

Built to Trust, Built to Sell: How the Abaza Websites Market Trust Litigation

Oct 6, 2026 · @Caroline

Executive summary

Nicholas Abaza's websites pair credibility signals ("25 years," star ratings, "Free Consultation," "we win when you do") with offers to **"Bust" or "Break" trusts "through leverage" on contingency**. In this report's assessment, that pairing is built to win the trust of grieving heirs while understating what trust litigation costs them.

Five findings carry the report:

1. **One practice, many front doors.** Six domains, four phone numbers, three email addresses and offices in two cities all lead back to one lawyer. They present different headlines, ratings and even years of experience (Exhibits 1, 3, 8–10).
2. **Trust signals that do not agree with each other.** The sites claim "over 25 years," "20 plus years" and "over 15 years" of experience, and a 4.8 and a 4.6 Google rating (Exhibits 1–4).
3. **Reassurance that outruns the law.** Readers are told "Please, Do not fear the 'Forfeiture Clause'" and, if not a beneficiary, "there is nothing to lose" (Exhibit 5).
4. **The irony.** The same lawyer who sells trust-busting to heirs was, as a fee claimant against the Allisons, on the side that obtained an arbitration order directing a non-party spendthrift trust to liquidate assets to pay a personal debt. Texas Property Code §112.035 exists to stop exactly that (see The irony).
5. **A burst of self-issued press releases.** At least 12 releases issued by his own firm have appeared since Mar 31, 2026, in three waves. Wave 1 came 14 days after the first Damn Lawyers episode; the five GlobeNewswire releases (Aug 25–Sep 19) began 11 days after the Aug 14 consumer alert on FTC review complaints naming him (see Press-release index).

Disclosure and standard. The author is an adverse party to Mr. Abaza in pending litigation (SCOTX No. 26-0428). Quotations are verbatim from his public sites and releases, with URLs and access dates in the Exhibits. Characterizations such as "misleading" are the author's opinion and analysis. They are not findings by any court, bar or agency, and this report does not allege that any particular statement is legally false.

Scope and method

The review covers six web properties, three blog posts and twelve press releases, all read on October 5–6, 2026. It builds on the author's earlier Formal Critique Memo on the same marketing.

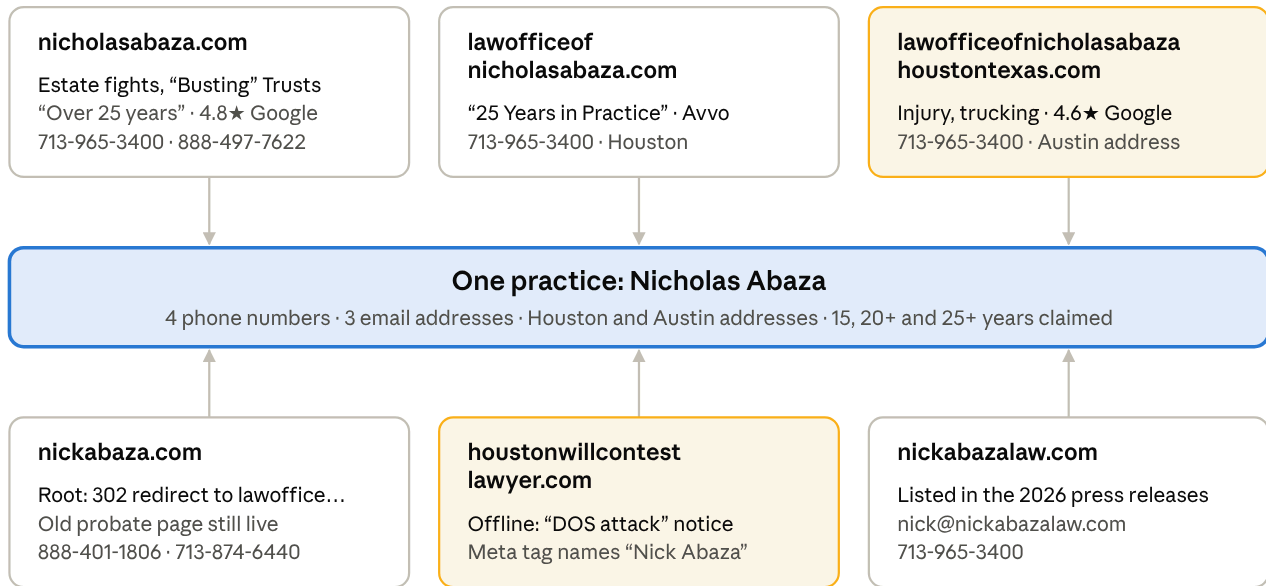
- **Websites:** nicholasabaza.com, lawofficeofnicholasabaza.com, nickabaza.com (redirects), lawofficeofnicholasabazahoustontexas.com, houstonwillcontestlawyer.com (offline), and nickabazalaw.com (listed in releases).
- **Blog posts:** three 2023 posts on nicholasabaza.com that address contingency, trust-busting and no-contest clauses.
- **Press releases:** every GlobeNewswire and 1888PressRelease release found that lists his firm as source or author.
- **Law:** Texas Property Code §112.035 (spendthrift trusts) and the Texas Disciplinary Rules on lawyer advertising.

