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For Solicitors, Your Reputation is Your Brand

When asked about the importance of brand, it can be too easy to think about logos, slogans, name awareness and advertising and in doing so perhaps lose what is important in the solicitor brand. Namely that 'SOLICITOR' is in itself your brand and an extremely well respected one.

The individual and collective brand of solicitors is rightly held in high esteem, so what becomes paramount, is more the reputation of the firm and the solicitors within it. It is, in my opinion, why the SRA introduced the firm code of conduct, alongside that for the individual to encourage firms to create a common set of processes and therefore a common high-level experience for the consumer. Because it is the experience of dealing with your firm that creates your reputation, which is the most vital brand awareness of all.

Nowhere is this more beautifully and clearly illustrated than in the latest annual tracker report published in July 2021, by the respected Legal Services Consumer Panel. If you have not read the paper, based on consumer research with over 3000 individuals, I strongly urge you to seek it out with a simple internet search. The findings, in the section on how consumers find their legal services provider, shows fairly unchanged results since the first LSCP report 10 years ago: nearly half (48%) do so based on a RECOMMENDATION.

It ties in with the survey also finding that of all the factors influencing the choosing of a legal services provider, REPUTATION is top at 80%. Fascinatingly, the 48% of recommendations is broken down neatly – 33% was due to a previous personal experience, or a recommendation from family/friends and 15% was through a recommendation from another professional organisation.

Despite the SRA's trial of championing price/review comparison sites, in 2021 the report discovered that only 3% of those surveyed used such sites to source a provider and only 4% revealed responding to an advertisement.

On a concluding note, with my SIFA Professional hat on, I simply must revert back to the fact that 15% of all those surveyed were recommended to their solicitor by another organisation they trusted, and I would bet good money that the majority of those organisations were financial advisory firms. Legal and financial advice, perhaps like reputation and brand are so often inextricably linked!

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