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Accountants, Business & Financial Advisers
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Legal Sector Breakfast Briefing

20 June 2019



ArmstrongWatson®
Accountants, Business & Financial Advisers



Legal Sector Breakfast Briefing

Welcome

Tom Blandford, Legal Sector Director
Armstrong Watson



Legal Sector Breakfast Briefing

Introduction

Paul McNab, Senior Civil Clerk
Zenith Chambers

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The Law Society



Legal Sector Breakfast Briefing

8.00am	-	Arrival and breakfast
8.30am	-	Welcome
8.35am	-	Briefing
9.30am	-	Q & A
10.00am	-	Close

Endorsed by



The Law Society



Price transparency -

Are comparison websites the answer?

Do you publish pricing information about your services on your website?

Comparison Websites

Hands up if you've used a
comparison website in the
last 12 months

Confused.com

Love MONEY



comparethemarket.com™

THE EASIER WAY TO SAVE

**Money
Super
Market** com

CAR INSURANCE



gocompare.com

CAR INSURANCE

Q4
insure™



Quotezone.co.uk



Can anyone name a well-known comparison website in the legal sector?

Key Questions

- Why are comparison websites not already a key feature of the legal sector?
- Are comparison websites a good thing for legal services customers?
- What type of comparison website would work well in the legal sector?
- Would comparison websites be beneficial to lawyers and what would they want from them?

Types of comparison websites

- **Directories** – listings of providers who may pay a basic fee to be listed or a larger fee for an enhanced listing.
- **Feedback websites** – allow previous clients to provide feedback on their experience for others to read and often incorporate a scoring mechanism such as a star rating.
- **Referral websites** – the website collects basic information about the consumer's needs and passes the lead to one or more provider.
- **Price comparison website** – allowing consumers to instantly compare and make a choice between subscribing providers against defined criteria such as price.

The winners and losers

Website	Type				Conveyancing outcome	Wills outcome
	D	F	R	P		
Agentquote.co.uk				✓	17 quotes from £718 to £1,325 including VAT and disbursements	n/a – conveyancing only site
Comparelegalcosts.com			✓		Referral to three firms, one reply: £500 + VAT and disbursements	Referral to three firms - no replies
Comparelegalsolutions.com				✓	User chose one firm – no reply	User chose one firm - no reply
Contactlaw.co.uk			✓		Referral to two firms, quotes of £550 + VAT + disbursements; £720 inc VAT plus disbursements	Referral to one firm - quoted £150
Conveyancingstore.co.uk				✓	21 quotes from £655 to £1,311 including VAT and disbursements	n/a – conveyancing only site
Icomparesolicitors.co.uk		✓			Enquiry form sent but no response	Enquiry form sent but no response
Lawcomparison.co.uk				✓	One firm selected – no reply	Three firms selected - no replies
Lawyerlocator.co.uk			✓		Referral to ten firms – one wanted further information, but zero quotes	Referral to ten firms but no replies
Legalcompare.com				✓	Selected firm quoting £229 fixed fee, after telephone call £686 (due to disbursements and VAT)	Selected firm quoting £29, different firm responded quoting £150
Legallybetter.com		✓			n/a – no enquiry form	n/a – no enquiry form
Legallyconfused.com			✓		Enquiry form sent, one quote for £1,092 inc VAT and disbursements	Enquiry form sent but no response
Rightsolicitor.co.uk		✓			Two firms selected, reply from a third quoting £937 for everything	Enquiry form sent but no response
Solicitor.info		✓			n/a – no enquiry form	n/a – no enquiry form
Takelegaladvice.com			✓		Enquiry form sent, referral to firm, TLA email saying could not help	Enquiry form sent, referral to firm, TLA email saying could not help
Unbiased.co.uk		✓			n/a – no enquiry form	n/a – no enquiry form
wigster.com				✓	29 quotes from £210 to £840 inc VAT plus disbursements	8 quotes from £90 to £210

Code: D = directory, F = feedback, R = referral, P = price comparison

The winners and losers

Personal Business My Account Search

THE LAW SUPERSTORE PERSONAL SERVICES BLOG

Compare lawyers
Compare prices
Save money

Are you a solicitor or other legal service provider?
Find out how we can help grow your business

Partner with us

Search for legal services...

What personal legal area do you need help with?



Property



Family



Wills & Probate



Disputes



Motor Offences

The winners and losers

The screenshot shows the LegalBeagles website forum page. At the top, there is a navigation bar with a search bar and a 'LOGIN OR SIGN UP' button. Below this is the LegalBeagles logo and a menu with links for HOME, LATEST NEWS, JOIN VIP, FIND A LAWYER, ABOUT US, and CONTACT US. A secondary navigation bar includes categories like WHAT'S NEW?, FORUMS, COURT, EMPLOYMENT, FAMILY, MOTORING, WILLS, and VIP, along with social media icons for Facebook, Twitter, Pinterest, and YouTube. Below the navigation, there are tabs for 'Latest Posts', 'Today's Posts', and 'Subscribed Threads'. Two yellow warning boxes are present: the first says 'Welcome to the LegalBeagles Consumer and Legal Forum. Please register to get the most out of the forum. Registration is free and only needs a username and email address.' The second says 'LegalBeagles® is a free forum, founded in May 2007, providing legal guidance and support to consumers and SME's across a range of legal areas. Please do not post your full name, reference numbers or any identifiable details on the forum.' The main content area has tabs for 'FORUMS', 'LATEST ACTIVITY', and 'MY SUBSCRIPTIONS'. Under 'LEGALBEAGLES CONSUMER FORUMS', there are three forum sections: 'Welcome Forum' (12,002 threads, 65,572 posts), 'News and Information' (16,763 threads, 48,485 posts), and 'The Lamp Post' (3,645 threads, 59,758 posts). Each section includes a brief description and a recent post snippet.

