

Mohr Marketing, LLC Launches State of the Art Compliance Program for Mass Tort and Personal Injury Cases

Mohr Marketing, with over 30 years of experience, has been a pioneer in providing innovative lead acquisition strategies across the legal and healthcare markets.



Sheridan, Wyoming Sep 6, 2024 ([Issuewire.com](https://www.issuewire.com)) - Mohr Marketing, LLC, a leading provider of high-quality leads for businesses across various niches, is thrilled to introduce its pioneering [compliance program](#) for mass tort and personal injury signed cases. This cutting-edge program is designed to combat lead fraud in the legal industry, setting a new standard for ethical recruitment practices.

[Lead fraud](#), also known as a "file and extort settlement," can have devastating consequences for law firms. Unscrupulous individuals sign up for cases without legitimate claims to either obtain money from the law firm or sabotage their case. This unethical practice results in a tainted docket filled with fraudulent cases, leading to reputational damage, legal liability, and diminished settlements.

The key problem lies in unethical lead generators who do not adhere to the same restraints as attorneys when obtaining clients. Many lead generators lack transparency with attorneys and claimants, using deceptive tactics such as data mining and false promises of settlement amounts. In addition, some engage in illegal practices like automated technology calling potential claimants who have not opted-in or cold-calling individuals in violation of federal statutes.

As part of its commitment to responsible client acquisition practices, Mohr Marketing has taken proactive measures to protect its attorney clients from liability for false claims by ensuring compliance with all client acquisition regulations.

"This is a significant milestone in our company's journey," said Susan Mohr, CEO and Owner of Mohr Marketing, LLC. "Our state-of-the-art [compliance program](#) is a testament to our steadfast commitment to excellence and innovation. Our attorney clients can rely on this solution to protect them from false

claims. By implementing this compliance program, we are setting new standards in client acquisition strategies that prioritize transparency and ethical practices."

The compliance program addresses issues such as fake leads and lead fraud by implementing stringent measures to ensure transparency and ethical recruitment practices. Many lead generators fail to adhere to ethical restraints that attorneys must follow when acquiring clients, leading to deceptive practices that harm both claimants and attorneys alike.

"Our goal is not only to provide [high-quality leads](#) but also to uphold the highest standards of integrity in client acquisition. This is not just about protecting our business; it's about protecting our attorney clients and ensuring that justice is served," said Mohr.

As part of its comprehensive approach to combatting lead fraud, Mohr Marketing has invested heavily in technology solutions that enhance transparency between attorneys and potential claimants while adhering strictly to federal statutes such as the Telephone Consumer Protection Act.

"As pioneers in client acquisition strategies over the past three decades, we understand the importance of staying ahead of industry challenges," said Mohr. "Our commitment to excellence drives us to continually innovate our services to protect our clients' interests and reputation." Mohr Marketing's new compliance program represents a significant step forward in ensuring that only legitimate claims are pursued by law firms while mitigating risks associated with lead fraud. With this initiative, Mohr Marketing reinforces its position as a leader in providing high-quality leads across various industries.

For more information about our compliance program or other services offered by Mohr Marketing, LLC please visit www.mohrmktg.com

About Mohr Marketing

Mohr Marketing, with over 30 years of experience, has been a pioneer in providing innovative lead acquisition strategies across the legal and healthcare markets. Our unwavering dedication to excellence and integrity in client acquisition practices has set new benchmarks for quality leads, offering businesses a secure path to success in today's competitive landscape.



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Source : Mohr Marketing, LLC

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