

# Be alert.

## Stay one step ahead.



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# Conveyancing Alert

## Business intelligence for the conveyancing industry

Our **Conveyancing Alert** service makes sure you're always one step ahead of your competitors. Conveyancing Alert notifies you when former clients (that you acted for in the purchase of a home) list their property for sale. The service helps to increase your retention rates by enabling you to proactively contact former clients at the point they are returning to the market, ensuring you secure their new sale and related purchase instructions.





## Features

- **Simple sign-up process** – notify us of your desire to go ahead and receive your first leads within days.
- **Choose the number of leads** you'd like to receive each month and only pay for what you get.
- **Sign up** for a minimum of three months. Cancel at any time (with a month's notice) after the initial three-month period.
- **Apply filters** to ensure we don't send you a lead(s) you've already received via a referral agreement with an estate agent.
- **Costs only £12.50** (+ VAT) per lead sent. No hidden fees or subscription costs.
- If you've already been contacted by a former client when the lead comes through, just let us know and we won't charge you a penny for it!

## Benefits

- Maximise retention rates
- Minimal cost
- Flexible service – set your own level of leads
- Perfectly timed marketing
- Only pay for what you get
- Efficient marketing – all leads are hot leads!



# Frequently Asked Questions

If you like the idea of Conveyancing Alert, but have questions about how it works, our frequently asked questions below may help.

## **Is the service GDPR-compliant?**

Firms using the service have satisfied themselves that they are complying with GDPR legislation using 'legitimate interest' as the basis for processing their former client data.

## **What about the SRA Publicity Code?**

In version 19 of the SRA Publicity Code it excludes current and former clients from the prohibition of unsolicited approaches.

## **What is the current initial sign-up / contract period?**

The initial term is three months, after which it's just one month's notice.

## **How much does it cost?**

£12.50 + VAT per address we send you.

## **How do I know how many leads you're likely to send me each month?**

We can check the average volume of leads your company would receive based on previous months' data. If you'd like to limit the number of leads you receive, you can do that too.

## **How will I be billed?**

You will be sent an invoice each month for any leads sent across.





### **Can I filter the leads?**

Yes, you can choose to take only leads that fit specific criteria, for example: postcode, post town, asking price, selling agent, date last bought, or last sale price.

### **Can I decide the maximum number of alerts I'd like to receive a month?**

Yes, you can set a maximum number you'd like to receive.

### **What if you send me a lead and we're already in touch with the homeowner in relation to their sale / purchase?**

Just let us know and we'll remove the cost of that lead from your bill.

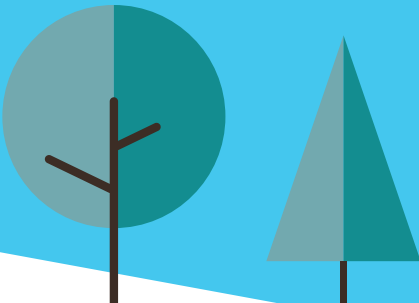
### **Can I pause the service at any time and with what lead time?**

After the initial three months, you can give a month's notice to stop, suspend the service or introduce a cap or other filter if resource is an issue (but volumes are typically quite low).

### **Are these alerts considered to be referrals?**

No, they are not referrals (which are linked to confirmed instructions), they are lead generation fees – payable whether or not an instruction results.

**If you have further questions, please don't hesitate to get in touch with Kay Toon on 07764 987259.**





# Tips on making the most of Conveyancing Alert

## 1. Get the timing right!

The purpose of Conveyancing Alert is to enable conveyancers to make timely contact with former clients. The data is supplied daily and typically within a day or two of the property being listed for sale.

Given the competition for your former clients' business from professional and personal recommendations, it's really important that contact is made early. Most firms try to ensure they make contact with their former client within a day or two of receiving the alert.





## 2. Use content that works

Our top tips for effectively communicating with your former client/s are:

1. Reinforce the personal relationship enjoyed with the former client.
2. Make it clear what the benefits associated with instructing your firm would be. This could be anything from the operational advantages of having already acted on the property ('we have your file') to the offer of a loyalty reward ('as you're an existing client, we'd be pleased to offer £x off our standard fees').
3. Some firms that have used the conveyancing alert service have preferred not to mention that they know their former client is selling, preferring instead to rely on the happy coincidence that they are in touch just at the point the client is moving. However, feedback from firms that have referenced the impending sale has been overwhelmingly positive. Former clients are pleased to know their listing has been noticed and have complimented firms on being so proactive. Referencing the sale also makes it easier to refer to the benefits of instructing the firm again when you already have their purchase file and are set to make a flying start on their sale.
4. In order to maximise the advantage of having previously acted for the homeowner, where possible firms have referenced detail from their purchase file, such as the fee-earner acting for them, the amount of time passed since they acted, or even mentioning specific details from the purchase file itself.
5. Because the seller is only just listing and can be reluctant to instruct conveyancers before they have a buyer, an important aspect of the communication is to prompt them to make early contact or even a provisional commitment to instruct you (e.g. by making a loyalty reward timebound by asking them to get in touch by a specified date) or even enclosing forms to be completed and returned so they are ahead of the game when they find a buyer. Because the asking price is supplied, some firms have even supplied an indicative quote as part of the communication as a demonstration of their proactivity.



