



Case Study

Rowlinsons Solicitors Limited

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Background on Rowlinsons Solicitors Limited

Rowlinsons has 11 solicitors and approximately 25 additional staff and operates from its offices in Frodsham, Cheshire. The firm deals with Family, Employment, Private Client and Commercial Law although approximately 65% of their work is residential conveyancing where they have built up a national reputation for quality service. One of the areas which they specialise in is relocation conveyancing where they act for employees who are being relocated by PLC companies throughout England and Wales. More recently, they acted for the majority of BBC employees moving from London to Salford Quays.

Denis Stevenson, Managing Director of Rowlinsons Solicitors Limited gives us his opinion on the Law Society's Conveyancing Quality Scheme (CQS):

Why CQS?:

“Our initial reason for applying for CQS accreditation is that we wanted to distinguish ourselves from the numerous other conveyancing firms who unfortunately do not offer as good a quality of service. We were also mindful of the fact that lenders were to start reviewing their panels and we were firmly of the opinion that by obtaining this accreditation it would help to ensure that we would remain on their panels.”

Putting clients' needs first:

“We feel that clients are impressed by the accreditation.”

“We use the analogy of ‘would you employ a plumber who was not Gas Safe registered to fix your boiler?’. Clients then appreciate that conveyancing is a specialist area and thus specialists should be consulted, i.e. solicitors with the CQS accreditation.

We are of the view that the updated protocol has helped streamline conveyancing procedures which when dealing with other CQS accredited solicitors results in a speedier, more efficient service.”

Working for a CQS firm:

“I have always been a great advocate of the scheme and have used the accreditation very much as a marketing tool to distinguish Rowlinsons from other practices when quoting and tendering for work.”

“CQS accreditation has helped the firm secure business that we otherwise would not have secured. It is also apparent now that the lenders are taking the accreditation very seriously.

We explained to staff right at the outset the reasons why we were applying for CQS accreditation. Once they understood why, the process became a lot easier to implement. All our staff have bought into the principles of the scheme which certainly helps. There was quite a lot of time spent applying for the accreditation which in turn involved staff giving up their time to undertake training and learn new procedures but this has only benefitted the firm.

Now that the procedures and training have been implemented and more and more firms are coming on board with the scheme, the staff realise that this is helpful to enhance the service which we give to clients.”



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External stakeholders: What do they think?

"CQS accreditation was a very important factor with our insurer when we changed insurers in October 2011."

"We certainly believe it helped us secure a more favourable premium."

Conveyancing is regarded by insurers as high risk work so any accreditations such as CQS can only be a positive in persuading them not only to insure you but to offer a reduced premium."

It appears to me that without the CQS accreditation a conveyancing practice is unable to fully operate as the majority of lenders now are making it a condition of panel status. One of the best examples of that is HSBC who only have CQS accredited firms on their panel."

Marketing the firm's accolade:

"We have been quite proactive in promoting our CQS status on our stationery and marketing material as we believe it distinguishes ourselves from the many firms out there who are carrying out conveyancing and are not CQS accredited. We have certainly secured a lot of additional work as a result of being able to distinguish ourselves with this accreditation and explaining its value."

The firm's listing on the Law Society's www.lawsocietyapproved.com website for customers seeking accredited members:

"It is definitely a good idea as we are now top of the list for our postcode!"

Are you interested in becoming accredited?

For more information:

Visit: www.lawsociety.org.uk/cqs

Email: cqs@lawsociety.org.uk

Telephone: 020 7316 5550

Please quote CS1 when contacting us.