

# Touchdown Copywriting

Score more sales! Lead generation SEO content for online B2B marketers.

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## Writing Sample – law firm web site

The following five pages are an excerpt of web pages written for a law firm that wanted to emphasize its friendly touch.

**Weary & Co**  
LAW OFFICE

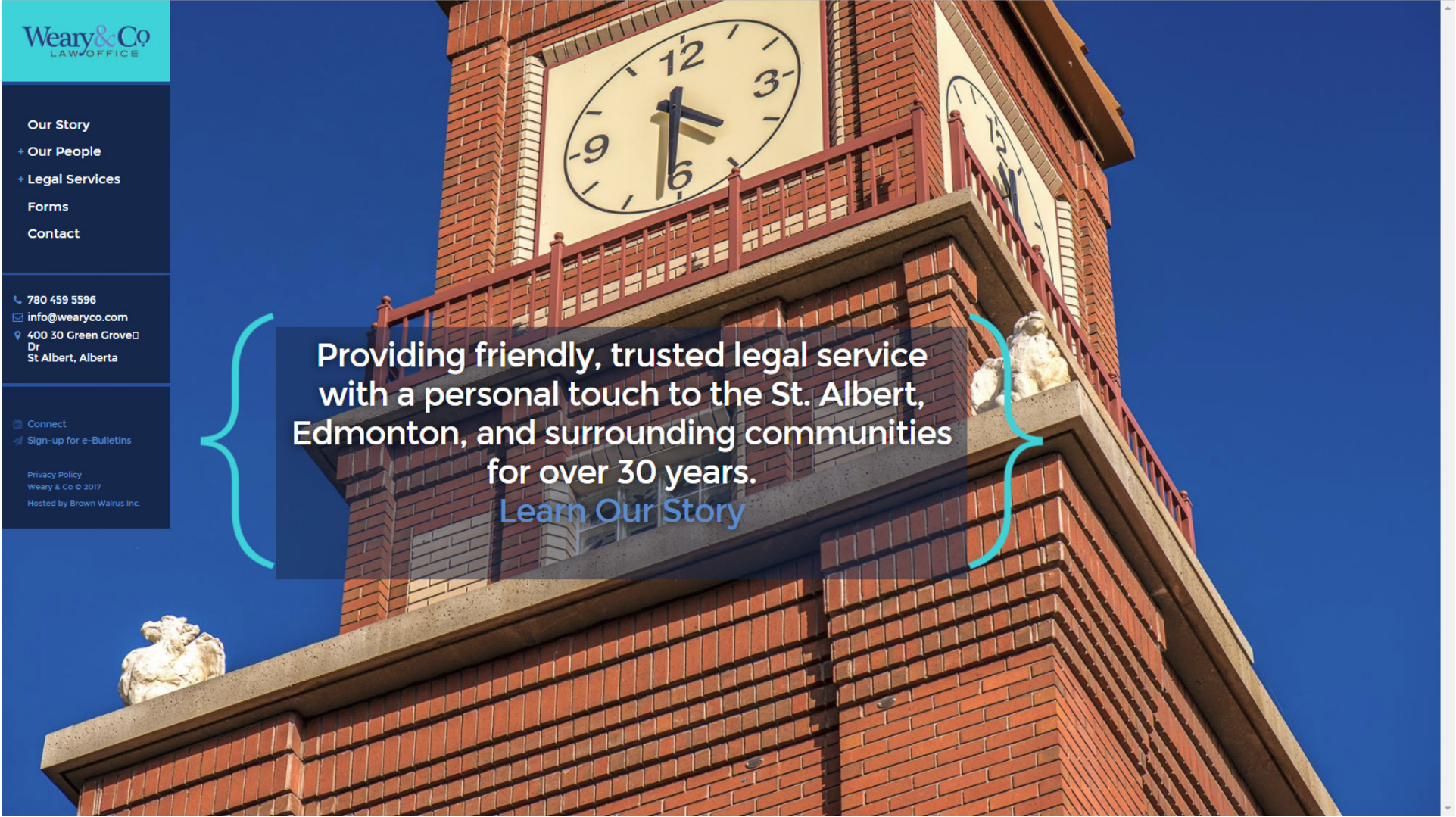
- Our Story
- + Our People
- + Legal Services
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780 459 5596  
info@wearyco.com  
400 30 Green Grove Dr  
St Albert, Alberta

