



Précis Paper

The 4 Key Pillars to Conveyancing Practice Part 1

The four key pillars to running a successful conveyancing practice, including Marketing the Works and The Role of Technology.

Discussion Includes

- Database
- Website
- eNewsletter
- Social Media
- Other Methods
- Automation
- ELNO
- When did eConveyancing become mandatory?
- Rules of eConveyancing
- Smart Contracts

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The 4 Key Pillars to Conveyancing Practice Part 1

1. In this edition of BenchTV, presenter Garth Brown (Principal, Brown and Brown Conveyancers) and Jennifer Treur (Creative Director, JAM Directions) discuss the four key pillars to running a successful conveyancing practice, including Marketing the Works and The Role of Technology.

Database

2. Keeping a database of clients, referral agents, friends and families, including people involved in the conveyancing process such as bankers, mortgage brokers and real estate agents, and keeping in touch with them on regularly basis, keeps you on their mind, and when they require conveyancing services, you will be the first person that they think of.

Website

3. People are nowadays more likely to find you via than internet than via a bricks and mortar office. This is the marketplace.
4. You will be judged by your website, so it is important to put a lot of care into its presentation.
5. It is important to have video content, because people want to know the face behind the business, in order to decide whether or not they want to engage your services.
6. A website is a 24 hour business card.

eNewsletters

7. eNewsletters are the king of marketing. It links in to the database.
8. It can be two or three paragraphs on an interesting topic.
9. It's about keeping the practice in the buyer's mind. It sets you up as a trusted adviser.

Email

10. Try to get away from email, as there is so much emailing happening that it becomes overwhelming.

Social Media

11. People respond quickly to private messages on social media.

Automation

12. There are now legal practice management systems that integrate into searching platforms, and then integrate to the online settlement process.
13. It refines the whole way that conduct a conveyancing practice.

ELNO

14. ELNO stands for Electronic Lodgement Network Operator. At this point there are various legal practice management platforms, which can link into one of three providers of ELNO, who are known as information brokers, who then deliver you to the ELNO settlement workspace.
15. You can do the title settlement and also the financial settlement.

When did eConveyancing become mandatory?

16. eConveyancing became mandatory on the 1st of July 2019.
17. If you are not using the technology, you cannot do conveyancing.

Rules of eConveyancing

18. Identify clients, identify who you are working for. There are different programs available to identify the client.
19. You need the clients authority to sign on their behalf, which you can do by sending an online form.

Smart Contracts

20. The smart contract, being the full contract, sits on a blockchain, and has all of the information required as computer code. That code then begins the process of notifying how the contract will be exchanged.

BIOGRAPHY

Garth Brown

Principal, Brown and Brown Conveyancers, Sydney

Garth Brown is a Degree Qualified Accountant and Certified Conveyancing premium property specialist. He was awarded conveyancer of the year AICNSW 2015 at Brown and Brown Conveyancers and is an expert legal consultant, law firm coach and industry thought leader with over 20 years' experience.

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Jennifer Treur

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Jennifer Treur is creative director and owner of JAM Directions - an award winning creative production company based in Sydney. JAM consults to companies on Branding, Marketing and Online solutions.