

# Customer information – our transparency rules and clickable logo

Chair: Jane Malcolm, Executive Director, External and  
Corporate Affairs, SRA

Carol Westrop, Head of Legal Policy and Advice, SRA

Richard Williams, Policy Associate, SRA

# Consumer behaviour

People have an appetite to shop around for legal services

71%



and

66%



Spend more than **one hour**  
researching options

Considered **more than**  
**one** provider

# Consumer behaviour

But they do not always find what they want



Only

15%

and only

18%



of people found the **price information** they needed

of firms **publish price information**

# Improving information

## Firms we regulate will publish:



Show price + description of  
key services



Complaints procedure (including  
Legal Ombudsman and SRA)

## We will:



Provide a clickable logo for firms  
to use on their website



Launch a digital register about  
firms and solicitors

# Benefits for firms



Opportunity to attract new clients as more people use legal services for the first time and shop around



Manage client cost expectations & reduce complaints



Opportunities for market differentiation: standards and regulatory protections

# Price transparency – a reminder

## **From 6 December 2018, you must publish\*:**

Clear and accessible cost information in a prominent place for certain services: total cost, average cost or range

Basis for costs - including hourly rates or fixed fees

Experience and qualification of anyone carrying out that work

Details of any disbursements

Whether services attract VAT

Details of services: timescales, key stages or services that might be additional

\*If you don't have a website, this information must be readily available upon request in another format. People should not be required to provide detailed information before they can obtain it.

# Which services are covered?



**Conveyancing**  
(residential)



**Motoring offences**  
(summary offences)



**Probate**  
(uncontested)



**Immigration**  
(excluding asylum)



**Employment tribunals**  
(unfair/wrongful dismissal)



**Debt recovery**  
(up to £100,000)



**Licencing applications**  
(business premises)

# Complaints - a reminder

## **From 6 December 2018, you must publish\*:**

Your complaints handling process on your website

Details about how to complain to both us and the Legal Ombudsman

\* If you don't have a website, this information must be readily available upon request in another format. People should not be required to provide detailed information before they can obtain it.





We reviewed 500 random websites

- 25% were fully compliant
- 58% were partially compliant
- 17% were not compliant at all



All non-compliant and partially compliant firms have been contacted - deadline to update their website

# Areas of non-compliance



The most common areas of non-compliance were a failure to:

- publish required complaints information
- specify VAT applied to costs and disbursements
- display information on key stages and/or timescales
- provide a description or costs of likely disbursements

# 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

# What to check



Be clear about VAT



Find the right location for your price information



Complaints information

# Beyond our rules



Price information for other services you offer



Making information clear and accessible



Promoting quality

# Clickable logo

A logo displayed on your website. It can only be used by firms we regulate

It will tell the public that the firm is regulated by us, has met our high standards and that protections apply

It can be clicked and will then display information about the protections that come when using a regulated firm

Mandatory from 25 November 2019



REGULATED BY  
**SOLICITORS  
REGULATION  
AUTHORITY**

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# Logo: what you need to do



How do you get the logo on your website

- Do you need to contact your developer? What is their lead in time?
- Add / check your website within mySRA – instructions on our website
- Let us know if you have more than one website / sub domain



Go to [yoshki.com/sra](https://yoshki.com/sra) to get your logo

# Support available



Online guidance – [sra.org.uk/transparency](https://sra.org.uk/transparency)



Email and FAQ-based support – with no usage restrictions and same business day response





We already publish regulatory information but it isn't in one place



The register will publish existing and some new information; making it more accessible



It is **not** a comparison tool. It will help validate choice