

*providing a quality service
at unbeatable prices*

January Edition 2012



Happy New Year

and welcome to the seventh edition of the Convey Law newsletter.

Thank you all for your feedback on previous editions of our newsletter. Good luck to you all in finding 'Colin the Convey Law Pig' and winning a bottle of champagne.

In this Newsletter we are delighted to announce the winners of our Summer and Autumn Three Prize Competition.

We take a look at the Convey Law New Years Resolutions for 2012.

Proactivity and excellent communication are once again the key words for the next 12 months.

We review what happened in the housing market over the course of last year and provide our prognosis for 2012.

Rob Hosier outlines our exciting Sales and Marketing plans for the year, including the new Introducer Competition - there are some fantastic prizes to be won.

Our members of staff worked incredibly hard on their charity fundraising last year and achieved some staggering results.

We most sincerely hope that you enjoy this newsletter. Thank you in advance for your feedback in this respect.

Thank you all for your continued support throughout the course of last year. We look forward to working with you in 2012.

Lloyd Davies

Managing Director Convey Law

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REVOLUTIONARY CONVEYANCING

New Years Resolutions

Proactivity and consistency are the keys to success in 2012.

This year our focus will once again be on providing the best possible service and house moving experience for our clients.

We have reduced our targets so that our Conveyancers have less work and more time to spend on each transaction and with every client.

Our Case Status and Projected Completion procedures will allow us to be proactive and improve communication and client transaction timelines.

We will look to facilitate steady growth throughout our environment, without compromising on client service.

Our relationships with both our clients and Introducers of business are of paramount importance to us and will be a key focus again this year.

Our overall objective is to try to become a great Conveyancing company as perceived by others. We hope to achieve our objective throughout the course of 2012.

"The service was very good. I rate Convey Law very highly. I was very impressed with the efficiency of the transaction. The whole service was very quick. I would use your services again. Thank you for everything, it's gone through very well and very smoothly".
Mr Pilcher

"I was impressed with the Online Case Tracking service provided, I found it very handy. Everyone I dealt with at Convey were very friendly and courteous. I would recommend your service to others".
Mr O Connor

"Many thanks to Sarah Farrell and her team - all moved in. Thank you all for all your help and HURRAY SUCCESS at last".
Miss Gibbons



Ask Gareth?

Why do Leasehold transactions take so long?

The documentation associated with a leasehold transaction is often more complex and prone to issues arising.

Management Accounts, in relation to the maintenance of communal areas can be an issue, with Management Companies often slower to provide information than we would like.

Our average timeline last year for leasehold transactions was still under 11 weeks, compared to the national average of 16 weeks.

Gareth Richards
Senior Conveyancer at Convey Law

You could WIN a FREE bottle of champagne!

Somewhere in this newsletter we've hidden a small silver piggy bank pig called 'Colin' (just like the one below).

Spot the wee little piggy and you could WIN a FREE bottle of champagne, delivered to your doorstep. The first correct email entry to arrive is the winner. The race is now on - have a good look through and get Colin spotting. Good Luck.

Email your guess to rhosier@conveylaw.com

Congratulations to Mark Jury who WON the bottle of champagne last issue after spotting 'Colin'.

Colin was on Page 7 of the newsletter, in the photo of Maria Feehan at the bottom of the page. Colin was disguised as a pendant on the disco man dummy.



Proactivity is the key at Convey

Throughout the course of 2011 we introduced a number of new procedures to enhance our service and to provide a more proactive service.



Upon analysing our way of working, we found that we were acting in a reactionary fashion. We were reacting to those that shouted the loudest and allowing transactions to take their own course to completion far too often. This isn't unusual for our industry in fact it is the norm for the vast majority of Conveyancing lawyers. We decided that we needed to take matters in hand.

We introduced two new concepts in an attempt to make us more proactive and to increase communication with all parties.

- *Our projected completion procedure forced our Conveyancers to identify and proactively chase projected completion transactions through to completion in a chosen month. Communicating our projected completions to all parties involved in a transaction at the beginning of a month had spectacular effects. Completion numbers went up and timelines went down.*
- *Our Case Status facility forced us to update every client file every seven days, providing a precise paragraph of the up to date position in relation to each transaction, which could be viewed by clients and introducers online 24 hours a day, seven days a week.*

Over the last 12 months these proactive procedures have become engrained within our way of working – although not without some serious kicking and screaming along the way; 2012 will see a more proactive Convey Law as a result.

OUR INTRODUCER COMPETITION WINNERS

CONGRATULATIONS to CB Slade who won a luxury night away for two last year as a part of our introducer referral competition.

Thank you all for your continued support and good luck in our next competition.

Details of the 'Spring 3 Prize Competition' can be found on page 6 of the newsletter.

Good Luck to everyone who enters.

1st
prize

CB Slade

WON a relaxing, luxury night away for two. Congratulations.

CB Slade commented;
"CB Slade and Convey Law are a great team that hold a true motivation to surpass our client's expectations".



From left to right:
Oliver Tottman and
Jason Risby of CB Slade.

2nd
prize

Nathan James Estate Agents

WON an Adventure Day for two. Well Done.

3rd
prize

Kavanaghs Estate Agents

WON a Spa and Zen Day for two. Well Done.

Review and projections for the Housing Industry 2011/12

We review the last 12 months and look at what the New Year has in store for us.

Last Year

Flat interest rates, with a 0.5% base rate, kept the cost of borrowing low and ensured that not too many households underwent unnecessary repossession.

