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## Investing in productive external relationships

You are the owner of these relationships and a central influencer of the productive results they deliver. It is important that you take time regularly to:

- Review the relationship between the solicitors, preferred IFAs and the development. How effective is it? What does excellent look and sound like?
- Invest in the relationships with the business development managers at the IFAs to create a strong network between you all.
- Brief both the solicitors and preferred IFAs for each forthcoming development well ahead of time. The panel solicitors need time to review the contract and prepare standard enquiries. The IFA's will be able to field enquiries from your coming soon CustomerBase more thoroughly if they are well informed about the development and likely timescales.
- Test each new contract with 'dummy' reservations between the company solicitor and each of the panel solicitors. Challenge the panel solicitors to raise the most likely enquiries ahead of the first reservation. Provide the company solicitor with a thorough contract pack so they are in a position to respond with robust answers to each enquiry
- Review regularly the performance of the IFA's, and each solicitor, creating a regular channel of communication to tackle any delays or to praise excellent teamwork. Balanced and well delivered feedback will strengthen your relationships and set high expectations for consistently excellent results
- Consider sending a weekly Monday morning email to all parties outlining the exchanges and completions you are anticipating this week and asking for written confirmation that everyone is lined up to deliver those results. Ask for any potential hurdles to be highlighted within the group so you can work together to overcome them early in the week.

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