

# HOW LAW FIRMS CAN WIN BUSINESS IN THE PROPERTY & CONSTRUCTION INDUSTRY

## USE INDUSTRY BACKGROUND TO SUPPORT YOUR MESSAGES

- 2012-15 – the rise in new builds has plateaued
- Offsite production vogue and due to grow
- Since Brexit, repairs and maintenance is falling
- Adversarial contracts are an issue within supply chain. Innovation is sought after
- Raw material costs expected to rise due to £ € exchange rate
- Macho, sexism & prejudice is holding back growth in efficiency and skills
- Total employment at 2008 - levels of 2.1m
- Tax investigations yield an extra 17% for HMRC!

## YOUR BRAND / PROMISE

Prospective clients need you to know the law

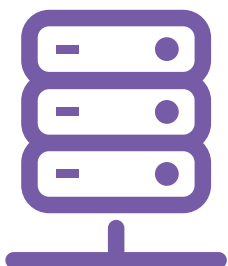


BUT want you to know the industry

## YOUR KEY MESSAGES MUST PROVE YOUR SECTOR EXPERTISE

- Reduce costs with the right funding model and contracts**
- Is Macho sexism the Asbestos in your business? Remove it with specialists.**
- Skills shortage Act before wage inflation**
- The Tower of Babel English only on-site, or get sued**
- Off site production Where's the money. How to get involved**
- £/€ exchange rate will mean a £2% - £5% rise in material costs How to hedge or build this into contracts**

## BUILD A DATABASE OF YOUR TARGET MARKET



### Construction of buildings - number of companies

£100k - £999k T/O = 13,357    £1m - 9m T/O = 3,740    £10m - £49m T/O = 635    £50m + T/O = 227

### Specialised construction activities - number of companies

£100k - £999k T/O = 27,744    £1m - 9m T/O = 3,255    £10m - £49m T/O = 489    £50m + T/O = 96

### Architectural & engineering - number of companies

£100k - £999k = T/O 13,615    £1m - 9m T/O = 2,611    £10m - £49m T/O = 363    £50m + T/O = 119

# CONDENSED ACTIVITY PLAN

## 2 TARGET MARKETS

- Introducers; accountants, agents, architects etc.
- SMEs in your sweet spot



Buy, clean and verify database of both

## DIGITAL COMMUNICATIONS & CONTENT

Your website must reflect your expertise in the industry and the subjects that prospects are searching for.



Regular content (at least monthly). Blogs, infographics, written, animations. Push this out via;

- Email
- LinkedIn posts (and other social channels)
- Guest posts on industry sites

## TELEMARKETING

Call each prospect to;

- Introduce, Understand, Extol the brand
- Single reason to meet
- Agree LinkedIn
- Agree next action / meet where appropriate



CONTINUOUS NURTURING

## EVENT MARKETING

After 6 months, run your own or a shared event.



It could be as simple as a dinner for 6 owners in the building trade, or FD's if larger

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**developments**

If you would like to know more about how Chartered Developments could help your business then please contact Peter Rosenwald.



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