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Providing friendly, trusted legal service  
with a personal touch to the St. Albert,  
Edmonton, and surrounding communities  
for over 30 years.  
[Learn Our Story](#)





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## OUR STORY

Weary & Company Law Office has always been committed to providing clients with excellent legal services at an economical price.

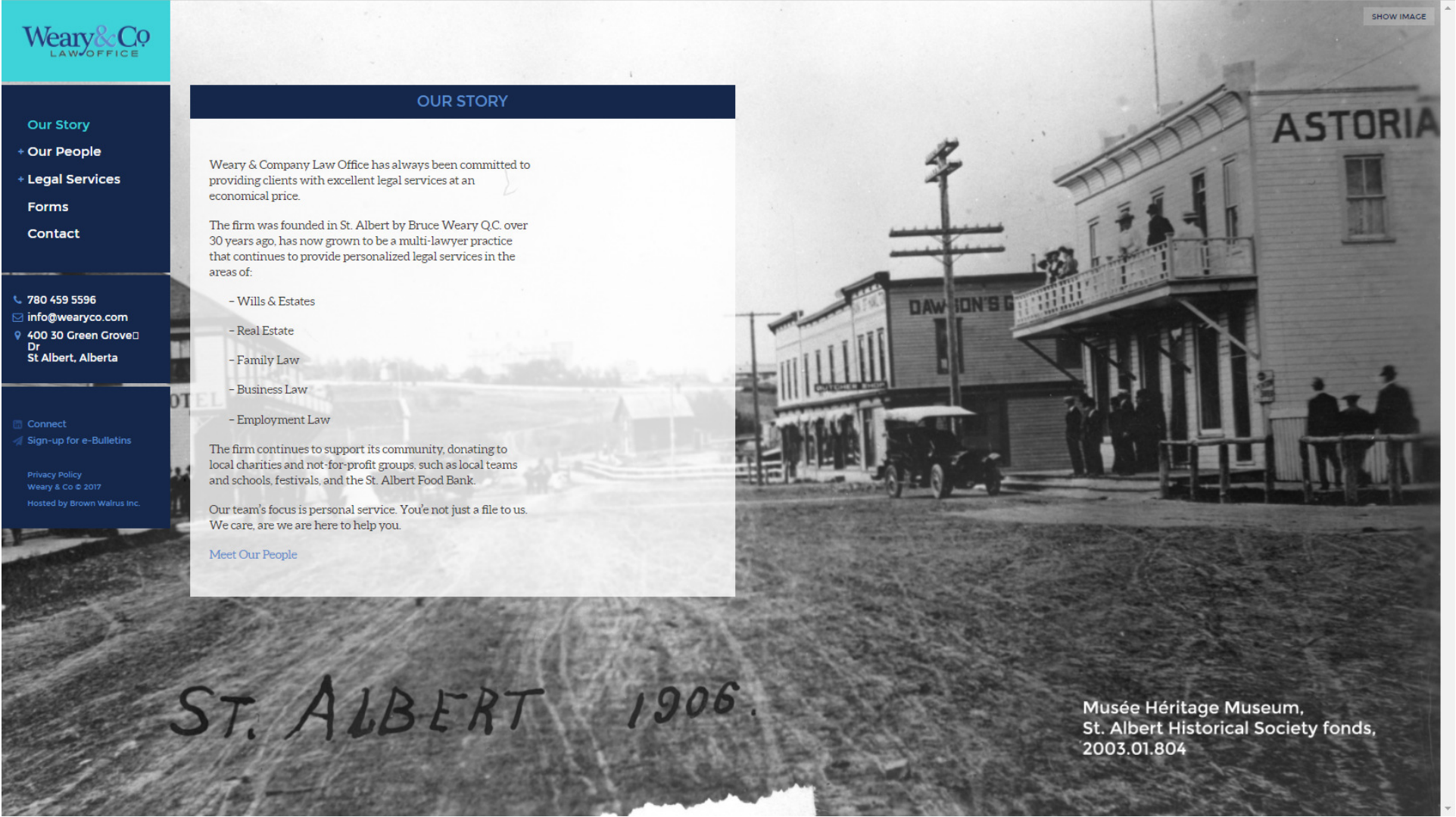
The firm was founded in St. Albert by Bruce Weary Q.C. over 30 years ago, has now grown to be a multi-lawyer practice that continues to provide personalized legal services in the areas of:

