

# Mohr Marketing Launches Fully Compliant Joint Advertising Program for Law Firms Amidst Tightening “Lead Gen” Regulations

Stop "buying leads" and putting your license at risk. Switch to a Joint Advertising model that complies with strict State Laws and Bar Association mandates (including California SB 37).



**Allentown, Pennsylvania Jan 8, 2026 ([Issuewire.com](https://www.issuewire.com))** - As states like California enforce stricter regulations on legal advertising through legislation such as **SB 37 (Business and Professions Code § 6155)**, Mohr Marketing, LLC is setting a new standard for the industry. The firm has announced the expansion of its [Joint Advertising & Administrative Support Program](#), designed specifically to help Personal Injury attorneys acquire high-quality Motor Vehicle Accident (MVA) cases without violating Bar Association mandates against "buying leads."

Unlike traditional lead generation vendors that sell contact information for a fee—a practice increasingly scrutinized by legal ethics boards—Mohr Marketing operates as a media buying strategist.

"Law firms are facing a crisis of compliance," says Ed Mohr, contact for Mohr Marketing. "Many vendors are operating in a gray area. We operate in the clear. Our clients are not buying leads; they are paying for **media inventory and administrative labor only.**"

The Mohr Marketing Difference:

The program utilizes a dual-entity structure to ensure compliance:

- **Mohr Marketing, LLC** provides media buying and marketing strategy, utilizing AI WebTracker® technology and geofencing to target high-intent prospects.
- **Legal Support Cases, Inc.** acts as a separate administrative support supplier, handling lead generation, call center services, and document handling.

This structure ensures that fees paid by attorneys are strictly for [marketing services](#) and intake labor, **not for the referral of a client**, satisfying the strict requirements of states prohibiting for-profit lawyer referral services.

About Mohr Marketing:

Mohr Marketing is at the forefront of [digital marketing](#) and intake support for law firms. Based in Allentown, PA, the agency uses artificial intelligence, machine learning, and behavioral targeting to deliver exclusive inquiries to law firms across the United States.

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