy to explain, and flexible enough to work across industries — including organizations with mixed W-2 and 1099 populations.

Most importantly, it's a high-value no cost benefit. And we don't require brokers to become legal experts. You're not expected to explain statutes, exclusions, or legal nuance. Your role is simply to help employers offer employees a better way to handle legal moments when they arise.

We handle the rest.

How to Talk About Us (Without Leading with Coverage)

Legal protection resonates most when it's framed around moments — not policies.

Instead of starting with what's covered, start with what happens when life gets complicated. A traffic ticket. A landlord dispute. A will that's been put off for years. A stolen identity. A license that puts someone's income at risk.

In those moments, the question employees ask isn't "What does my policy say?"

It's "Do I have coverage? Who do I call? What do I do next?"

U.S. Legal Services gives them a clear, reassuring answer: **You're not alone, and you don't have to figure it out yourself.**

What Makes Us Different

U.S. Legal Services isn't built to replace attorneys or push people toward DIY legal tools. It's built to make real legal help accessible in a way that feels straightforward and human.

Members get access to experienced attorneys, predictable costs, and support that speaks plain language — not legal jargon. They can connect through a phone call, a portal, or a mobile app, depending on what's easiest in the moment.

For today's workforce — especially those without traditional employer structures — that accessibility matters.

Implementation Without Friction

From a broker perspective, we are designed to be simple to roll out and easy to support.

We manage employer onboarding, enrollment workflows, and ongoing administration. We provide co-branded materials, enrollment support, and direct assistance to employers and members alike.

You don't need to manage legal questions or operational details. Our teams are built to support both you and your clients throughout the partnership.

Marketing & Enrollment Support

Successful adoption comes down to clear communication — and we make that easy.

We support brokers with educational materials, enrollment assets, digital and print collateral, open enrollment support, and off cycle enrollment support. Whether the goal is awareness, participation, or long-term utilization, our team helps ensure the benefit is understood, readily available, and used.

The result is a benefit that doesn't just sit in the guidebook — it delivers real and meaningful value.

What Employers Care About Most: The Member Experience

When employees use U.S. Legal Services, the experience feels calm, clear, and supportive — even in stressful moments.

They receive guidance on what to do next, are matched with qualified attorneys, and don't have to worry about surprise legal bills. That confidence is what builds trust in the benefit — and trust in the employer who offered it.

This is why legal protection becomes a high value benefit employees talk about and keep.

Your Role as a Broker Partner

You're not selling legal services. You're helping employers remove friction from their employees' lives.

We allow you to offer protection that's practical, inclusive, and aligned with the realities of today's workforce — without adding complexity to your process or your client's operations.

We're proud to build this next chapter with our broker partners — and we're here to support you every step of the way.

Why U.S. Legal Services

For decades, legal protection has existed in the background of benefits packages, often misunderstood or overlooked. We changed that by bringing legal protection forward as something modern, human, and essential to everyday life.

At its core, we are built around a simple belief: when life gets complicated, people shouldn't have to face it alone. Whether it's a family decision, a financial concern, a traffic issue, or a moment that puts someone's livelihood at risk, we ensure there's a trusted path forward — with real attorneys, real support, and real clarity.

For employers, U.S. Legal Services delivers peace of mind without added complexity.

For employees, it provides confidence during life's most stressful moments.

For brokers, it offers a differentiated, high-value benefit that aligns with the realities of today's workforce.

U.S Legal Services is designed to feel different because it is different. It's not institutional. It's not intimidating. It's approachable, accessible, and built to meet people where they are — whether they're W-2 employees, 1099 workers, or somewhere in between.

As a broker partner, you play a critical role in bringing this experience to life. Your guidance helps employers move beyond traditional benefit checklists and toward solutions that truly support their people.

This is legal protection made simple. This is real help, when it matters most.

This is U.S. Legal Services — and we're proud to build what's next, together.



Contact Us Today

For more information, call 800-356-LAWS or visit uslegalservices.net

U.S. Legal Services is a modern legal protection insurance company making attorney access simple, affordable, and human. For over 50 years, we've delivered comprehensive legal, identity theft, and driver protection through employer groups, brokers, associations, and direct-to-consumer channels. With nationwide coverage, 24/7 support, and flexible access for both W-2 and 1099 workers, U.S. Legal Services helps organizations support their people—without adding operational complexity.



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