

Building winning relationships with external partners

Collaboration is key to your success and it is common industry practice to use known IFA's and local solicitors to act for your purchasers. Knowing how to be the host and custodian of these influential relationships will really ramp up both your credibility and results.

Even if your business does not advocate recommended partnerships, it will still stand you in good stead to understand the principles of influencing external professional colleagues to achieve win-win outcomes.

We will show you how to develop and maintain robust partnerships which are professional and forged with integrity. Once you have these powerful relationships established, then work them well!

We will share creative ways to exert your influence so that you can remove last minute barriers to progress and we'll gift you clever hacks and imaginative ways to celebrate as a group, every Exchange and Legal Completion.

Putting the effort into developing strong external partnerships is really worth the effort for both your business and the customer.

Let's look at the potential benefits to the customer:

- Strong lines of communication in place with panel solicitors and preferred IFA's
- A smoother transaction for both the customer and each business
- New Homes industry experts who are already fully briefed about the development
- An independent view of the purchase with full legal protection for the customer
- Standard fee scales available up front with no surprises for the customer
- Commitment to a speedy resolution of any issues that occur
- Previous purchaser testimonies available to increase confidence in the instruction by new customers

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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