



## **Counsel Financial Announces New, Enhanced Website**

*Nation's leading law firm lender introduces new website with expanded features*

Counsel Financial, the largest law firm financing company, announced today the launch of its newly redesigned website, [CounselFinancial.com](http://CounselFinancial.com). The new site offers an enhanced experience for users with added features, including a resources library available to all plaintiffs' attorneys. The site launch is a continuation of a fast-paced summer season for the company, which is on track for a record-breaking year.

Plaintiffs' attorneys can visit [CounselFinancial.com](http://CounselFinancial.com) to learn more about the company's flexible financing products designed specifically for contingent-fee law firms. The online application has been improved to streamline the underwriting process to meet the needs of trial attorneys today. Also available is an expansive resources library, providing access to pertinent information related to current litigation, ethics opinions, attorney profiles and more.

The company will forge ahead into the third quarter with added momentum from the new website. Chief Operating Officer Megan Payne stated, "We are continually looking ahead to anticipate the needs of our clients and target market. We're excited to offer the new features of our website to all attorneys as a resource to assist in the growth and development of their practices. Counsel Financial works to offer more than just capital to our clients—we provide value-added services such as assistance with budgeting, case tracking, business plans and more in order to put our clients in the best position possible to achieve their goals."

In addition to the new website, Counsel Financial has ramped up its investment in the future with new technology, including a state-of-the-art, proprietary case tracking software, and will soon implement new loan-servicing software. The company focuses not only on continuous internal improvement, but strives to provide the best service to their clients to streamline all aspects of the financing process.

### **About Counsel Financial**

Counsel Financial is the largest provider of working capital lines of credit to plaintiffs' attorneys in the industry, having loaned over \$1.5 billion exclusively to plaintiffs' attorneys in its 15-year history. Counsel Financial sets the standard for innovation and flexibility in its loan offerings, structuring terms that are conducive to the unique demands of contingency-fee practices. Leveraging 200+ years of internal legal experience, Counsel Financial has financed the growth of firms in every area of plaintiffs' litigation, including personal injury, mass torts, class action and labor and employment. The company is exclusively endorsed by six national and state trial organizations, including the American Association for Justice and The National Trial Lawyers.



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