One third of property transactions completed without a mortgage in our environment, indicating that investors are chasing rental returns as opposed to paltry bank interest on their savings.

Mortgage lending was at an all time low with sizable deposits required for the vast majority of lenders.

Transaction numbers for 2011 fell by 5% last year in comparison to 2010, and this is a trend that we think will continue into 2012.

The Year Ahead

Pessimists will tell you that the New Year promises to be much the same as last year, if not worse.

You wouldn't bother getting out of bed in the morning if you read and believed everything that has been in the news recently.

Promises of financial division and a lack of cash in the EU together with a potential "double dip" recession are frightening for everyone in the housing industry.

Static House Prices

House prices will remain static with small growth in certain popular areas, as we have seen in 2012.

Stamp Duty Relief will come under pressure

Stamp Duty Land Tax First Time Buyer relief will come to an end in March 2012. It will be interesting to see if the government extends the existing First Time Buyer relief, if not the artificial deadline at the end of March 2012 will be similar to the stamp duty relief that came to an end in December 2009, with everyone clambering for completion prior to the deadline.



Interest Rates

We believe that interest rates will remain static for the next 12 months – the government cannot afford the turmoil that an interest rate rise would cause to householders and therefore the economy.

New Government Initiatives

There are a number of government initiatives on the horizon - up to 100,000 First Time Buyers could get on the property market with a government backed 95% LTV mortgage this year.

It will be interesting to see how this works to stimulate the housing industry.

Conclusion

Hopefully 2012 will see similar results to that of 2011.

The government see the rejuvenation of the housing industry as critical to economic growth and will be keen to support initiatives to maintain the status quo or enhance the wellbeing of our industry.

REVOLUTIONARY CONVEYANCING

Rob's World - the latest from Conveys' Sales Account Manager



Rob Hosier

Sales Account Manager

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Happy New Year, 2012 is going to be a very busy year for the Sales and Marketing department at Convey Law. We launch a brand new introducer website in January www.conveylawintroducer.com which will provide our introducers with news on the latest competitions and a log in portal to our online case tracking facility. We are also going to be increasing our profile within the industry with a new, exciting and comprehensive marketing strategy.

We will be teaming up with estate agency website, Estate Agent Today www.estateagenttoday.co.uk I have been invited to become one of their regular bloggers on the site and the Sales and Marketing team will be providing the site with relevant property related articles over the next few months. Industry professionals will also be able to obtain further information regarding Convey Law and the services we offer, through the 'EAT' website.

We launch our new Convey Law brochure this year – copy to follow – which outlines our objective to provide our clients and introducers of business with the best possible conveyancing service.

As always, if you or your colleagues would be interested in working with us at Convey Law, please do not hesitate to contact me.

A big thank you to our introducers for their support last year.
We look forward to working with you over the course of the next 12 months.

3 fabulous prize COMPETITION

ENTER our NEW fabulous Spring Competition and you could WIN some fantastic prizes.

1st prize

HOTEL STAY

WIN a relaxing, luxury night away for two.



2nd prize

ADVENTURE DAY

WIN an Adventure Day for two.



3rd prize

SPA DAY

WIN a Spa & Zen Day for two.



The **WINNERS** will be the introducers with the highest proportional increase of live instructions from the 3rd January to the 31st April 2012.

If you require any assistance in selling our legal products please contact **Rob Hosier** on **01633 261212** or your allocated Convey Law Conveyancer.



Convey Law Raise **£34,358.41** for Ty Hafan 2011 Appeal

Throughout 2011 the staff at Convey Law worked incredibly hard to raise funds for their favourite charity, the Ty Hafan Children's Hospice.

With the support of our clients we raised a staggering **£34,358.41** beating our target and the **£28,000.00** raised last year.



Dress down days, cake sales, pamper hamper raffles and the notorious "Cardiff Midnight Sleep Walk" all contributed to the monies raised. Once again our Free Legal Fee competition made a big difference with our clients donating £5.00 and entering a completion where their legal fees were discounted by Convey Law in the event that they won the monthly competition.

Ty Hafan offers comfort, care and support for life-limited children and young people and is dedicated to improving the quality of life of their whole family.



Convey Law members of staff also raised **£2,021.42** for other charities in 2011.

We also raised £2,021.42 for other charities that were chosen by members of staff over the course of the year.

- Caerwent Youth Club - £159.10
- Red Nose Day - £500.00
- St David's Foundation - £100.00
- MacMillan Cancer Support - £297.00
- Swansea Valley Miners Appeal Fund - £113.50
- Velindre Fundraising - £100.00
- Aneurin Bevan Cardiff Half Marathon - £100.00
- BBC Children in Need Appeal - £551.82
- Magic Moments - £100.00

Thank you to all the members of Conveys staff for their fundraising efforts via dress down days, cake sales, book sales, raffles and the infamous leg waxing!!!





**Convey Law's
Christmas Ball 2011**
The staff at Convey Law had
a great time at their Gala Ball
on the 23rd December 2011



Annual Awards for 2011 were
presented to those individuals within
our environment who had excelled
throughout the course of the year.
Congratulations to all our Annual Award
and Monthly Award Winners in 2011



Our Ty Hafan Midnight Sleep Walkers 2011 - Ty Hafan Star Award.



Phill Edwards' and Sara Watkins' Team
- Most Completions.



Sara Watkins' Team - December 2011
Team of the Month Award.



Rob Hosier - December 2011
Employee of the Month Award.



Phill Edwards' Team and Cheryl Head
- Client Service Award.



Cheryl Head
- Fastest Timelines Award.

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