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## **MY HOME MOVE SLICES A MONTH OFF THE BUYING AND SELLING PROCESS**

Successful provider of conveyancing services My Home Move has sliced a month off the industry average time for completing a property transaction. Thanks to its use of advanced technology combined with an emphasis on proactively progressing cases at every stage, My Home Move has been achieving an average case turnaround time of just 52\* days – over 4 weeks quicker than the UK average of 81 days\*\*.

My Home Move believes that a dual approach towards the property transaction process has been vital in bringing about this success. Efficiency and accuracy are paramount in speeding up turnaround times and a carefully honed IT system supports My Home Move in achieving this. 24/7 online tracking, SMS text messaging and real-time settlement are just some of the things in place to help ensure the process is as smooth as possible. However, the company believes that a more proactive and personal approach is also crucial.

Stephen Hayter, sales and marketing director at My Home Move, explains: “It’s all very well us being efficient, but if information is not available for us to work with then the whole system grinds to a halt. Technology is one essential part and we have invested considerable time and money over the years in getting this just right, but we know from experience that a proactive, customer-focused approach is also extremely important.

“This is most evident in the work that our case handlers do. Not only do they manage the legalities of the process but they are also focused on keeping communication flowing between all parties. They make sure the information is

where it should be at the right time and also provide advice as needed. Sometimes delays can occur, for example, when a buyer or seller doesn't understand a document or a part of the process. By proactively calling customers on a regular basis staff can ensure queries are dealt with as quickly as possible, rather than being left to fester. It is amazing what a difference this can make.

“Conveyancing in the UK has traditionally been slow and reactive. We've been trying to refresh perceptions by showing that this doesn't have to be the case. By being proactive and customer-focused, and with the right technology to back us up, we are able to achieve excellent results to benefit both our recommenders and their clients.”

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### **Notes to Editors**

\* This is the average turnaround time achieved when My Home Move's lawyers are working on both sides of a transaction

\*\*According to CLG report: “HIPs baseline research”, January 2007

### **About My Home Move**

My Home Move is one of the largest independent providers of conveyancing services in England and Wales. Specialising in the residential sector, the company offers straightforward solutions to conveyancing and re-mortgaging. Its use of advanced technology ensures that the process of moving is managed accurately and at an affordable cost. Above all, the company is dedicated to providing a superior level of service, which is based upon speed and professionalism. For more information visit [www.myhomemove.com](http://www.myhomemove.com)

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