



January 29, 2021

Federation of Ontario Law Associations  
731 9th Street West  
Owen Sound, Ontario  
N4K 3P5

Attention: Merredith A. MacLennan and Eldon Horner

Thank you for reaching out to express the views of your members and our valued customers. We have been in direct contact with many firms across the province to listen to their concerns and answer their questions. We have taken steps to accommodate firms that had specific challenges making the transition on such short notice. These include making temporary arrangements on a limited basis for firms that had already quoted prospective clients or had to adjust their websites or marketing materials. We are considering further actions to accommodate customers while demonstrating the value of our services.

We recognize this price adjustment was significant, but we hope firms recognize the significant investment and commitment we have made on their behalf over the past many years. Our primary objective has always been to help law firms retain their central role in the real estate closing process. Our commitment to our customers has not and will not waver. We will continue to invest in the premium products, services, and support that firms have grown accustomed to and require to meet the evolving expectations of their clients. The \$50 million spent over the past five years developing Unity sets the stage for tremendous innovation moving forward. We have an additional \$8 million earmarked for new innovations and enhancements in 2021 and we have prioritized these based on valuable feedback from customers.

The introduction of Unity signals a significant shift in how legal professionals will leverage technology to deliver more value to clients and thrive in the rapidly evolving marketplace. Firms leveraging the new capabilities will be well positioned to increase fees and improve profitability.

I would welcome the opportunity to share more details surrounding our future plans with the FOLA executive team. This could include a discussion of how best to advance the practice of real estate law through technology. You have my commitment to keep FOLA informed as we continue to work with your members through the price adjustment period and beyond.

Sincerely,

Grant Goldrich  
President, DoProcess