



I'm going to sell a house.
I go to an estate agent.
I list my property.
I'm recommended myhomemove.com to do
my conveyancing.

I like what they say.
I trust what they say.
I understand them and feel it is a good value
service. So I buy.

My experience with them is great.
I can check all the progress online of my house
sale. I can call up to 8pm. I get a personal conveyancer (Peter Smith)
who understands my unique situation and has time for me...
(because all the mundane tasks have been removed by IT and
processes refined over time).

All goes well and the house sale goes through quickly.

I then get a letter post sale thanking me for my trust.
I get a handwritten postcard with an offer for me
And my friends and family that should I ever want
excellent conveyancing again please call Peter Smith on
0844 502 1631.

And this scenario is played out thousands of times a month.
All across England. With the same predictable, systematic, profitable outcome.

Paul Hajek, of Clutton Cox Solicitors Chipping Sodbury mentioned
myhomemove.com to me as a company to keep an eye on.

So I thought I'd better take a closer look at myhomemove.com Because there are lessons to learn
from companies doing things well.

I called Stephen Hayter, Corporate Sales Director and asked him a few questions.

Stephen, I can't see any major obstacles to limit to your growth. How do you get so many Estate Agents to refer clients to you?

"Firstly, we are great at what we do. We are excellent at conveyancing. That's our core focus.
Without this we wouldn't be able to attract so many Estate Agents.

"Secondly, we are not a "conveyancing factory. Whilst many firms may have "conveyancing online"
there's still a huge difference in how we do it compared to other companies. We use our
technology to free up our conveyancers so they have the time to communicate with their clients,
something which is hugely appreciated by them."

"Thirdly, our board of Directors comes from a wide spectrum, meaning we are always being
challenged to do better and improve."

Stephen, how do you market to Estate Agents and Mortgage Advisers?

“One of our key relationship building events is when Estate Agents visit our set-up in Leicester and see first hand how we do things. We’re a process driven company, with great systems and experienced, conveyancers. And when they see what we have set-up they understand that their clients will get a great service from us. This leads to our recommendations.”

Do you do a lot of online marketing to agents?

“No, we go directly to Estate Agents and tell them about our service. Knocking on doors is hard work but means we get to tell our story, and that leads to Agents liking and trusting us.”

With thousands of clients using myhomemove.com for conveyancing, there’s an obvious and tempting opportunity to cross-sell other services, for example Wills. What does Stephen think about this?

“We are focussed on being excellent at conveyancing. We aren’t cross-selling other legal services. In my experience someone that has just sold or bought a house needs breathing space before they buy something like a Will.”

And finally, I asked him about solicitors referring myhomemove.com to their clients for conveyancing, after all, conveyancing has been historically associated with low profit margins.

“I think there is an even greater opportunity for solicitors to refer their clients to use our service. Many clients do like a local service, which is partly why we do have a panel of lawyers and have expanded regionally. But there is a lot you can do remotely. Take an issue a client may have with a right of way on a property. You used to have to visit the property. But now you can use Google Earth in a fraction of the time it takes to do a site visit.”

Lessons to take away.

- 1 Strengthen your relationships with introducers. Offer them a chance to come to your offices, see your operation and meet your people.
- 2 Take note of the breathing space between conveyancing and marketing other legal services. Test selling Wills with conveyancing, 2 months, 6 months and 12 months down the line. (Automate this process).
- 3 Reward individuals as well as companies that introduce business to you. myhomemove.com has an incentive scheme for individuals as well as companies. See it here <http://www.mhmrewards.com/aboutus.aspx>

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