



Hillyer McKeown

THE LAW FIRM FOR GROWING BUSINESS

GROWING BUSINESS IN LIVERPOOL

It has been two years since law firm Hillyer McKeown (HM) opened their doors in Liverpool. Over that period, rapid business growth necessitated a move to larger office premises and they chose to relocate to the city's iconic Exchange Station complex. Situated on Tithebarn Street in the heart of Liverpool's vibrant commercial district, it is an ideal location from which to implement the next stage of their ambitious eight-year growth plan.

Prior to opening in Liverpool, Hillyer McKeown was already a firmly established legal force in the North West, with offices in Chester, Birkenhead and North Wales. Meanwhile, in Liverpool, small and medium sized businesses were booming but the legal sector was not reflecting this growth. HM saw an opportunity to support the growth of these businesses and recognised that to achieve success in Liverpool, it was important to recruit a team of lawyers with a Liverpool pedigree and local knowledge. So the scene was set for HM to expand into the Liverpool market.

Paul Marsh, who has worked as a lawyer in Liverpool for over 20 years, was recruited from DWF to head up the strategic expansion of HM in Liverpool. Over the last two years since HM opened in Liverpool, it has seen significant growth across all areas of the firm and is currently one of the fastest growing law firms in the city. HM looked at a number of sites in the City, however Exchange Station offered them the opportunity to take office space at the front of the building, which not only affords an exclusive on-street entrance into an impressive period reception but also offers great brand visibility in an area which is fast becoming one of the busiest business areas in the city.

DELIVERING THE SUPPORT LIVERPOOL'S SMEs DESERVE

HM's approach to doing business is two-fold: it prides itself on providing unrivalled client service, and is positioned as the law firm for growing business. What this means in practice is HM offers exceptional client service for a reasonable price.

The legal sector has changed dramatically in the last decade, leading to increased flexibility and opportunities for a more modern and commercial approach for law firms. In Liverpool, HM has been really encouraged by the market's reaction to the firm opening an office in the city and is finding that its fresh and innovative approach to legal services, combined with its strong brand, is attracting interest from talented lawyers in other legal firms.

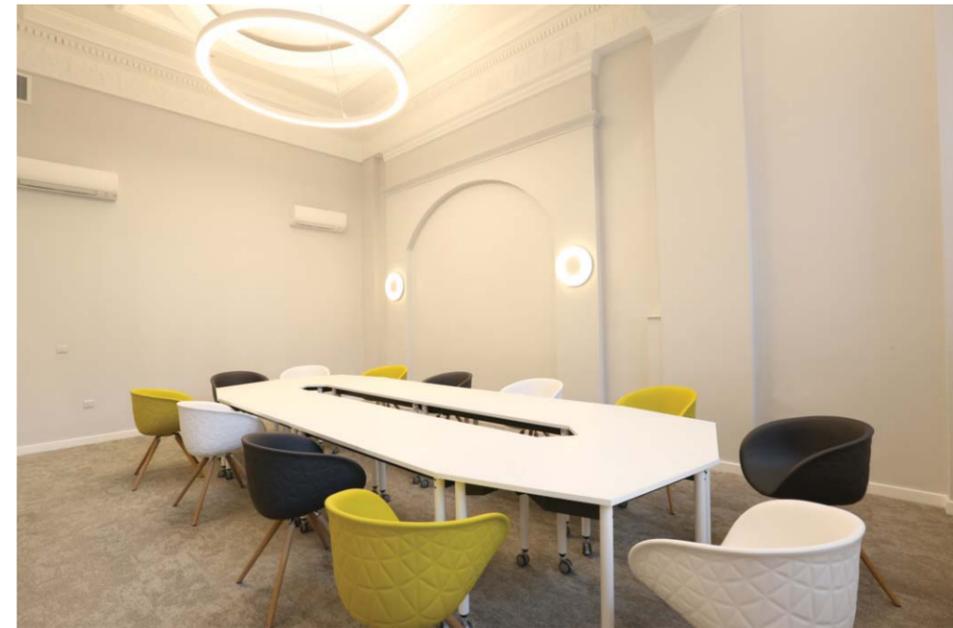
Paul Marsh stated, "The firm's strategy is simple. Recruiting talented lawyers who have worked in bigger firms means we can offer 'Big Firm' quality at a fraction of the cost. With our innovative fee structures and packaged services, clients are receiving excellent value. This is resonating with the SME and professional client base in the city."

Through their new offices at Exchange Station, HM offers legal expertise right on the doorstep of Liverpool businesses. Services available from the Liverpool office include insolvency, debt recovery, employment law, corporate and commercial law, commercial property and residential conveyancing.

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Paul Marsh • Liverpool Partner



NOT JUST LEGAL SERVICES

In addition to its legal services, HM also offers additional business services. These are set up in conjunction with sector specialists to offer wider business advice. A good example of this is HM Creative, which offers advice on marketing, branding, and public relations.

Other diversified services include independent financial advice (HM Financial Services) and business growth advice (HM Business Growth). The latest addition to their portfolio of services in Liverpool is HM Sports, a football agency set up to discover, develop and protect local talent. These diversified business services offer an additional dimension for clients as they can take advantage of these broader services, all available under the same roof with the same high standard of service.

THE WAR ROOM

Client feedback to-date suggests that the focus on the commercial needs of SMEs is resonating with Liverpool businesses and the local professional client base. Recently, following advice from HM, a local client instructed the firm to undertake a full audit of its commercial relationships with its suppliers and customers with a view to the prevention of commercial disputes. The benefits to the client were seen immediately, with a significant reduction in costly and time consuming disputes. HM believes that the traditional legal model is becoming more and more unfit for purpose and has sought to align its business with what its client's needs as opposed to what it thinks its clients want.

In response to the continuing challenges of a competitive market, part of the commercial strategy is the introduction of additional products and services – one of which is The War Room. This is an interactive three hour session with various business experts in which business owners and decision-makers are encouraged

to work on rather than in their business. Throughout the stimulating session each fundamental part of the business is looked at in turn, from strategy to structure, facilitating businesses to unlock their potential. "Very impressive, it covers every aspect" is how one client described the experience.

A GROWING TEAM IN LIVERPOOL

HM's growth shows no sign of slowing and recently the corporate and commercial team has been strengthened with HM's Managing Partner Steve Harvey moving to the Liverpool office. This reflects the opportunity that Liverpool represents and its strategic importance to the firm. Steve has extensive legal experience in a corporate capacity and is recognised for his business acumen. He has been instrumental in driving the ambitious eight-year strategic plan, supported by a team of specialists committed to realising HM's business objectives to help growing businesses. To sum up, HM are convinced that Liverpool is the place to do business in the future.

If you would like to discuss how Hillyer McKeown can help your business grow or if you are interested in joining us for the journey, please contact:

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