Each quotation was checked against the live page. Where the earlier memo paraphrased (for example "don't typically fear forfeiture clauses"), this report substitutes the exact words. Where a page includes a caveat that cuts against the critique, the caveat is quoted too.

The domain network

Six web properties carry Mr. Abaza's name, and each shows a different face: estate "fights," a quieter probate office, an injury practice with an Austin address, and a will-contest site now offline. More properties mean more first-page search results for "Houston probate lawyer," so a searcher can land on him several times and read it as independent confirmation.

Six domains, one lawyer: different faces lead to the same practice



Domain network · 6 properties, 1 practice (Exhibits 1, 3, 8–10)

Shaded boxes mark the two properties whose details depart most from the others (an Austin injury practice; a site taken offline). The experience and rating figures are the sites' own and do not agree with each other.

How the sites build trust

The pages lean on six classic credibility signals: experience, ratings, shared interest, safety, easy access and third-party recognition. Each one, checked against the lawyer's own pages and releases, has a gap behind it.

Every trust signal on the sites has a gap behind it

WHAT THE SITE SHOWS

Experience

"Over 25 years experience"

Ratings

"4.8 star rating on Google"

Alignment

"We win When you do"

Safety

"Do not fear the 'Forfeiture Clause'"

Access

"Free Consultation" · contingency

Recognition

Htown Best · BusinessRate awards

WHAT THE RECORD SHOWS

Bio: "20 plus years"

Trust litigation: "over 15 years"

Another site says 4.6; neither is dated

FTC complaints allege fake reviews

Only the client risks forfeiture

A percentage fee grows with the fight

Same post: "It is always significant risk"

The warning comes after the reassurance

Screened by money, not merit:

"estates over a million in dispute"

