

# case study

## Birchall Blackburn

**Birchall Blackburn is an established firm of solicitors with a network of offices in Lancashire, Merseyside and Greater Manchester.**

It is also one of the UK's largest conveyancers (by Land Registry volume), growing market share significantly in recent years thanks to strong organic growth and effective marketing to third party referrers.

Key to that success has been the ability to compete effectively and operate efficiently - and as an experienced user of conveyancing search systems, it knows the positive contribution the right provider can make in these areas.



While Birchall Blackburn works with panel managers who often indicate a preferred choice of search provider, it can also make its own selection for many of its transactions. And where market dynamics are making price, convenience and speed paramount, it is imperative that they can choose a provider that meets these demands.

## The rationale

Partner and Head of Residential Conveyancing Mark Thompson:

“The conveyancing landscape has changed hugely in recent times and we've been able to leverage that change – mostly evident in the number of third party referral websites now available – to take our services out beyond our traditional geographic borders and across the UK. But in what is

essentially a ‘price comparison’ environment, we need to have one eye firmly on our pricing, the other firmly on our feedback ratings. So when it comes to search ordering, we're looking at the whole mix – the costs, the offering, the turnaround, the backup, those things that will enable us to price our service competitively and deliver it efficiently.”



**Partner and Head of Residential Conveyancing**  
Mark Thompson

# case study

## Birchall Blackburn



## The experience

“Where we are free to choose our online search provider, no-one meets our needs better than ETSOS. That’s a judgement born out of plenty of experience – we’ve worked with everyone in the marketplace and until we adopted the ETSOS platform, we never had the whole package. It was either great technology with poor customer care, or an unwieldy application with great support, or keen pricing but

limited choice or an excellent range but at a price premium. ETSOS is the first we’ve seen to deliver across the board.”

Moreover, it’s a comprehensive offering that’s consistently good. Ours is an increasingly fast-paced arena, where we have to be ever on our toes and always

confident of honouring our service promises. That needs reliable partners, suppliers who ‘get’ our particular supply chain and can deliver to the same high standards, day in and day out.



## The difference

“Very simply, ETSOS understands the dynamics of the market we’re operating in. It knows that we have to rank highly for price, so it’s focused on being as competitive on costs as possible. It knows that we have to be quick and efficient in our delivery to clients, so brings together a tremendously easy-to-use portal and a knowledgeable, responsive account management team

to ensure a speedy, smooth service to us. It appreciates our fundamental regulatory obligations to act in the best interests of our clients, hence making available an unrivalled choice of local and personal searches, as well as specialist reports. And it’s aware that we are always looking forward, looking for that little edge or inspiration, and so it doesn’t sit back on its laurels but works

hard on clever innovations such as the one-click search bundle function, ‘Favourites’.

ETSOS has fully earned its status as our preferred search provider. It delivers what we always thought would elude us – simple, intuitive ordering; breadth and depth of search type; exemplary service; and all at a killer price point.”