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# Thornecroft Solicitors Case Study

F4LPlus, a complete solution for your business!

## At a glance

Founded in 1991 Thornecroft Solicitors are based in Macclesfield, Cheshire, and deliver high-quality legal services to businesses and individual clients throughout the UK. We spoke to Christine McClenaghan, Associate Director and Head of Conveyancing.

## Key metrics

Thornecroft were one of the first firms to sign up to F4LPlus back in January 2024 and since then have seen a steady increase in the number of leads and instructions.



50%

Exclusive lead



X2

enquiries double month on month

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Permanent House, Dundas Street,  
Huddersfield

## CHALLENGES

Unlike other more conventional routes to market they are finding that F4LPlus offers real value. Christine says: "The client receives an instant quote ahead of the lead arriving to our team, therefore much of the onboarding work is already started, enabling us to sign clients up much more efficiently."

## SOLUTIONS

Christine said: "The platform is easy to use and lives up to the expectations we had. One of the most useful features of the platform is the instant messaging functionality, which enables the team to easily interact with potential clients and turn warm leads into hot prospects."



Exclusive  
Leads



Easy-to-use  
Platform



Business  
Growth Tool

## BENEFITS

### 1 More Leads

Christine says: "Since starting with F4LPlus we have seen enquiries double month on month and are currently averaging one instruction per day now."

2

### Flexible Platform

"The flexibility of the tool means we are seeing a nice spread of leads across all three of our firm's branches."

3

### Transparent Information

"We get all the information we need about the client to start progressing the lead into an instruction and if we need more information then we can message the client directly through the platform."