LegalZoom Announces Redesigned Business Account and Mobile App to Help Small Business Owners Know What's Next, Get Expert Help, and Run Their Business With Confidence

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Free to any small business owner, with a personalized Action Plan, an AI Assistant, and direct access to experts

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Nov. 12, 2026-- LegalZoom.com, Inc. (Nasdaq: LZ), America's #1 online legal services company, today announced its redesigned business account alongside a new LegalZoom mobile app for iOS and Android. Whether on the web or on the go, the new experience gives owners one place to see what's required, what's next, and who can help.

Small business owners have told LegalZoom what they want from a partner: services that fit their business, all in one place, with a clear view of the actions they need to take next. Many small business owners run their businesses on their own and want a qualified person within reach to advise them or handle the work for them when needed. The new LegalZoom business account was built around those needs.

Any business owner can start a free account whether or not they formed their business with LegalZoom. The new experience pairs a personalized Action Plan for compliance, business licenses, taxes, insurance, contracts, IP protection, and more, delivered by LegalZoom and its partners, with an AI Assistant and direct access to experts when human judgment matters.

Early results show the redesigned LegalZoom experience is already driving strong engagement. Compared with the prior experience, LLC owners who formed their businesses more than 90 days earlier acted on their Action Plan tasks about three times as often. The number of owners checking their compliance status increased by 65%, while the number opening or downloading documents increased by 28%. Separately, mobile app users were active on nearly twice as many days in their first three weeks as similar customers who hadn't yet started using it.

"Forming a business is just the beginning. Owners then face an ongoing set of obligations and decisions. We're bringing their business information, personalized next steps, and our AI Assistant together, with access to qualified experts when they need help," said Matthew Kumin, SVP of Product at LegalZoom. "The redesigned business account and new mobile app are how we deliver that, giving owners a clear view of where their business stands, what needs their attention, and how to take the next step with confidence."

Each part of the redesign answers one of those needs:

- **A customer-centric redesign.** Business status, action items, documents, and key dates now live in one place, alongside compliance, licenses, taxes, insurance, contracts, and more, delivered by LegalZoom and its partners. A new Attorneys & Business Managers space puts experts one click away.
- **Business Health Check.** Built around each owner's business, it identifies potential gaps, delivers a Business Health Report, and lays out a tailored Action Plan with recommended next steps.
- **LegalZoom AI Assistant.** Now part of the redesigned business account, it provides personalized answers using each customer's LegalZoom business details, points to the right tools and services, and connects owners with attorneys in LegalZoom's network, Business Managers, or accountants when they need hands-on help.
- **A new mobile app.** The LegalZoom app for iOS and Android puts business status, deadlines, documents, orders, the AI Assistant, and support in one place.

The redesigned business account is rolling out to LegalZoom business customers on the web and through the new iOS and Android app, with the previously announced AI Assistant built into both. Any business owner can start a free account, whether or not they formed their business with LegalZoom. Learn more or get started today at 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 our own law firm—we offer the tools and guidance people need to confidently manage everything from business formation and compliance to intellectual property protection and ongoing business management and legal support.

As AI reshapes how legal work gets done, LegalZoom is at the forefront of the human-in-the-loop approach, ensuring that the speed and efficiency of AI is always backed by the judgment and accountability of qualified professionals. 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, please visit www.legalzoom.com.

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