The screenshot shows the JustBeagle website search page. The header is green and features the JustBeagle logo, navigation links for 'Fixed Fees', 'All Legal Areas', 'Latest News', 'About Us', and 'Contact Us', a search icon, and a 'LOG IN' button. The main content area has a background image of a family walking in a field. The text 'Looking for Legal Services?' is prominently displayed. Below this is a search bar with a dropdown menu showing 'Huddersfield' and a 'FETCH' button. A message states 'The ONLY site where you can search and compare 10,000+ law firms on quality and price.' Below this, the text 'Don't know where to start?' is followed by a green button that says 'LET US GUIDE YOU' with a paw print icon.

**Why are comparison websites not
already a key feature of the legal
sector?**

Why are comparison websites not already a key feature of the legal sector?

- Law in general isn't commoditised
- The sector hasn't embraced the idea
- Often a distress or purchase of necessity
- Less shopping around for legal service – but this is changing
- Price over quality
- SolicitorsFromHell.co.uk
- Enquiry apathy
- A culture clash

**Are comparison websites a good thing
for legal services customers?**

Are comparison websites a good thing for legal services customers?

The potential benefits of comparison websites to consumers:

- Offer more choice and competition.
- Increase consumer understanding of the services offered.
- Make law seem more directly accessible and help to connect consumers to providers.
- Self-help.
- Facilitate service improvements.

What type of comparison website would work well in the legal sector?

Something that combines:

- Directory
- Feedback and reviews
- Lead generation
- Pricing information/quotation

Stephen Harrison ▾

[Dashboard](#)

Enquiries ▾

[New Enquiry](#)

[My Enquiries](#)

[My Feedback](#)

[Find a Solicitor](#)

[Legal Documents](#) ▾

[Report Technical Issue](#)

Enquiry Details

[Request Callback](#)

Subject Speeding Offence

Area Speeding Offences

[My Enquiry](#)

Quotes (2)

[Messages \(0\)](#)

Solicitor	Customer Reviews	Branches	Accreditations	Price
 <p>Franklin Solicitors Weybridge</p>	 <p>based on 27 reviews</p>	 <p>Local</p>		<p>£3,500</p> <p>Review Quote</p>

Solicitor	Customer Reviews	Branches	Accreditations	Price
 <p>First4Lawyers Huddersfield</p>	 <p>based on 2,198 reviews</p>	 <p>Nationwide</p>		<p>£1,500</p> <p>Review Quote</p>

[Live Chat](#)

A good example from a different industry



Our Services ▾ Join Us ▾ Blog ▾ About Us ▾

Need a tradesperson?

There's a Local Hero for that

* Choose a trade... ▾	* Need help with... ▾	* That's... ▾	* Postcode (eg. CR0 1PD)
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Get an estimate



12 month guarantee, backed by British Gas

[Find out more >](#)

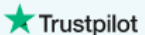


- ✓ Cashless service, pay securely on our website
- ✓ [Split the cost](#) interest free
- ✓ All Heroes vetted

Excellent



Based on 6,338 reviews



5 hours ago

My job was dealt with quickly an...

My job was dealt with quickly and efficiently

Andrew Hill



8 hours ago

Mine was a heroine rather than a ...

Mine was a heroine rather than a hero. I was really pleased by the work done...

Vivien Collinge



22 hours ago

excellent service

excellent service would recommend to anyone

Mr hollis



26 hours ago

Great professional job would rec...

Great professional job would recommend using local heroes

David Swann

A good example from a different industry

Need a tradesperson?

There's a Local Hero for that

* Electrician	▼	* Ceiling Light	▼	* Not working	▼	* HD5 0EA
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Get an estimate

A good example from a different industry



Backed by  British Gas

Your options

Electrician, HD5 0EA | Ceiling light isn't working

Choose a one off job from Local Heroes, or a fixed price repair and ongoing cover from British Gas

LOCAL HEROES
Jobs like this usually cost between
£65 – £91
including standard parts
and labour in your area

BRITISH GAS
Repair and ongoing cover
for your Home Electrics
REPAIR: £99
COVER: £4.35
a month
[FIND OUT MORE](#)

* Name (e.g. Alex Smith)

* Mobile number

* Email

* Pick up to 3 timeslots ▼

Is there any more info that could help the Hero? Have you checked the lamp in the light fitting?

 Upload up to 3 photos to help explain the job (recommended)

* Choose your address... ▼

Your Views

Would comparison websites
be beneficial to lawyers and
what would they want from
them?

And Finally...

Conclusions from today



Legal Sector Breakfast Briefing

Questions and Conclusion

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