



## Solicitor Firm of the Year - National

This award represents the national solicitor firm who has best proven all round excellence within the practice area of Wills, Probate and Estate Management. They effectively engage with their clients through various channels, be it directly, online, or through referrers. The winning submission will demonstrate extensive development and progress across the business over the course of the last 12 months, including, but not limited to: strategy, growth, financial performance, employee development, diversity, and training.

The winning submission will demonstrate how the organisation delivers a uniformly excellent service to clients located across England and Wales.

### Criteria

The winner of this award will:

- demonstrate extensive development and progress as a business within the last year, including, but not limited to: strategy, growth, financial performance, employee onboarding and development, diversity, and training.
- demonstrate how a culture of excellence creates a balance between purpose and profit with demonstrable firm-wide adoption and buy-in; which in turn ensures staff are operating in the best interests of the client and the profession.
- evidence innovation in employee support (both professionally and personally) with a proactive approach to training, mental health and wellbeing, equality, diversity and inclusivity, alongside bravery in managing workloads and fee setting.
- evidence of active engagement with community and/or corporate initiatives.
- demonstrate a clear approach to technology, IT security and cyber-crime prevention.

Where possible, provide evidence of reviews/recognition/ testimonials/recommendations.

Firms will be asked to submit details of their website, reviews and social media channels for consideration as part of the judging process.