



31<sup>st</sup> July 2008

## **One year on My Home Move welcomes the effect of HIPs on online conveyancing**

My Home Move, the largest independent providers of conveyancing services in England and Wales, reflects on a year of HIPs – and what a year it has been. Who would have thought that the market would see so much change, so quickly?

With a reputation of being innovators, MyHomeMove have had to anticipate the challenges that this market brings and look at things differently.

12 months ago you could expect a property to sell in less than a fortnight, and this would mean that the seller would see a connection between instructing their lawyer at the same time as ordering their HIP.

12 months on, most sellers know that they are in for the long haul, and their expectations are being managed from the outset by the selling agent. This means that the connection between the hip and the conveyance can be less obvious.

Determined to address this issue positively, MyHomeMove have developed a communications approach that helps the seller to understand the need to be “at the starting blocks” when a buyer is found. The focus of the conversation is to empathise with the frustrations of the market, and to help the agent to achieve a sale whilst at the same time developing a positive relationship with the client, so it seems obvious that they should say things such as:

“When we speak to successful sellers we find that most of them have noticed the attention that their for sale board attracted – do you have one up?”

MyHomeMove see their role as complimenting that of the agent, after all without a sale there is no conveyance.

The by product of these conversations is that the seller gets to know MyHomeMove really well, and that information which is relevant to the sale is gathered much earlier in the process. This undoubtedly reduces delays, and it is un-necessary delays that often lead to fall-throughs.

A day's saving here, a day's saving there can make a significant difference later. The more you chip away at it the more you save, and it has an immediate impact the conversion of the pipeline.

Stephen Hayter, director, My Home Move, said: "Many agents are already tie-ing in HIPs with their agency services to provide added value, but what we have discovered at My Home Move is that if you combine a HIP with the conveyancing service you can recover two weeks of time. It's all about getting the information early.

"If you appoint a company which can provide both the HIP and conveyance then the conveyancer gets access to the client from the point at which the property is put on the market. Therefore, information about the client that is crucial to the conveyancing process is gathered when the property goes on the market rather than the point of sale. This means there is no rush to gather information at the end and a number of checks and balances can be dealt with and be completely out of the way before the mad rush to complete takes place. So although many agents may still be against HIPs we can actually prove that they can be of some help for completing faster.

"So if you as an agent have two people or more in a chain who are all using us as a conveyancing service and then you add in HIPs as well, you could be looking at an overall reduction of up to four weeks in the sales process.

"That means less likelihood of fall-through, commission a month earlier and you getting on with the next job."

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**About My Home Move**

My Home Move is the largest independent provider 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)

**Editorial contact:**

<b>Phoenix plc</b>	
Charlotte Ling T: 01372 370825 E: charlottel@phoenixplc.com	Laila Abdin T: 01372 370835 E: lailaa@phoenixplc.com