



## XIRA: Democratizing Legal Services Through Innovation



**Reza Ghaffari, Founder & CEO**

In a world where access to legal expertise is often perceived as a privilege reserved for a select few, XIRA emerges as a beacon of change. Founded in 2019 with a vision to democratize legal services, XIRA is reshaping the landscape of legal assistance through its innovative online platform. I had the opportunity to sit down with Reza Ghaffari, the visionary behind XIRA, to delve into its inception,

mission, and the transformative power it holds for both clients and legal professionals.

### **Interview Spotlight: Meet Reza Ghaffari, CEO and Founder of XIRA**

#### **What inspired the creation of XIRA, and how does it aim to**

#### **revolutionize the legal services industry?**

**Reza Ghaffari:** I started XIRA in 2019 before the pandemic to create a virtual environment for lawyers to do business and expand their servable market. In the United States, there is a severe gap in access to legal services where nearly every household on average has one pending legal matter that is

not addressed. By creating an easy-to-use marketplace, XIRA can help not only individuals needing professional advice, but also allow attorneys to engage more clients effortlessly.

### **Could you outline the key features and benefits that XIRA offers to both clients and legal professionals?**

**Reza Ghaffari:** For clients, it is extremely easy to find an attorney, check their credentials, rating, and fee structure, and then book a time on their live calendar that works for them. Best of all, they can get their consultation from the comfort of their home. For attorneys that join XIRA, they gain not only a path to more clients but also a virtual practice management software that reduces their admin work and increases their billable hours. XIRA provides attorneys with an online calendar, case management, document management, secure messaging, billing, and online payment, all on a secure platform.

### **How does XIRA ensure transparency and affordability in accessing legal advice?**

**Reza Ghaffari:** As a user, you can search for attorneys that specialize in what you need and filter based on criteria important to you such as cost, availability, rating, language, and more. On XIRA, the attorney's standard fee structure, bio, and background are right at your fingertips so the user can make an educated selection.

### **What role does technology play in the operations and success of XIRA, particularly in the context of remote work and online interactions?**

**Reza Ghaffari:** XIRA flattens the competitive landscape in legal services. Typically, only large firms could afford to have a presence in multiple markets. With virtual presence on XIRA, even

solo practitioners, and small law offices gain that advantage. Via XIRA, solo practitioners can help clients across their state and in some areas of law such as immigration, IP law, and others they can address clients across the nation giving them the visibility and market reach that was never possible before.

### **Can you share some insights into XIRA's mission and vision for democratizing access to legal services?**

**Reza Ghaffari:** XIRA has made running a practice extremely economical for attorneys, freeing them from all the typical admin work like billing, marketing, collection, etc. so that they can spend more of their time helping clients and increasing their billable hours. On the other hand, the marketplace will help lower the cost of legal services for those in need. XIRA takes the resistance and inhibition out of the equation so that more and more people can navigate life with professional advice of an attorney when meeting life challenges.

### **What makes XIRA stand out in the market, and what potential do you see for its growth and expansion?**

**Reza Ghaffari:** XIRA is positioned to be the Uber of the legal industry where attorneys can set up their practice on XIRA and make themselves available to clients based on their life schedule. XIRA also helps many attorneys who typically leave practicing law due to life priorities to continue practicing even if it's just a few hours a week. We see a big segment of attorneys that have stopped practicing to raise a family and now they don't have to make that sacrifice and can still continue practicing based on their life availability and still help clients out there.

### **How does XIRA support lawyers in enhancing their practice and serving clients**

### **more efficiently?**

**Reza Ghaffari:** The tools provided by XIRA automate an attorney's law office by automating their case management, billing, collection, and document management so that they don't have to worry about doing any of those tasks or sourcing them out. XIRA provides that at a price point that is way below products that provide just one of those tools.

### **Could you elaborate on the specialties and top picks offered by XIRA, and how they cater to the diverse needs of clients?**

**Reza Ghaffari:** On XIRA, you can find an attorney who specializes in what you need. Attorneys on XIRA do not concentrate only on one or two areas of law but there are attorneys for every practice area and subspecialty therefore making it easy for the clients to find an attorney that specializes in the area of their need.

### **What personal qualities or experiences do you believe have contributed to your leadership in steering XIRA towards success?**

**Reza Ghaffari:** I have done multiple startups during my career and also ran billion-dollar global companies. As a result, I've gained a wide range of experience and meet many amazing leaders who have helped me launch XIRA.

In a world where legal assistance has often been synonymous with complexity and exclusivity, XIRA emerges as a game-changer. By leveraging technology and innovation, it is breaking down barriers, making legal services accessible to all. With Reza Ghaffari at the helm, XIRA is not just transforming the legal industry; it's empowering individuals to navigate life's challenges with confidence and clarity.

