

## There's a better way to remember

Introducing an alert service which notifies your firm when past clients put their property back on the market for sale.

For Sale

## Turn your previous clients into repeat clients

OneSearch Direct are delighted to launch an initiative to keep conveyancing on the high street and boost long-term client retention rates. Available to our partner law firms, we are offering access to **Conveyancing Alerts**, which notifies your firm when a property you have previously (in the last 6 years) bought for one of your clients is put back on the market for sale. This alert creates a proactive approach in retaining clients across the home moving cycle.

With real-time data updated daily, **Conveyancing Alerts** allows you to contact your client early in the sales process, avoiding referral fees, with a view to retaining their business for the sale of the property and, potentially, **for any associated purchase**.

You've already built a trusting relationship with your client, and they may have every intention to return to you for their next transaction. However, there are various reasons clients can "jump ship", not least being swayed by other professional or personal recommendations. This is where **Conveyancing Alerts** comes into its own: it allows you to get your foot back in the door and engage with those who have first-hand experience of your exemplary service.

Feedback from other firms has been overwhelmingly positive. Their former clients are pleased that the listing has been noticed and have complimented firms on their proactive stance. Being able to remind them of the benefits of instructing your firm again when you already have their purchase file will put you in the best position for securing long-term loyalty.

- ✓ No referral fees
- ✓ GDPR compliant
- ✓ SRA and CLC compliant

Firms using the service have satisfied themselves that they are complying with a) GDPR legislation using Legitimate Interest as the basis for processing their former client data and b) the SRA Publicity Code which in version 21 excludes current and former clients from the prohibition on unsolicited approaches.

For further details and a count of how many of your former clients have listed their properties for sale in 2020, call us today on 01782 433 270 or email [MAskew@onesearchdirect.co.uk](mailto:MAskew@onesearchdirect.co.uk)