



News Release

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Forshaws Davies Ridgway joins legal super brand, QualitySolicitors.

Cheshire law firm Forshaws Davies Ridgway (FDR) has been exclusively selected to represent the legal super brand, QualitySolicitors, in Warrington, Stockton Heath and Frodsham.

The firm will be known as '*QualitySolicitors Forshaws Davies Ridgway*' and over the next three months will be rebranded with the distinctive black and pink QualitySolicitors identity.

The new branding will apply to all FDR's legal services apart from commercial. This means litigation, family, criminal, wills, probate and conveyancing will all fall under the national QualitySolicitors agreement, but the Commercial Department will retain its own distinctive FDR identity.

Forshaws Davies Ridgway joins a rapidly expanding network of 220 QualitySolicitors branches 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 and 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.

FDR Partner, Tim Jordan, is delighted QualitySolicitors decided to select Forshaws Davies Ridgway to be their chosen law firm serving Warrington, Stockton Heath and Frodsham.

He said: "Great feedback from our existing clients was one of the main reasons Forshaws Davies Ridgway was selected to join QualitySolicitors. We are extremely proud to become part of this national network. We pledge to continue to serve our existing clients with the same professionalism 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 or www.fdrlaw.co.uk.

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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
- 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

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On behalf of Forshaws Davies Ridgway LLP