

PROFESSIONAL SERVICES

Awards 2018

Entries close 5pm
Friday 17 August



Marianne Marchesi of Legalite
Winner of Best Law Firm, Business Clients, 2017



Get *independent*
client feedback



Improve your
value proposition



Amplify your
brand



Signal *quality* to
clients

Entries for the **2018 Professional Services Awards** are now open.

Proudly supported by NAB and researched by FirmChecker, these Awards are for Australia's best small to medium Accountancy, Law, Bookkeeping and Conveyancing firms.

As an entrant in the **Awards** your firm will receive:

1. Independent, benchmarked client feedback
2. A FirmChecker account, giving you access to continuous feedback
3. Exclusive access to FirmChecker's industry research and analysis
4. The opportunity to be celebrated as a Winner in the 2018 Awards

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With Promo Code **COLLAW30**

Proudly supported by

 **nab**

" The Awards acted as an independent means of obtaining client feedback in a simple, cost-effective and easy to use manner "

Marianne Marchesi, Founder and Principal, Legalite



Problem

As a young firm, we needed to get a gauge on how our clients felt about our services, and the quality of the experiences they had with Legalite

Solution

Entering the Professional Services Awards made great sense – the Awards acted as an independent means of obtaining client feedback in a simple, cost-effective and easy to use manner.



Result

As a young business, the Awards have given Legalite further credibility and invaluable brand awareness. We've also been thrilled to hear about what our clients liked about our services, and received useful tips about how to improve.

Do we get access to our client feedback?

Yes. The point of this survey is primarily to get feedback from your clients so you can run a better business. Good, Bad or Ugly, feedback from your clients will help to keep your business sustainable and fresh.

Every firm who applies will be given a dashboard login through which they can track their respondents in real time. During the survey, your administrator will have full visibility on how many respondents you have had, and who has responded (unless they choose to remain anonymous). After the Awards have been announced, you will be given full access to all of your results in interactive, exportable tables and charts.

What are the awards categories?

Awards will be given for each of the Accountancy, Law, Bookkeeping and Conveyancing. Awards will be given in both Regional (State-based) and National categories.

For both Law and Accountancy, there are two size categories:

- Small: Annual Revenue <\$10m
- Mid-sized: Annual Revenue ≥ \$10m

Other categories will be dependent upon the volume and distribution of entrants. You will automatically be assigned a category on the basis of your firm's size, location and areas of expertise.

Who can apply?

Accredited law, accountancy, conveyancing and bookkeeping practices with annual revenue under \$30m are eligible to apply. If your firm operates within a franchise or network of firms, each practice within the network is encouraged, but not required, to apply separately. If you decided to enter as one firm, your revenue must not have exceeded \$30m in the 2018 Financial Year.

How is the research done?

You drive the research. Your firm will be provided with a log in to your private, secure portal, from which you can invite clients in just one click, remind clients who haven't completed the survey to complete it in just one click, and visualise all of your feedback on your personalised, private dashboard.

Is there a minimum sample size?

Sample size requirements are dynamic and depend upon the categories for which you are eligible. Your firm will be significantly more likely to win if it has over 30 respondents in a particular category.

Can we submit separate entries for different office locations or categories?

Yes, but this is not compulsory and its will depend upon the particular circumstances of your firm. We recommend separate entries if your offices have separate databases, or if they are managed separately, as it may assist you in getting a broader and deeper cross section of feedback.

What if we are a part of a franchise or network?

If your firm is part of a franchise or network of firms, you must submit an application for each office.

When are the Award winners announced?

Awards winners will be announced at 11am on 30 October 2018 on both the Professional Services Awards website and the NAB Business Insights website. Our Awards Partners will also publicise the winners of the Awards.

Can we see the survey that is sent to our clients?

Yes

What's FirmChecker?

FirmChecker is an independent researcher, and the TripAdvisor of Professional services. We help you source client feedback and be found by the right clients and prospects.

Partners in the Awards

Principal Partner



Professional Societies



Industry Partners