Announced by Nick Abaza Law itself

Selection method not disclosed

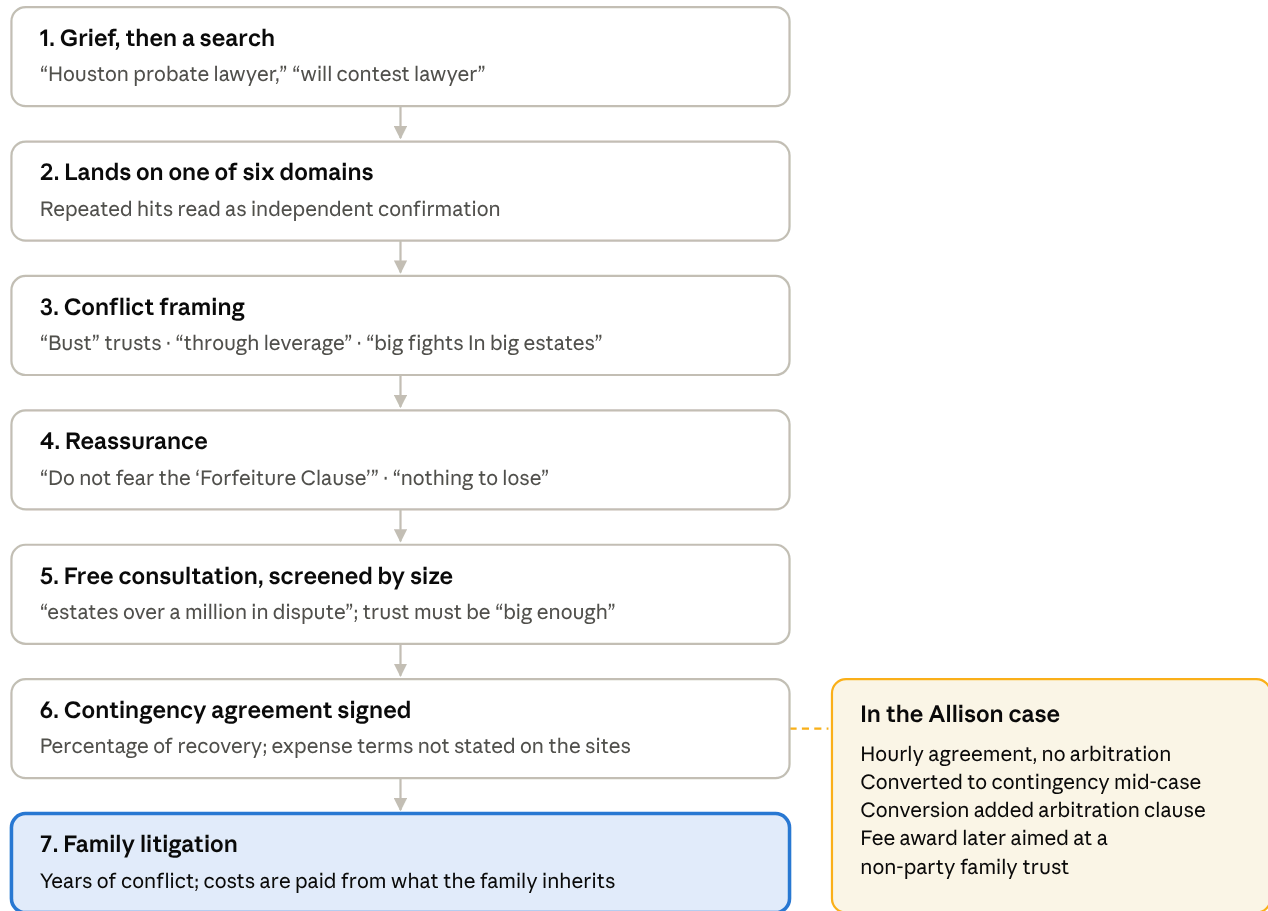
Trust architecture · 6 signals and what sits behind each

A reader who stops at the left column sees a seasoned, highly rated advocate with nothing to lose. The right column comes from the same lawyer's own pages and releases, plus the FTC complaints filed against him.

The funnel: from grief search to lawsuit

Read in order, the pages work as a funnel. Each step answers the doubt the last one raised, and the reader arrives at a contingency agreement having seen the risks only in passing.

From a grief search to a contingency lawsuit in seven steps



Client funnel · 7 steps, with the Allison case at step 6

Step 6 is where the Allison siblings' experience departs from the advertised path: Caroline's hourly engagement was converted to contingency mid-case, and that new contract is where the arbitration clause first appeared.

Claim vs. consumer risk

Every claim below is verbatim. The right-hand column is the author's analysis of what a grieving reader is likely to take away, and what the same page leaves out or quietly undercuts.

