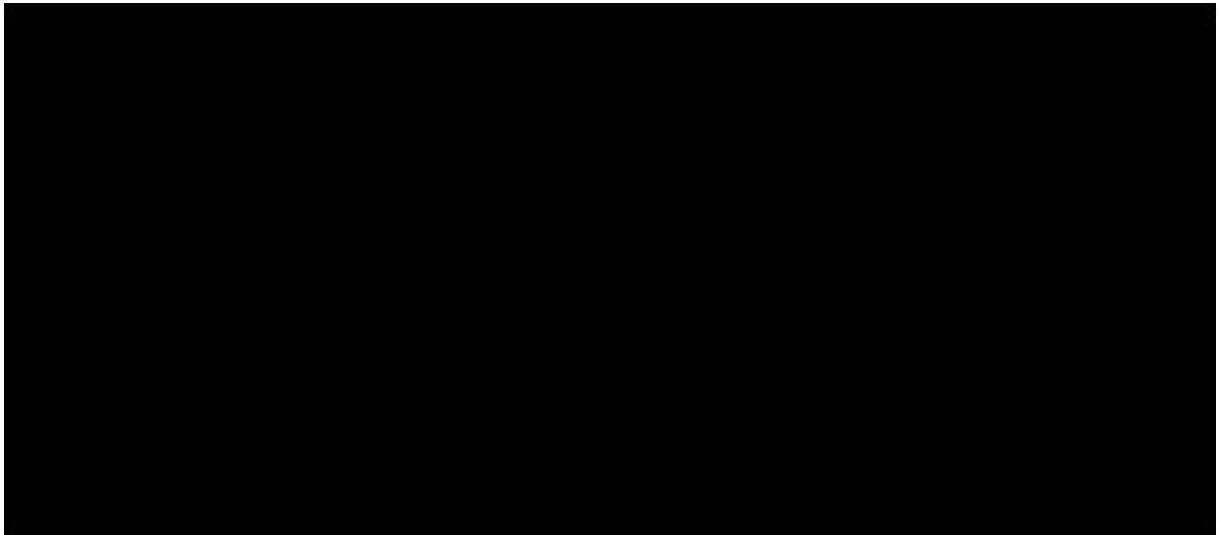




Lionheart Announces The Sale Of DivorceLawyerTampa.com To Davis-Mockler Law Firm

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Lionheart.net, an Internet marketing firm operating from Valrico, Florida, has announced that they have sold the DivorceLawyerTampa.com website to the family law firm Davis-Mockler. The website became available when Alberto Romero, Tampa attorney and website owner, was killed on a visit to Cuba on January 8, 2015. The website had consistently achieved page 1 search engine rankings since 2011 and is well known to Tampa family law attorneys. Davis Mockler Law aims to build on this success while remaining respectful and sensitive to the memory of Alberto Romero.

"The news of Alberto's death was devastating to us," says Rodger McFarland, Marketing Director at Lionheart. "Alberto had been a client of ours for the last four years. It was so hard to believe something like this has happened. Alberto was a wonderful person."

Lionheart was responsible for Alberto Romero's marketing efforts. After his tragic death, they were contacted by a variety of attorneys who all wanted to know whether the website would be available for purchase. Indeed, various well-known and large legal firms across the state were seeking information about this. The DivorceLawyerTampa.com website was incredibly valuable due to its first-page rankings. As a result, people

looking for a divorce lawyer would often be directed to it.

Lionheart, who had worked with Alberto Romero for some time, were able to secure the website from his estate. They had planned to sell the website at auction. However, before they were able to put this process into motion, a private arrangement was made between Lionheart and Davis Mockler Law, who is also a client of the internet marketing firm in Tampa Florida. The website was sold for an undisclosed amount.

"Having worked personally with Alberto, it was very awkward putting the site up for auction to the highest bidder," adds Rodger McFarland. "It is for this reason that we were happy to come to a private arrangement with Davis Mockler Law instead."

Davis Mockler Law now operates various websites. These include DavisLawTampa.com and DivorceLawyerTampa.com. While details about the private acquisition have not been released, it is believed that Lionheart agreed to the private sale because they felt Davis Mockler Law would honestly stick to the values and beliefs of Alberto Romero. Additionally, it means that they are able to continue to work on the marketing of the website, just as they did for its previous owner.

"In the end we felt good about being able to negotiate a private sale with Attorneys Scott Davis and Richard Mockler," says Rich Carey, CEO of Lionheart. "This sale enabled us to keep the website in Lionhearts catalog and to help Davis-Mockler Law grow their new law firm."

It is hoped that, through the new partnership between Davis Mockler Law and Lionheart, the website will continue to be highly successful in helping Tampa area residents find the legal expertise they need in the areas of divorce and family law.

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For more information about Lionheart, contact the company here: LionheartRodger McFarland8137844226rodger@lionheart.netLionheart.net731 Grand Canyon Dr.Valrico, FL 33594

Lionheart

Lionheart is a national internet marketing and web design firm that specializes in law firm marketing. Lionheart offers a multitude of products and services that help attorneys grow their practice by generating new leads and retaining new clients.

Website: <http://lionheart.net>

Email: rodger@lionheart.net

Phone: 8137844226



