



TIME TO THINK

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OLD WAYS ARE NOT BETTER WAYS

Law firms tend to drive organic growth via an overemphasis on traditional marketing. This is expensive, a slow burn and ineffective.

Want a poor return on investment?
Stick with the old ways.

When looking to buy or merge a law firm, having the right strategy and execution is essential.

This process is enhanced by having a trusted merger consultant who will act to enable your growth plans in ways previously unseen.

Market intelligence built solidly around relationships will provide buyers with the right information about firms who want to sell or merge.

A combination of successful M&A, plus targeted talent acquisition.

Having the benefit of access to a range of firms seeking to sell on a discreet basis.

Access to independent thinking, for those new to this uncharted territory.

Access to talented legal professionals who are not active in the legal moves market but may be open to the possibilities.

“ DEALS DON'T JUST HAPPEN.
THEY ARE MADE.”

Jeff Zindani

THE MAP IS NOT THE TERRITORY

CONTEMPORARY G SOLUTIONS FOR AM LAW FIRMS

“THERE ARE MORE THINGS IN HEAVEN
AND EARTH, HORATIO, THAN ARE
DREAMT OF IN YOUR PHILOSOPHY.”

Hamlet, by William Shakespeare.

GROWTH AMBITIOUS

Against a backdrop of increasing consolidation amongst firms and the advent of lawtech contenders, how will your firm thrive?

Perhaps you feel that marketing is the answer. Hint – it isn't!

It's time:

- To uncheck the 'throw money at marketing' box
- To take a step back and reflect. Think outside the marketing box.
- For a new map

How about exploring a new approach via a proven M&A process for buyers?

How about an option to add key hires to your teams from amongst the hidden stars in the legal sphere?

Let's have a friendly and utterly confidential, 'fireside chat.'

Speak to Jeff Zindani
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A MARKETING SACRED COW?

A law firm without a growth strategy is like any rudderless business. It may continue to operate in the short term but, in the long term, it is unlikely to succeed, as stagnation and decline set in.

It's easy to see where it's going wrong; law firm owners keep doing the same thing, namely spending significant sums of money on traditional organic growth strategies. Clever straplines for the firm from digital marketing agencies can be seductive but rarely work.

Spending money on marketing may sustain current business over the short term.

However, it won't get you to an elevated position compared with a well-executed M&A Strategy. Don't rely on yesterday's logic.

Most partners mistakenly believe that M&A is purely the preserve of the big firms, when even some of the consolidators have been seen snapping up smaller practices. Big fish eats small fish.

M&A is entirely feasible, is a quicker route to growth and, if done properly, brings about pound for pound a great return on investment.

This does not mean large scale or mega-mergers or acquisitions, but carefully planned M&A projects.

M&A V ORGANIC GROWTH-CHALLENGE CONVENTIONAL W

BUY AND BUILD WORKS

Law firms acquiring smaller firms through so-called buy-and-builds — the bolting together of smaller practices into a larger group — is becoming more evident in the legal sector.

By merging small practices, firms can boost fee income and access larger financing pools for expansion, compete with the bigger boys and girls, together with increasing the overall value of the business.

Scale produces a virtuous circle.

“TO HELL WITH CIRCUMSTANCES;
I CREATE OPPORTUNITIES”

Bruce Lee

Mergers or acquisitions have to be done for the right business reasons. But merging dissimilar cultures and integrating systems presents big challenges. If approached in the right way, these can be extremely profitable.

No Need for Mega Mergers.

No need to take action in the dark.

Time for a guiding light.

Time to think.

NGING WISDOM



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