Website language (verbatim)	Where	Likely takeaway	What is missing or undercut
"TRUST LITIGATION - Breaking or Terminating Trusts through leverage"	What We Do (Ex. 2)	A trust is a lock to be picked	"Leverage" means pressure on family members and trustees, not a defect in the trust
"We 'Bust' Trusts on Contingency"	Blog, Dec 3, 2023 (Ex. 5)	Low-risk, no-cost way in	The post itself admits trust fights "can be extremely expensive"
"this can be the trojan horse"	Blog (Ex. 5)	Contingency is a clever weapon	A Trojan horse is a deception; the client's own share is what is put at risk
"Please, Do not fear the 'Forfeiture Clause'"	Blog (Ex. 5)	Contesting will not cost me my inheritance	Two sentences later: "it is always significant risk"
"If however, you are not a beneficiary there is nothing to lose"	Blog (Ex. 5)	Suing is free	Time, years of conflict, and family relationships are still lost
"We win When you do" / "we are in the same boat as you"	Home; blog (Ex. 1, 5)	The lawyer's interests equal mine	A percentage fee rewards a larger, longer fight; the lawyer is not exposed to forfeiture
"Hourly or Contingency on estates over a million in dispute"	What We Do (Ex. 2)	Case is accepted on merit	Screening is by asset size; the blog adds trusts must be "big enough"
"We take on big fights In big estates"	Home (Ex. 1)	Aggressive is good	Mediation, settlement and trust preservation are not offered on the page

Website language (verbatim)	Where	Likely takeaway	What is missing or undercut
"Over 25 years" / "20 plus years" / "over 15 years"	Home; Attorney Profile (Ex. 1, 4)	Long, settled expertise	The three figures do not agree with each other
"4.8 star rating on Google" / "4.6 star rating on Google"	Two sites (Ex. 1, 3)	Independent proof of satisfaction	Ratings differ across sites and are not dated

To be fair to the source: the trust-busting post does warn that a challenge "puts what you would receive in the Trust at risk, so you need to consider all this and think about very carefully." The concern is placement. That warning arrives after the headline offer, the "trojan horse" pitch and the "Do not fear" reassurance.

The irony: a trust-buster who knows creditors can't bust a trust

Mr. Abaza's own blog lists the only grounds on which he says a trust can be "busted": no purpose or undefined terms, bad faith, fraud or forgery, undue influence, or lack of capacity (Ex. 5). **"Someone is owed a debt" is not on his list.** Where a trust carries a spendthrift clause, Texas law forbids it.

"A declaration in a trust instrument that the interest of a beneficiary shall be held subject to a 'spendthrift trust' is sufficient to restrain voluntary or involuntary alienation of the interest by a beneficiary to the maximum extent permitted by this subtitle." — [Tex. Prop. Code §112.035\(b\)](#)

The statute's main exception, §112.035(d), applies only when the settlor is also a beneficiary. That is not the Allisons' situation: the Allison Family Trust was created under their late father's estate plan, and the petition treats it as a spendthrift trust under §112.035.

What happened when Mr. Abaza was the creditor. In the fee arbitration brought by Mr. Abaza and co-counsel against Caroline and Richard Allison, the arbitrator entered a \$2.77M award against the siblings personally. The arbitrator then ordered the trustees of the Allison Family Trust to liquidate trust assets to satisfy that personal judgment. The trust was never a party, never signed an arbitration agreement and never appeared. That

order is the central issue now before the Supreme Court of Texas in *Allison v. Borunda*, No. 26-0428, and was the subject of an amicus brief filed for American National Bank of Texas and the Independent Trustee Alliance.

