

**PRESS RELEASE****Monday 25<sup>th</sup> February****Conveyancing powerhouse created as The Simplify Group and My Home Move join forces to become ‘Simplify’.**

The UK’s two leading conveyancing groups – My Home Move and The Simplify Group – today announce that they are combining to create a conveyancing powerhouse which will be the standout market leader. The combined organisation, to be known as Simplify, will benefit from the complementary strengths of the two groups to build on the services they currently provide to their customers and partners.

Simplify, will consist of four regulated property law firms: Advantage Property Lawyers, DC Law, JS Law and Premier Property Lawyers; the leading conveyancing panel management and property specialist Move with Us and My Home Move (which between them processed or panelled 130,000 conveyancing completions in 2018) along with the QualitySolicitors brand and marketing network.

The My Home Move and Simplify Group businesses have grown strongly over the past three years, despite the challenging property market. The newly created Simplify will build on the significant technology investments in both businesses in recent years, enabling end customers, partner introducers and panel conveyancing firms across the group to benefit from enhanced levels of service and visibility of their property transactions.

The business plans significant investment in service, technology, and further increasing scale over the coming years.

With effect from 15<sup>th</sup> March 2019, the new group will be led by David Grossman, current chief executive of The Simplify Group and will be headquartered at My Home Move’s Leicester campus where over 450 employees are located. In total, Simplify will have more than 1,500 employees based at eight UK sites and home-based locations across the UK. Doug Crawford, CEO of My Home Move will be leaving the organisation after the transaction completes.

David Grossman, CEO designate Simplify, said: “I am incredibly excited about the future of Simplify. By combining the best in service, technology and relationships from the two existing groups we will create a business that will shape the conveyancing market and make life easier for customers, introducers and partners. Together we can simplify conveyancing for hundreds of thousands of people each year.”

Doug Crawford, CEO My Home Move, said: “During the past six years My Home Move has built on strong foundations to develop a market-leading, multi-award-winning organisation that has continued to break industry records and revolutionise the customer experience of conveyancing. It gives me great pride to know that My Home Move is moving to the next stage of its evolution as part of Simplify and I wish the businesses every success.”

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*Notes for Editors:*

## **About Simplify**

Simplify was created in February 2019 by the combination of the two largest players in the UK conveyancing industry – My Home Move and The Simplify Group. Simplify is the UK's leading conveyancing business and combines innovative technology and great people.

Simplify's businesses are fast growing and significant further investment is planned in operations, technology and building further capacity to provide high quality services to the UK property market. Combined, the businesses that are part of Simplify processed or panel managed the conveyancing for around 6% of all UK home moves during 2018.

Simplify incorporates four of the largest UK conveyancers, leading conveyancing panel management and property specialist Move with Us, My Home Move and the QualitySolicitors brand and marketing network.

Visit [www.simplify.co.uk](http://www.simplify.co.uk) for more information.

## **About the Simplify Group**

### *The Simplify Group*

The Simplify Group was formed in 2014 as the results of a number of conveyancing and property services businesses coming together and includes Move with Us, DC Law, JS Law and QualitySolicitors.

### *Move with Us*

Move with Us is the largest independent conveyancing panel manager and property sales specialist in the UK, working with leading estate agents, conveyancing firms, housebuilders, mortgage lenders, probate specialists and housing associations.

### *DC Law*

DC Law is a specialist property law firm based in Southport in the North West of England with a second site in Cambridgeshire providing residential conveyancing services for home movers, as well as to leading corporate and independent estate agents.

### *JS Law*

JS Law was acquired by DC Law in 2016 and is a leading national conveyancer based in Market Harborough, working with national estate agents and panel managers as well as independent regional estate agents.

Together, DC Law and JS Law are the 3rd largest home mover conveyancing business recognised for providing high levels of customer service.

### *QualitySolicitors*

QualitySolicitors is the largest network of branded law firms in the UK, providing marketing, lead generation, call handling and procurement benefits to its members.

## **About My Home Move**

### *My Home Move*

My Home Move provides innovative and award-winning technology and branded services to conveyancing customers and introducers through its conveyancing companies. My Home Move's conveyancing operations are located in Leicester, Manchester, Newcastle and Northampton.

### *Premier Property Lawyers*

Premier Property Lawyers is a subsidiary of My Home Move and is the largest conveyancer in the UK. Its conveyancers cover everything from standard sale and purchase moves, to new build homes, shared ownership and Help to Buy.

### *Advantage Property Lawyers*

Advantage Property Lawyers is a conveyancing specialist law firm based in Leeds and was acquired by My Home Move in 2017. It is a top 10 UK conveyancer, well known in both the estate agency and financial services sectors.

## **Contact**

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