



News Release

12 September 2012

Forshaws Davies Ridgway joins legal super brand, QualitySolicitors.

Cheshire law firm Forshaws Davies Ridgway LLP starts a new chapter in its history this month as part of the legal super brand, QualitySolicitors.

The firm, which has offices in Warrington, Stockton Heath and Frodsham, will be known as 'QualitySolicitors Forshaws Davies Ridgway' and has been rebranded with the distinctive black and pink QualitySolicitors identity. The new website is www.qualitysolicitors.com/fdr.

QualitySolicitors Forshaws Davies Ridgway will deliver personal legal services for individuals including litigation, personal injury, family, criminal, wills, probate and conveyancing.

The Commercial Department has retained the distinctive 'fdr' identity, with a dedicated commercial team offering legal services to businesses and is based in a single office at 21 Bold Street, Warrington, supported by its own website, www.fdrllaw.co.uk.



Forshaws Davies Ridgway joins a rapidly expanding network of 220 QualitySolicitors firms in 350 locations across the UK. The legal super brand has a mission to become a household name, with a presence in every major British town and city. It is building its reputation by offering a range of customer-focused guarantees, including a free first

consultation, controlled costs, same day response and access to a named qualified lawyer.

Conveyancing Partner, Tim Jordan, believes being part of the QualitySolicitors network will be a major step forward for both FDR and its clients.

He said: “We are proud to be joining this national organisation which has such an excellent reputation for professionalism and service. We pledge to continue to serve our existing clients with the same expertise but also hope the national reputation of this legal super brand will reassure new clients they can expect a first rate experience from us too.”

The legal market place is currently undergoing major upheaval. So-called ‘Tesco law’ is, for the first time, allowing banks and retailers to provide legal services as an alternative to traditional independent law firms.

In an effort to stay ahead of the competition, QualitySolicitors firms are required to commit to providing the highest levels of customer service.

Craig Holt, QualitySolicitors chief executive, explained: “We will ensure using QualitySolicitors is as familiar and easy as dropping in at your bank or local opticians. We are working hard with our partner firms to transform the service we provide to customers and make legal services accessible to everyone in a friendly and relaxed environment.

“By providing a recognised and trusted brand name, we will end the need for the time consuming and often stressful task of having to choose between lots of different local firms.”

QualitySolicitors is supporting its new partner firms with a major TV advertising campaign. For more information, check out the QualitySolicitors website on www.QualitySolicitors.com.

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(on behalf of Forshaws Davies Ridgway)

Notes to Editors

About QualitySolicitors

1. QualitySolicitors was launched in 2009 by Craig Holt and Saleem Arif.
2. Palamon Capital Partners, a private equity firm with a £700m fund, invested in QualitySolicitors in 2011.
3. Combined group turnover is already £250m, giving QualitySolicitors the largest market share.
4. Web address www.qualitysolicitors.com
5. Twitter account @Qual_Solicitors.
6. QualitySolicitors has legal access points in over 160 WH Smith high street stores.

About Forshaws Davies Ridgway LLP (FDR)

- FDR is a full service legal practice with five offices in Cheshire and Warrington, divided into Quality Solicitors Forshaws Davies Ridgway and a separate FDR Commercial Department at 21 Bold Street, Warrington.
- 18 Partners
- Over 120 staff
- Top 15 practice in NW
- Top 200 practice in England & Wales
- Mortgage Strategy Awards 2009 & 2010 'Best Conveyancer' Runner Up
- Services include: Commercial Law, Conveyancing, Criminal, Family, Litigation, Wills & Probate.

Issued by

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On behalf of Quality Solicitors Forshaws Davies Ridgway LLP