Set side by side, the two positions do not reconcile:

	Abaza marketing to heirs	Abaza as fee creditor
What a trust is	A structure to "Bust" or "Break" "through leverage"	An asset pool to be liquidated for his fee
Grounds required	No purpose, fraud, undue influence, incapacity	None of these; only an unpaid personal debt
Forum	Court, with a judge and a record	Private arbitration, with no court record of the trust's liability
Who is heard	The trust and its trustee defend ("The Trustee ... can often use Trust money itself to defend")	The trust never appeared
Message to the public	"Helping people protect their families' futures" (Sep 19, 2026 release)	The family's protective trust ordered sold

The same month he was marketing a "Pet Trust Practice" that aims at "minimizing the risk of legal challenges" to a settlor's wishes (Aug 25, 2026 release), the order reaching his former clients' family trust was on appeal. In the author's view, a lawyer who sells trust protection to settlors and trust-busting to heirs understands precisely why a creditor has no business inside a spendthrift trust.

Press-release index: the counter-narrative

Twelve self-issued releases in three waves, two of them right after public scrutiny. Since March 31, 2026, the Law Office of Nicholas Abaza / Nick Abaza Law has put out at least 12 press releases through two paid wires: seven on 1888PressRelease and five on GlobeNewswire. Wave 1 began 14 days after the first *Damn Lawyers* episode. Wave 3 began 11 days after the Aug 14 consumer alert on FTC review complaints naming him.

Date (2026)	Release	Wire	Signal it builds	Notes
Sep 19	Attorney Nick Abaza Celebrates 25 Years of Exemplary Legal Practice	GlobeNewswire	Integrity, longevity	"Exemplary" is the firm's own word; his bio says "20 plus years"
Sep 18	Nick Abaza Receives Prestigious Award from BusinessRate	GlobeNewswire	Reviews	Release cites "client reviews"; BusinessRate ranks largely on Google review data
Sep 13	Nicholas Abaza Named to Htown Best as a Top Probate Lawyer	GlobeNewswire	Peer approval	No criteria; dates the BusinessRate award to June, five days before that award's own release
Aug 25	Estate Probate attorney Nicholas Abaza Recovers \$1.2 Million property in Landmark Deed Fraud Case	GlobeNewswire	Results	No case name; appears to re-announce the Mar 31 matter, now credited to Abaza
Aug 25	Attorney Nicholas Abaza Launches New Pet Trust Practice in Texas	GlobeNewswire	Trust protector	"New" practice already marketed on Jul 12
Jul 12	Attorney Nicholas Abaza brings light to pitfalls of Trusts for pets	1888PressRelease	Trust expert	Warns Texas law "frequently allow[s] these arrangements to be undermined"

Date (2026)	Release	Wire	Signal it builds	Notes
Jul 12	Attorney Nick Abaza successfully helped a widow obtain her share of 401k	1888PressRelease	Results, compassion	No case name
Jul 12 batch	Lawyer Nicholas Abaza seeks new cases invoking the slayer rule	1888PressRelease	Lead generation	"Actively accepting new matters"
Jul 12 batch	Avoid Neil the Seal scams warns attorney Nick Abaza	1888PressRelease	Consumer protector	Ties his name to a viral topic
Jul 12 batch	Unfortunately, you cannot leave your millions to your dogs	1888PressRelease	Trust expert	Informational format, marketing purpose
Apr 2	Abaza Law launches a local office in Austin Texas	1888PressRelease	Growth, "proven success"	Explains the Austin address in Exhibit 3
Mar 31	Law Office of Nicholas Abaza Secures Major Victory in Houston Deed Fraud Case	1888PressRelease	Results	Names Seth Nichamoff as lead counsel

The five July releases carry consecutive 1888PressRelease IDs (769022–769026), and the two opened are dated July 12, so they appear to have been submitted as one batch. Syndicated copies may show later dates.

The releases are syndicated onward to outlets such as [The Manila Times](#) and [NewsBreak](#). Each copy is another search result for his name, which competes with the [Dolcefino "Damn Lawyers" series](#) on the same results page.

What this does and does not show. None of the releases mention the Dolcefino series, the FTC complaints or the Allison litigation. Their timing and subjects (reviews, integrity, results, trust protection) map onto the exact points the investigation challenged. That

pattern is consistent with reputation management. It does not by itself prove intent.

