

PRESS RELEASE**Simplify acquires Cook Taylor Woodhouse to become number 1 in Greater London**

Market-leading conveyancing and property services group, Simplify has today announced the acquisition of Cook Taylor Woodhouse Solicitors as part of an ongoing growth strategy, strengthening its presence in London and the South East and increasing the range of options available for clients and introducers.

Cook Taylor Woodhouse Solicitors, also known as CTW, is a top 15 UK conveyancer which has demonstrated strong growth and is known for efficient high quality service and recognised through excellent relationships with leading estate agents and as winners of a number of high profile awards.

The acquisition comes a year on from the creation of Simplify and adds CTW to the group's stable of market-leading businesses which also include conveyancing firms Advantage Property Lawyers, DC Law, JS Law & Premier Property Lawyers (each of which is a Top 10 conveyancer in its own right), the leading conveyancing panel management and property services specialist Move with Us, together with My Home Move and the QualitySolicitors brand and marketing network. With the addition of CTW to the group, Simplify now completes more home mover transactions than the next 4 groups of conveyancing firms combined, and panel manages more still. The acquisition also confirms Simplify's position as the largest conveyancing group in Greater London by transaction volumes*.

David Grossman, CEO of Simplify said "The strategic acquisition of CTW adds further strength to Simplify's market leading group. We acquired CTW because of its excellent reputation, strong team and scale in London and the South East, which will complement Simplify's own strengths. In a turbulent time for the housing market, it is great to be able to look forward and continue delivering our plans for growth and to further strengthen our position as the undisputed number 1 in UK conveyancing".

"Over the past year we have demonstrated our ability to successfully deploy our award winning technology across multiple conveyancing firms in the group and expand the reach of our market leading eWay digital platform. While we continue to grow all parts of the group organically, we will also explore other opportunities to add further strength to the group through further acquisitions"

Martin Bowers of CTW who will continue in his capacity as Director leading CTW, said: "We are delighted to have joined Simplify, a move that will help fuel CTW's continued growth in London and the South East. I have great respect for Simplify and its innovative and customer-focused approach to conveyancing. CTW will have an exciting and prosperous future within Simplify, benefitting from the scale of the group's operations and the exceptional technology platforms that Simplify has built for its clients and Introducers."

ENDS

Notes for Editors:

**Volume analysis covers 2018 & 2019 from 'The Conveyancing Map', based on HMLR transaction data.*

About Simplify

Simplify was formed in March 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. In terms of Land Registry data on mover completions, Simplify firms complete more than double the volume of the next largest group.

Simplify's businesses are fast growing, employing over 1500 UK staff and are investing significantly 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 over 6% of all UK home moves during 2019.

Simplify incorporates four of the largest UK conveyancers (Advantage Property Lawyers, DC Law, JS Law & Premier Property Lawyers), 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 for more information.

About Cook Taylor Woodhouse

With roots going back over 100 years, Cook Taylor Woodhouse Solicitors is a leading specialist law firm based in London and the South East. It is a top 15 UK conveyancer, providing conveyancing for residential and commercial properties, probate and estate administration and wills.

Contact

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Photos and Logos are attached with this release.