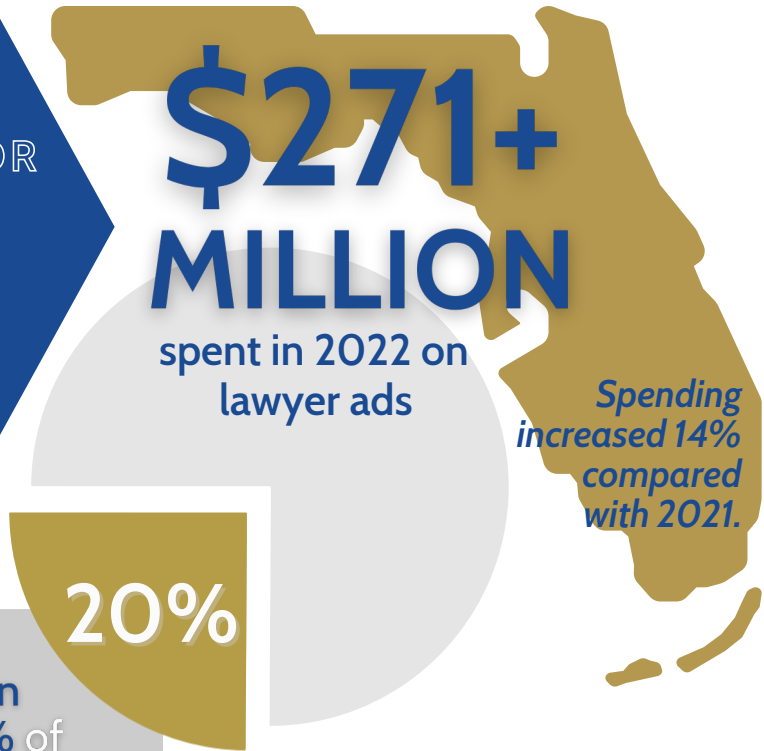
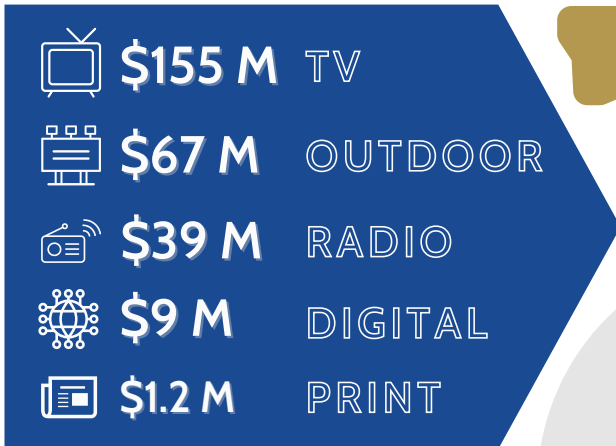


# LEGAL SERVICES ADVERTISING FLORIDA



**BIG SPENDER**

Mega law firm **Morgan & Morgan** accounted for **20%** of spending on all Florida legal services ads in 2022.



## THE CYCLE OF LAWSUIT ABUSE

Florida trial lawyers spend millions on ads every year to recruit more clients so they can file more lawsuits and get more money in payouts for themselves.

**BUT WE ALL PAY THE COSTS OF LAWSUIT ABUSE ...**

Every hardworking Floridian pays a **\$892 TORT TAX** every year due to excessive tort costs.



An estimated **182,401 JOBS** are lost annually due to excessive tort costs.