

Garth Brown Conveyancing

Case Study



"be different, be unique - do not follow the crowd, this is the way to stand out"

Janders Dean spoke to Garth Brown from Garth Brown Conveyancing on his recent win in the Legal Innovation Index. In a conversation ranging from the challenges in finding new business, achieving balance between work and life, and changing your practice to suit changing needs.

Garth Brown Conveyancing was recognised as an Individual winner on the Innovation Index this year for his work in assisting clients buying and selling properties. Through his practice Garth noticed a huge number of his clients were getting increasingly stressed about the lack of visibility in the process. They were spending huge amounts of time speaking to the team, trying to gain clarity, ultimately increasing their bill.

Garth has credited the creation of the Conveyancer pro app with building stronger relationships with his clients and the team and an increased number of clients using their services. "You're never absolved from speaking to the client completely, the client is just more informed and decisions are reached at a much faster pace." Garth feels that the development of the app has really helped distinguish the firm from its competition. The app is regularly updated with regulatory changes, particularly with wholesale changes coming through on the online settlement platform.

As well as improving relationships with clients, Garth also credits the development of the app with the ability to focus on other areas of the firm. "Its allowed me to get out of the trenches of being overloaded with work, and achieve a much greater work life balance." Garth

feels that currently too many firms are so busy working in the business, and more need to take the time to work on the business. He has found a niche edge in consulting other firms on advising around real estate conveyancing businesses.

Only through innovating can you start to reduce risk. Advanced legal technology reduces time and stress to both the client and the practitioner. When asked advice for next years applicants he said "Innovate, innovate, & innovate and keep at it, get assistance on how to go about it, and a strategy going forward, invest in your firm, put yourself in the clients shoes and develop a process or a technology that reduces stress to the client and dramatically improves the client experience, be different, be unique - do not follow the crowd, this is the way to stand out. Awards establish you as expert and raise your profile level so potential clients will select you more often than one without awards - business development tool!"