Who is writing the praise?

The attached Investigative Analysis traced the bylines on syndicated copies. It reports that several republished releases are labeled **"Guest post by Nick abaza,"** and that media-monitoring service Muck Rack attributes the Htown Best story **"By Nicholas Abaza"** and the BusinessRate story **"By Nicholas Abaza, Nick Law,"** with 99 duplicates of the BusinessRate story. Those bylines come from that analysis; this report could not re-open the syndicated copies to confirm them. What this report did confirm: GlobeNewswire lists the source of all five of its releases as "Nick Abaza Law," and 1888PressRelease lists the author of all seven as the Law Office of Nicholas Abaza, with Nicholas Abaza as the contact.

In plain terms: **Nick Abaza is identified as the author or source of stories telling the public that Nick Abaza is a top lawyer.** Advertising that says so is lawful and normal. The problem is the format. The same message on a TV-station or financial-news page looks like outside coverage.

Syndication is distribution, not verification

One release, sent through a paid wire, can surface on dozens of third-party sites. A searcher sees many "news" pages and reasonably concludes that everyone is writing about this lawyer. The cycle, as the attached analysis describes it:

1. Build several websites aimed at probate, will-contest and trust-busting searches.
2. Collect online reviews, which drive star ratings and review-based rankings such as BusinessRate.
3. Announce the ranking in a release written or supplied by the firm.
4. Distribute it on a newswire; dozens of sites republish it.
5. Search results fill with "Nicholas Abaza" beside "top probate lawyer," "prestigious award" and "exemplary."
6. Promotion starts to look like consensus, and pushes critical coverage down the page.

On BusinessRate specifically: per the attached analysis, BusinessRate says its rankings rely on public Google review data and cannot be bought. So the "award" is a restatement of review scores. That matters here because the reviews themselves are the subject of the FTC complaints.

On the deed-fraud win: the Mar 31 release names **Seth Nichamoff** as lead counsel. Mr. Nichamoff represents Mr. Abaza and his co-counsel as appellees in the Allison appeal (No. 14-25-00417-CV). The Aug 25 release appears to describe the same million-dollar deed-fraud recovery, now headlined as Abaza's. Neither release gives a case name or cause number.

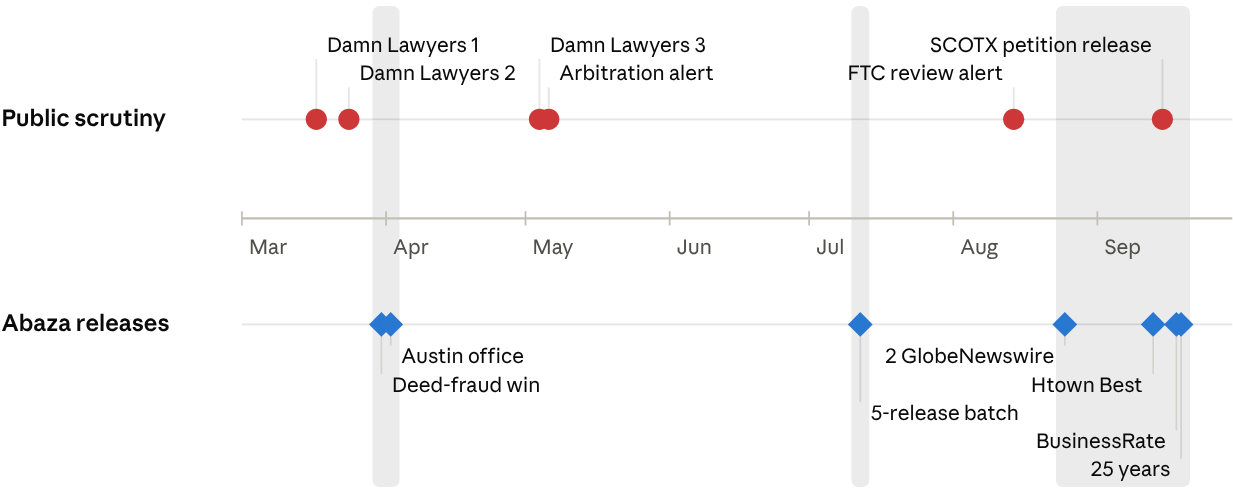
What is documented, and what still needs proof

