What we have done

Firms we regulate publish:

Show price + description of key services

Complaints procedure (including to the Legal Ombudsman and to SRA)

We have:

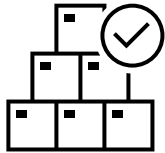Created a clickable logo for firms to use on their website

Launched a digital register about firms and solicitors

What are we seeing?

Over two thirds of all consumers look at prices on firm websites

Overwhelming majority of consumers and SMEs who looked at the information found it useful or very useful

Just 10% of consumers said that, after reviewing prices on law firm websites, they now thought instructing a solicitor was an unaffordable option

What else do consumers want?

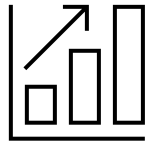Customers value feedback and reviews on law firm websites

Reviews on firm websites are more likely to be used by consumers than digital comparison tools

Only a minority of law firms say clients are able to add reviews or ratings to their website (22% at present and 7% planning to add this)

Solicitors Regulation Authority

What are law firms saying?

68% of firms say that they are publishing the required information on price and service as compared to 18% in 2018
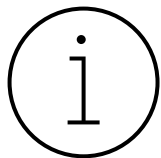
92% said they are displaying the clickable logo

80% publish complaints information

What are law firms saying?
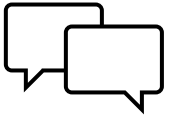
ⓘ **Information presentation is the main challenge**

? **Price challenges**

Getting it right...

Web sweeps

Engaging with firms

Good practice: what to check

£ Always include the charging basis for your prices

Describe the credentials of people who carry out the legal work

⚠ Don't forget your disbursements

Good practice: what to check

+ Be clear about VAT

Complaints information

Location, location, location

Good practice: what to check

Finally…

Check the information that you have published!

Engaging with firms

July 2020 – March 2021

2,000 firms

Support available

Online guidance and FAQs – sra.org.uk/regs-resources

Email: transparencyrules@sra.org.uk

Professional Ethics helpline

Solicitors Regulation Authority

Areas of future focus

Quality indicators:

- Objective data

- Customer feedback

- Specialisms and expertise
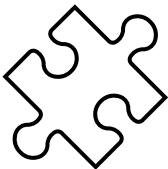
Digital comparison tools
Consistent display of data

What next?

Further analysis and evaluation

Piloting new approaches

Widening to other areas?