

Cultivating opportunities for your firm

**'By creating a national
network of independent law
firms TLA is helping firms to
advance with great strides'**

**Professor Stephen Mayson
Director of the Legal Services Policy Institute**



An Alliance of
Independent Law Firms

THE LEGAL MARKET

BACKGROUND

Legal services are “needs based” purchases, not normally luxury or casual purchases. Customers use legal services when they have a significant issue in their lives or business they need assistance to resolve.

The legal market in the UK is worth over £20 billion per annum but is highly fragmented with around 9,000 firms.

Currently there is no recognised national legal brand targeting consumers or SMEs. It is widely acknowledged that most people cannot name a firm of solicitors and those who can generally do not know or understand what that firm does or can do for them.

Lawyers are perceived to be:

- Lacking in transparency
- Expensive
- Intimidating
- Mysterious and shrouded in tradition
- Lacking in customer focus
- Difficult to understand

Yet overall satisfaction ratings for lawyers are relatively high. The two biggest areas of dissatisfaction are cost clarity and delay.

Where we are going is completely different from where we are now, and the changes in landscape will certainly be dramatic. Those who do not adapt will not survive.

Colin Ives, Partner, BDO Stoy Hayward

CHANGE

The Legal Services Act 2007 is likely to see a flood of new entrants into the legal market and they intend to target your clients.

Major trusted, national brands such as the AA, RAC, Capita and the Co-op are already considering entering the legal market. By 2012 they may be marketing their services directly to your clients.

Research shows that two thirds of the population would happily access legal services from common high street brands.

New entrants believe they will succeed because they have established brands, expertise in marketing and access to capital. They will focus on demystifying the market, making legal services more accessible through commoditisation, including fixed pricing and systems to clarify and simplify the customer experience.

This change is already starting with a host of new legal “matching” services springing up.

However, one factor, often missed, is that research shows 80% of consumers prefer to use local lawyers and have face to face meetings, even if it costs slightly more.

It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

Charles Darwin

HELPING YOUR FIRM EVOLVE

Our principal objective is to help our member firms adapt to survive and prosper in the challenging times ahead.

We believe fundamentally in a quality legal solution to a customer's needs delivered how customers want it. We believe in the qualities of independence, integrity and professionalism.

We recognise the weaknesses in the current market that give rise to the opportunities for new entrants. We believe that by working in alliance we can address many of these weaknesses and perceptions and assist with the successful evolution of our members.

Acting now will ensure your firm is at the forefront of the changes taking place in the legal market.

Although many firms are focused on short-term survival, they must be prepared for the increasingly changing, client-focused and more competitive legal market that lies ahead. If they are not, the firms that manage to survive the economic downturn risk being swept aside by the tsunami of new and invigorated competition unleashed by the Legal Services Act.

Tony Williams, Jomati Consultants

THE LEGAL ALLIANCE

INDEPENDENT ALLIANCE

The Legal Alliance (TLA) is an alliance of independent law firms formed to help our member firms generate business and address the anticipated changes in the legal market.

TLA gives law firms the opportunity to participate in a shared national brand focused on marketing their services to consumers and SMEs.

The alliance model has proved successful in other professions and has a number of other significant benefits for its members. All member firms will be expected to adhere to quality and service standards.

TLA is an exclusive membership organisation. Only one quality firm will be selected in each area.

GENERATING OPPORTUNITY

TLA's approach directly addresses many of the perceived weaknesses in the legal market and tackles directly consumers concerns in accessing legal services.

TLA offers potential customers a solution to their legal needs through the local TLA member firm and encompasses 24/7 phone and web access, price clarity, clear timescales and expectations, service standard assurance and sophisticated but simple technology to facilitate communication.

We are developing work opportunities for our members through the creation of strategic partnerships with established national brands. These partnerships will lead to the services of TLA's member firms being marketed to millions of potential customers.

MEMBER BENEFITS

If selected to be a TLA member, your firm can benefit from:

- The first national consumer and SME legal brand of its type
- Exclusivity in your area
- All customer quote requests in your area for the types of work you do
- Marketing content worth thousands of pounds
- Massive potential for product and service development
- Opportunities arising from volume purchasing
- Comfort in the quality of the other member firms
- The quality and experience of the TLA management team and governance structures

For further information, next steps and to register go to www.thelegalalliance.co.uk
or call **0845 002 0795**

Closing date for registrations is 26th February 2009.

It's a time of profound change for UK law firms. The arrival of the Legal Services Act means firms must adopt new strategies if they are to thrive in the 21st century. Firms must ensure they form the necessary alliances now if they are to prosper in a market that will become increasingly competitive. The creation of The Legal Alliance (TLA) is a good example of how forward-thinking solicitors are preparing themselves to provide a better experience of legal services for clients in their locality by forging key commercial partnerships at a national level.

Professor Stephen Mayson

WHO'S BEHIND THE LEGAL ALLIANCE?



Victor Semmens
Non Executive Chairman

Victor brings vast legal and business development experience to TLA and offers a unique insight into how law firms can work together effectively. He qualified as a solicitor and was a founding partner and a key driving force in the development of Eversheds. Victor was on Eversheds' executive board for many years as Chairman and Head of International Development. Since retiring from Eversheds, Victor has held a number of non executive directorships.



Jon Bostock
BSc(Hons) ACA
Chief Executive

Jon has led the development of TLA from initial concept. A Chartered Accountant by training, he has worked with a number of national accountancy practices, specialising in business development consultancy. In 2003 Jon joined a medium sized law firm and has overseen its growth and development across all areas.



Ann Alexander
LLB (Hons) MBA
Deputy Chairman

Ann Alexander is one of the UK's leading commentators on legal issues. She was the Founding and Managing Partner of one of the UK's best-known national clinical negligence firms, Alexander Harris. Ann merged her firm with a top 10 national law firm in May 2006. Ann is now an expert in marketing professional services and business development for law firms.

Ann has appeared regularly in the printed news media and in radio and television programmes such as Today, You and Yours, PM, World at One, Law in Action and Newsnight.



Tim Richmond
FCA CCMl
Non Executive Director

Tim will chair a number of the corporate governance committees and the membership committee for TLA. A Chartered Accountant, he spent 32 years in the Accounting Profession, including serving as National Managing Partner and International Chairman of Pannell Kerr Forster (PKF). Tim currently holds a number of non-executive positions in the private and public sector. He is also a member of the Legal Practice Group and an accredited mediator. He was formerly a non-executive director of Nottingham Law School Limited.

FOUNDING FIRMS