Documented	Not established
At least six web properties carry his name	That he personally wrote any Google review
At least 12 firm-issued releases in 2026, on two paid wires	That he created the Htown Best or BusinessRate recognition
GlobeNewswire lists "Nick Abaza Law" as source; 1888PressRelease lists his firm as author	That he ordered releases to bury <i>Damn Lawyers</i> results
Releases are republished across third-party sites	Motive of any kind, absent emails, SEO instructions or a reputation-firm contract
The releases cite favorable reviews as proof of reputation	

If evidence surfaces that Mr. Abaza, staff, relatives or controlled accounts wrote supposedly independent reviews, that is a separate and more serious matter, and belongs with the FTC complaints.

Two of three release waves began within two weeks of public scrutiny

March to September 2026 · shaded bands mark the three release waves



Timeline · scrutiny vs. self-issued releases, Mar–Sep 2026

Red dots are public scrutiny: the three *Damn Lawyers* episodes and the consumer alerts. Diamonds are releases issued by Mr. Abaza’s own firm. The timing is documented; the motive is not.

The rules that apply

Texas sets a three-part test for misleading lawyer advertising, and the marketing above raises questions under each part. Whether any statement actually violates a rule is for the State Bar and the courts to decide.

Rule	What it says	Where the marketing raises the question
TDRPC 7.01(a) — omission	Misleading if it "omits a fact necessary to make the statement considered as a whole not materially misleading"	"Same boat" alignment, with no mention that only the client risks forfeiture
TDRPC 7.01(a) — unjustified expectations	Misleading if "substantially likely to create unjustified expectations about the results the lawyer can achieve"	"Do not fear the 'Forfeiture Clause'"; "Many many Millions Recovered"; "there is nothing to lose"

Rule	What it says	Where the marketing raises the question
TDRPC 7.01(a) — no factual foundation	Misleading if it leads a reader to a conclusion "for which there is no reasonable factual foundation"	Conflicting years of experience (15, 20+, 25+) and ratings (4.6, 4.8); awards with no disclosed method
TDRPC 7.02(c) — contingent fees	An ad offering contingency "must state whether the client will be obligated to pay for other expenses, such as the costs of litigation"	No such statement was found on the pages reviewed (moderate confidence; not every page was read)
FTC Trade Regulation Rule on Consumer Reviews and Testimonials (16 C.F.R. Part 465, in force since Oct 2024)	Bars fake or misattributed reviews and suppression of negative reviews	The subject of the FTC complaints reported in the Aug 14, 2026 consumer alert; allegations only, no FTC finding

Conclusions and questions for consumers

The websites are marketing-first, not balanced counseling. They lead with reassurance and recovery and put cost, forfeiture and family harm in the fine print. The press releases then rebuild the same trust signals the public record has called into question.

Before hiring any lawyer to contest a will or "bust" a trust, ask:

1. **Who pays expenses if we lose?** Get it in the fee agreement, in writing.
2. **Is there an arbitration clause?** If so, you may be giving up a jury and a public record for any later dispute with your own lawyer.
3. **Will my fee arrangement ever change?** Any change mid-case is a new transaction; get independent advice before signing.
4. **What does the no-contest clause actually say, and what does Texas law require to avoid it?** A blog's "Do not fear" is not an opinion on your trust.
5. **What is the non-litigation path?** Mediation, an accounting demand, or a modification agreement may protect more of the estate.
6. **Can I verify the reviews and awards?** Check dates, sources and whether an award was paid for or self-announced.

