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# RICHARD WOOD SOLICITORS

Attorneys ♦ Business Advisors ♦ Tax Agents  
♦  
Commercial & Litigation Lawyers

Good afternoon

**OUR 2 MONTH SPRING PROMOTION STARTS TODAY!**

With Spring just round the corner, we are conducting a **special promotion over August and September** and hope that you and your colleagues at [redacted] will take the opportunity to participate.

When you list a property for sale, your new vendor client undoubtedly has a solicitor or conveyancer in mind : probably the one they used last time - when they bought the property now being listed with you.

Everyone is price and service conscious, however, and these days **WE ALL look for and appreciate a 'good deal'**. We also appreciate someone who puts us on to a good deal.

A lot of our work is obtained on referral - at the recommendation of clients and professional associates and colleagues. We think this is good! Not just because word of mouth is a great form of promotion but because it confirms that we are doing a good job - good enough, in fact, to enable those recommending us to others to do so with total confidence.

**WHAT WE WILL DO FOR YOUR VENDOR CLIENT!**

We too have confidence in our level of service to you and your vendor clients : confidence that what we provide is the best combination of price, service and expertise available. **The best conveyancing package in**

To ensure you agree, for the next two months our charge for Vendors Statements has been **DISCOUNTED** to \$50.00 only plus our fee for completing the client's sale to settlement of \$250.00 - a total conveyancing cost for your vendor of just \$300.00 (exclusive only of disbursements).

Before you finish thinking 'How can they possibly...?', we'll admit that these prices represent virtually no profit for us. **BUT** our experience tells us that the 'life value' of our new clients is **much more than \$300.00** because our clients simply keep coming back to us with Wills, business transactions, motor vehicle and insurance claims, probate, tax, more conveyancing and all sorts of legal matters **AND** what's more they tell others to come to us, too.

So you see, because we practise all sorts of law and not just conveyancing our new clients think of us as **more than just a conveyancing convenience** ...and we are! We become their lawyers, their legal advisors and back-up.

**BUT BETTER STILL.....**

**WHAT WILL WE DO FOR YOU!**

Every new vendor client we receive from you on referral is most gratefully received by us, especially having regard to that new client's 'life value'. And that's where our **Reward system** comes into account.

Everyone likes verbal acknowledgement or a pat on the back but we know that something tangible, like flowers, a bottle of Port or a Myer voucher don't miss the mark either.

During our two month promotion we're giving a **free Movie Pass** away on every new referral. So, whether you want to use it yourself or give it to someone else as a gift..... or perhaps collect them over the two months for the whole office to have a night out together, please do so on us.

By the way, our experience also tells us that when we do a promotion you're likely to do a special effort of your own so we'd like to offer **Real Estate** something extra.

**How about a FREE conveyance?**

If during the promotion period we receive at least 15 new conveyancing clients on referral from **Real Estate**, we will issue a voucher entitling one of your clients to a **full rebate of their conveyancing fee**, courtesy of **Real Estate** and ourselves.

How do you think our mutual client will feel? - do you think they will appreciate your referral to us and..... do you think they might do you (and us) the favour of a bit of *extra special word of mouth* promotion?

Finally, in all modesty we do pride ourselves on being approachable and practical. If we share a mutual client, let's work together to do the best possible job for that client. And having said that..... how many lawyers or conveyancers forget to inform YOU -

\*of a change in the settlement date?

\*if a Section 27 Statement has been prepared and issued?

\*that some condition to the contact has been changed or (with finance approval dates) extended?

WE CONSIDER THESE MATTERS IMPORTANT and SEEK TO DO OUR BEST TO HELP YOU as a co-professional. What's more, we're open to suggestions and would love the opportunity to attend one of your sales meetings or other appropriate gatherings to discuss how we might streamline our approach to look after our mutual clients and their matters and YOU more effectively.

We look forward to hearing from you and establishing an even more rewarding relationship over the rest of 1998.

Yours sincerely,

**RICHARD WOOD SOLICITORS**

Per : Richard



PS - Our major end of year special reward remains an all expenses paid weekend package for two at a 5 star Melbourne Hotel

PPS - Your referrals will count towards your personal Reward points for the year as well as entitle you to Movie Passes over the next 2 months