



NEW BRANDING DRIVES EXPANSION

FOR GRAHAM EVANS AND PARTNERS

PERSONAL INJURY • FAMILY

PROPERTY • WILLS & PROBATE • CRIME



Interview with Craig Jenkins

Craig has been a partner since 2005, he specialises in personal injury law, and is head of the firms Litigation department

Q. Why have Graham Evans and Partners rebranded?

A. The Graham Evans rebrand is the culmination of the firm's development over recent years, evolving to a more progressive law firm. It ties in with the opening of an additional office to service our clients in Port Talbot (16 Station Road), and also marks the firm becoming part of the new national QualitySolicitors brand.

Q. What is the Quality Solicitors Brand?

A. Quality Solicitors is an exciting new legal service comprised of member firms across the country. It's a sort of

"does what it says on the tin" scenario, as member firms commit to exceptional customer service. Client feedback on all member firms is monitored to ensure that only the best firms retain their association with the brand. It's a real move away from the traditional stuffy and unapproachable solicitor's image.

Q. So positive feedback is important to you?

A. As the local Quality Solicitors firm for Swansea and Neath Port Talbot, we stand or fall on feedback from our clients. We are dedicated to excellent standards of customer care and service, like any modern consumer business. We believe that it is for this reason that so many of our clients come back time and time again. Only firms with excellent positive feedback from the public are selected to remain part of the brand.

Q. Consumers sometimes feel overwhelmed by legal jargon. How do you overcome this?

A. We understand that on many occasions when you as a 'consumer' may need a lawyer you may feel anxious, stressed or upset. Our expert and experienced lawyers will put you at ease and give you explanations and advice in plain English so that you understand everything about your legal matter.

Q. How do you intend to increase the company's profile?

A. The brand is going from strength to strength, with a television marketing campaign soon to launch, in order to increase public awareness of the benefits in using a member firm. In the meantime people can visit www.qualitysolicitors.com for full details about the service.

Q. How would you advise people to choose the right lawyer to suit their needs?

A. We appreciate the importance of choosing the right lawyer, that's why we encourage potential clients to take advantage of our 'free initial consultation' service, so you can find out about your legal position and decide that we are the right firm for you, without fear of incurring legal costs.

We ensure that our clients have the service they want, when they want it, and that we deal with those needs. It is about what we do and how we do this: being efficient; exceeding client's expectations; providing a great service, that's how we have achieved our growth to date and retain fantastic client loyalty. Indeed most of our new business comes from client referrals.

Q. For what matters should I contact you?

A. We have focused on the areas you, as a consumer, are likely to require from time to time. We aim to be the only firm your family is ever likely to need, in that we have specialist departments dealing with Personal Injury Claims, Family Law, Criminal Law, Property Law, Wills and Probate. We take pride in achieving the best results for all our clients. Our goal is to be an extremely friendly and approachable firm, so people should have no worries about contacting us or calling in.

Q. How do potential clients contact you?

A. Whatever is easiest for them, telephone, email or call in. Graham Evans LLP is conveniently located just off the Kingsway, at 6 Christina Street, Swansea and can be contacted on 01792 655822 or alternatively visit www.geplegal.co.uk



As Swansea's largest city centre law firm, we serve clients throughout South and West Wales. Our specialist departments provide high levels of customer service and advice in the areas of Personal Injury Compensation, Family and Child Care Law, Criminal Law, Property Conveyancing, Wills and Probate. Our solicitors comprise members of

the relevant specialist Law Society Panels. We pride ourselves on our modern approach yet retain the values of a local high street firm in giving our clients the personal attention and continuity of service they expect from their local solicitor. Our goal is to be an

extremely friendly and approachable firm that strives to achieve the best result for our clients.



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