- Wills & Estates
- Real Estate
- Family Law
- Business Law
- Employment Law

The firm continues to support its community, donating to local charities and not-for-profit groups, such as local teams and schools, festivals, and the St. Albert Food Bank.

Our team's focus is personal service. You're not just a file to us. We care, are we are here to help you.

[Meet Our People](#)



ST. ALBERT 1906.

Musée Héritage Museum,  
St. Albert Historical Society fonds,  
2003.01.804





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## OUR PEOPLE

### Lawyers Who Care



#### Laura Maloney

Owner of the firm with a practice focusing on Real Estate, Business Law, and Wills & Estates



#### Christine Maloney

Joined the firm in 2017 with a practice focussing on Wills & Estates, Business Law, and Employment Law



#### Justine Lapointe

Joined the firm in 2017 with a practice focussing on Family Law, Real Estate and Wills & Estates

### Support Staff Who Help

- ✓ Nikki - A legal assistant that provides support to the real estate lawyers in the firm. Nikki has been with the firm for over 10 years.
- ✓ Kayla - A legal assistant that provides support to the real estate lawyers in the firm. Kayla has been at the firm for over 7 years.
- ✓ Amanda - A legal assistant providing support to our lawyers in the areas of Wills & Estates, Real Estate and Employment Law. Amanda has been with the firm for over 6 years.
- ✓ Rachel - A legal assistant providing support to the lawyers in the areas of Business Law and Family Law. Rachel has been with the firm for over 2 years.
- ✓ Samantha - Our receptionist and general assistant providing support to the lawyers in all areas. Samantha joined the firm early this year.

[View Our Services](#)