Exhibits

All pages were read October 5–6, 2026. Quotations are verbatim, including the sites' own spelling and capitalization. Before filing or publishing, capture each page as a dated screenshot or PDF, and save a copy to the Internet Archive (web.archive.org/save), because live pages can change.

Ex.	Page	Verbatim excerpts
1	nicholasabaza.com — Home	"Texas Estate Fights lawyers" · "We win When you do - Zealous Advocacy" · "We take on big fights In big estates" · "Over 25 years experience" · "4.8 star rating on Google" · "'Busting' Trusts" · "Terminating Trusts or Cashing Out" · 713-965-3400, 888-497-7622, abazalaw@gmail.com, 2444 Times Blvd, Houston 77005
2	nicholasabaza.com — What We Do	"TRUST LITIGATION - Breaking or Terminating Trusts through leverage" · "Many many Millions Recovered ON CONTINGENCY" · "Hourly or Contingency on estates over a million in dispute"
3	lawofficeofnicholasabazahoustontexas.com	"Your lawyer 4 Serious Accidents & Injuries & Wrongful death claims" · "4.6 star rating on Google" · "CONTINGENCY - YOU DON'T PAY UNLESS WE RECOVER" · 713-965-3400, 2021 Guadalupe St, Suite 260, Austin 78705
4	nicholasabaza.com — Attorney Profile	"20 plus years of experience as a lawyer with Top Avvo rating" · "We have been working in Probate Wills Estate and Trust Litigation for over 15 years."

Ex.	Page	Verbatim excerpts
5	Blog: We "Bust" Trusts on Contingency (Dec 3, 2023)	"we 'break' a trust on contingency" · "Sometimes the key is to find leverage" · "this can be the trojan horse" · "the Trust needs to be a big enough Trust to justify a contingency fee" · "Please, Do not fear the 'Forfeiture Clause'" · "However, it is always significant risk" · "If however, you are not a beneficiary there is nothing to lose."
6	Blog: No Contest Clause in a Will can be challenged (Jan 29, 2023)	Explains forfeiture and good-faith contests; cites no Texas statute
7	Blog: TEXAS TRIAL LAWYERS for Estate Fights (Jan 20, 2023)	"We take on Large Estate Fights Nationwide" · uses "Wicked Step Mother" and "Widow Maker" to describe family members
8	lawofficeofnicholasabaza.com	"Estate Fights - Inheritance Rights" · "25 Years in Practice" · "Superb Avvo Rating" · "Contingency Litigation" · lawabaza@gmail.com
9	nickabaza.com and its probate page	Root returns a 302 redirect to lawofficeofnicholasabaza.com · probate page still live: "Call Today 1-888-401-1806" · 713-874-6440
10	houstonwillcontestlawyer.com	Offline; title reads "Houston Will Contest Attorney is down indefinitely from DOS attack"; meta description names "Houston Attorney Nick Abaza"
11	Five GlobeNewswire releases, source "Nick Abaza Law"	Linked in the Press-release index
12	Tex. Prop. Code §112.035	Spendthrift trusts, subsections (a), (b), (d)

Ex. 13 — Investigative Analysis: Inside the Nick Abaza Online Reputation Machine (author's research file). Source of the "Guest post by Nick abaza" bylines, the Muck Rack "By Nicholas Abaza" attributions, the 99-duplicate count and BusinessRate's stated methodology. Capture screenshots of each before publication; this report could not independently re-open those syndicated pages.

Sources

- [Dolcefino Consulting — Damn Lawyers \(Mar 17, 2026\)](#)
- [Damn Lawyers 2: The Stench of Cronyism \(Mar 24, 2026\)](#)
- [Damn Lawyers 3: A Deception \(May 4, 2026\)](#)
- [Consumer Alert: FTC complaints allege fake online reviews \(Aug 14, 2026\)](#)
- [Texas Supreme Court Asked to Review Multi-Million-Dollar Trust Freeze \(Sep 15, 2026\)](#)
- [TDRPC Rule 7.01](#) and [Rule 7.02](#)