### 3. Use the most effective contact method

Firms have been using outbound calling, email and postal communications to reach their former clients. Each has its advantages, and they can also be used in combination. It seems that the size of the firm and the number of alerts is the main driver when choosing which method will work best.

For **large firms** with sizeable volumes, email is usually the best first point of contact. It's fast, cheap, easily responded to and can be used to direct recipients around additional resources using hyperlinks.

For **firms with smaller volumes**, calling is probably most empathetic and provides a manageable and highly personable route. It also has the benefit of being most effective at gaining a fairly instant level of commitment or engagement. It can however be quite time consuming when former clients are unavailable and multiple contact attempts are needed.

Written communication has its advantages too. At a time when email inboxes are often overloaded, post delivered through the letterbox (on a Solicitor's or Conveyancer's letterhead) can be much more impactful. Some firms even use leaflets to promote their services. A combination of an email/letter and a follow-up phone call have generally proven to deliver the best results.





## 4. Using an effective contact protocol

No single message or communication on its own is likely to secure a new instruction. Typically, a firm will need to have a programme in place that is sympathetic to the journey their former client is on and in particular recognises that a firm commitment is unlikely until a buyer is in place.

### **First contact**

Understanding that not all firms have the resource available, the main priority of the first contact is the timeliness of it. Therefore, typically, that tends to be an email communication that invites the homeowner to ring in for a chat about how you can help them.

### **Follow-up contact**

After the initial email, most firms have found it's best to call the homeowner within one or two days whilst the email communication is still fresh in their minds. This also enables you to reinforce the opportunity/offer and gauge their interest level.

### **Subsequent contact**

Thereafter, the two streams of potential clients (those that have responded and those that haven't) can be managed in a sympathetic way. Typically, those who have engaged can be managed in accordance with your firm's standard processes while those that haven't can continue to be contacted by email and / or by post on a weekly or fortnightly basis.



## 5. Content of the communication

Outlined below is a suggested letter or email template that many practices have used and had great results with. Feel free to tailor it to your own business and alter the message to one that works for you:

Dear

Well, there's the proof that time really does fly! It must seem like only yesterday that we were completing on your purchase of ..... and now we see that you've put the property back on the market. I hope all is well with you?

The good news as you tackle this new upheaval is that we're still here, we still have your purchase file that we can work from and we'd be delighted to pick up where we left off and act for you in your sale.

Because we know you and your property, we can do two things:

Firstly, we can make sure you are on the front foot just as soon as you have an interested buyer so we can save you time and reduce the risk of losing your buyer.

Secondly, because you have already been a client of ours, we would be pleased to recognise this by reducing our fees by £XX as a token of our thanks. Here at xxxxxxxx we are keen to develop long-term relationships with our clients and we hope this might be one step along that road.

I will give you a call over the next day or two to see if we can supply an estimate of the cost of your conveyancing or, if you have a moment yourself, do please call me on my direct dial and I'll answer any questions you might have and talk you through the next steps.

I look forward to speaking.

Kind regards

[insert name, company and contact details].

**For a Word copy of the letter template, please contact Kay Toon on 07764 987259.**

**There are many companies throughout the UK who have successfully embedded the Conveyancing Alert process into their business. Below are examples of what two of them have to say about the service:**

## **Conveyancer A**

*"Ordinarily, we don't expect to be the first port of call for former clients who last moved many years ago so using Conveyancing Alert has been a really important part of our client retention programme".*

*"We really enjoy making contact. Former clients are pleasantly surprised to hear from us and we're typically congratulated for being on the ball. It's a really warm dialogue."*

*"We offer a modest returning client discount and make them aware that having acted in the purchase we can put them on the front foot with their sale. We estimate that well over 40% of these opportunities have been converted into new instructions. At a cost of £12.50 per lead, this makes the service a no-brainer for us. The acquisition cost works out at about 3% of our average fee – far and away our most cost-effective marketing".*

## **Conveyancer B**

*"We first heard about Conveyancing Alert back in November 2018, we were impressed at the simplicity of their solution."*

*"It works really well. Former clients are impressed to hear from us and the relationship just picks up where we left off. Importantly, we're able to pitch our services early enough to make a real difference".*