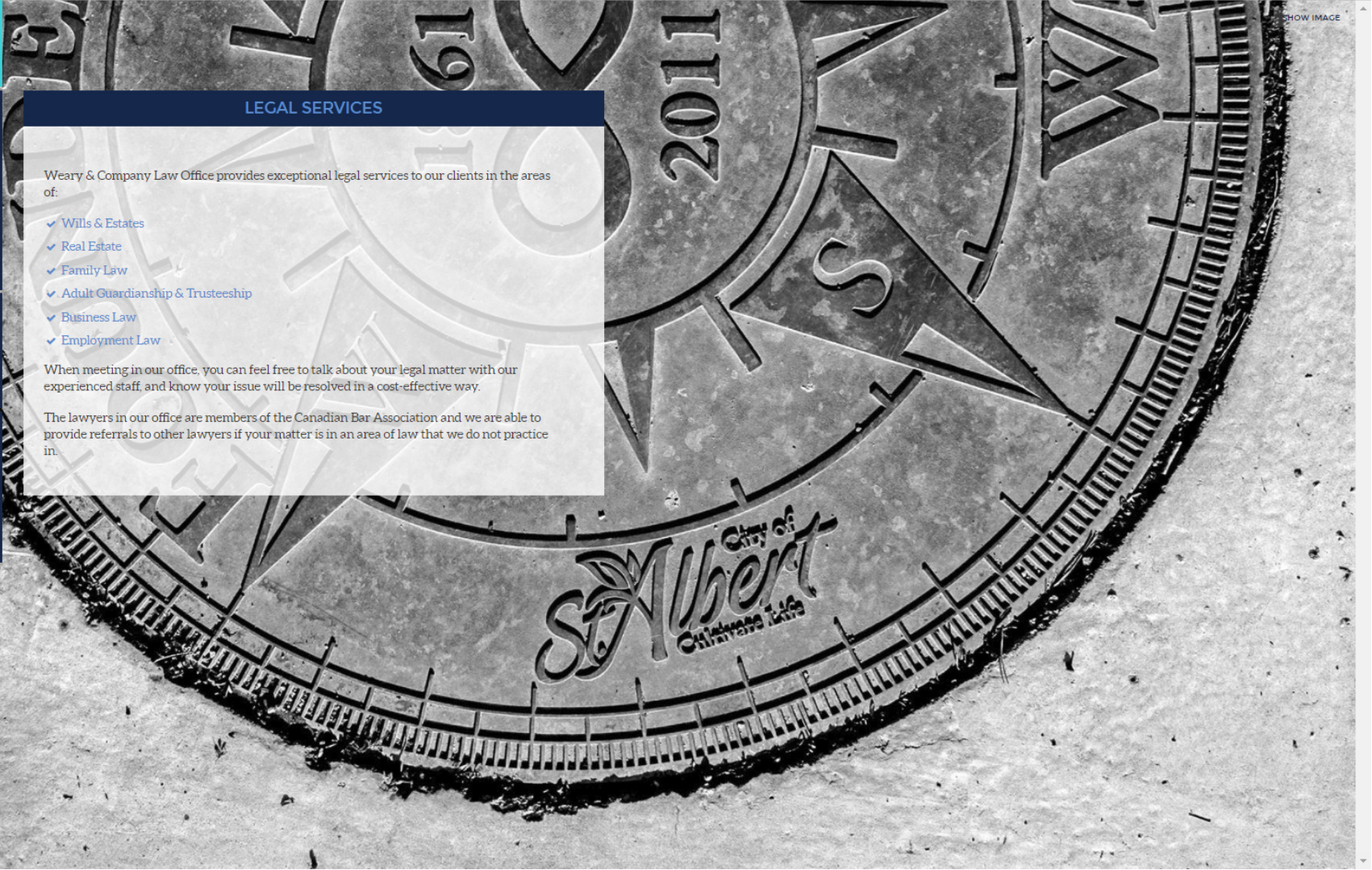


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### LEGAL SERVICES

Weary & Company Law Office provides exceptional legal services to our clients in the areas of:

- ✓ Wills & Estates
- ✓ Real Estate
- ✓ Family Law
- ✓ Adult Guardianship & Trusteeship
- ✓ Business Law
- ✓ Employment Law

When meeting in our office, you can feel free to talk about your legal matter with our experienced staff, and know your issue will be resolved in a cost-effective way.

The lawyers in our office are members of the Canadian Bar Association and we are able to provide referrals to other lawyers if your matter is in an area of law that we do not practice in.



**Our Story**

+ **Our People**

+ **Legal Services**

**REAL ESTATE LAW**

WILLS & ESTATES LAW

ADULT GUARDIANSHIP  
AND TRUSTEESHIP

FAMILY LAW

BUSINESS LAW

EMPLOYMENT LAW

**Forms**

**Contact**

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## REAL ESTATE LAW

Our real estate lawyers specialize in the buying and selling of real property.

We offer a wide range of legal services including residential, farm, and commercial purchases and sales, property refinancing, and business leases.

- REAL ESTATE LAW
- WILLS & ESTATES LAW
- ADULT GUARDIANSHIP AND TRUSTEESHIP
- BUSINESS LAW
- FAMILY LAW
- EMPLOYMENT LAW

### Real Estate FAQs

- What do I need to provide my bank or realtor in order to hire your firm?
- I have told my Realtor that I am going to hire your firm, what should I do next?
- What is Title Insurance?
- When will you send me a copy of the title to my home?
- My sale and my purchase close on the same day and my bank wants me to get a bridge loan. I don't want to spend the money, what should I do?
- What is a Real Property Report (RPR)?
- Do I come to your office to pick up the house keys?
- I don't have a Realtor, do I need one?

[Back to Legal Services](#)

