



AN INTRODUCTION TO PARFITT CRESSWELL

We are 'our people' and we want the best... the best people and the best for our people. The best for our business and the best for our teams. The best for our clients and the best for the communities, businesses and individuals that we serve.

his is our vision and our goal. If you want the best for yourself then we are the firm for you. We are building an exciting and expanding regional law firm that has a place for you and in which you can reach your full potential. We have no 'glass ceilings' and there are no limits on what you can achieve with us. Life with Parfitt Cresswell is full of opportunities. Opportunities for you to grow and to develop your career. Opportunities for you to serve our clients and the communities in which we operate with the best possible service from the best legal teams available.

A SHORT HISTORY

Parfitt Cresswell was formed in 1908 and was a small single office law firm when we acquired the business in 2007 and our journey began.

Since then we have opened three new offices and acquired another six law firms. Today we are a well-established and expanding regional law firm with offices in London, Berkshire, Surrey, Sussex and Kent. We have excellent teams specialising in the provision of legal services including private client, family, property and commercial services in each of our offices.

OUR FUTURE

There are no limits to what we can achieve together. Our purpose is to make the most of our opportunities together so that our business, our people, our clients and our communities can prosper and grow. Read on to find out more about where we came from and where we are going which we hope will help you to decide if you would like the opportunity to join us on our journey.



Our values and culture

At all times we strive for excellence in all that we do.
Our success and distinctiveness is and always will be defined through our values and culture.

- ► Trust and Integrity
- Equality and Fairness
- ▶ Leadership and Support
- ▶ Teamwork and Collaboration
- **▶** Growth and Development
- Innovation and Creativity
- Ambition and Opportunity
- ▶ Kindness and Well-Being

These are our values and culture and they underpin and support everything that we do together.

We understand that whenever and wherever we succeed we can only do so if all of our values are present and working together for the good of our Business, our People and our Clients.

PARFITT CRESSWELL BUSINESS ACADEMY

Established in 2017 our unique
Business Academy is where we all
learn together how to put our core
values into practice. Membership
is by invitation and the Business
Academy is our own 'in house'
training centre located within
our offices in West London.



t its essence our Business Academy is an exciting, innovative and creative forum in which we work together as professional teams to ensure that we understand what our values mean and how they underpin all that we are and do in our working life together.

It's an environment in which we explore together the opportunities that are available to all of us to grow and develop as individuals, as members of our local teams and our individual offices for the good and prosperity of the business as a whole.

Supported by external speakers and qualified trainers the Business Academy covers the widest possible range of topics designed to meet the needs of our business and our people and it provides us with teaching and fresh insight into all of our core values.



Publications

Providing every member of the team with the opportunity to build a profitable caseload is a priority for us, and we are constantly reviewing and developing our marketing strategy in support of this, both as a firm and for individual branches and practice areas.

With supporting content from a number of our people, our Joint Managing Partner, Teresa Payne, has written and published two books which provide us with strong marketing tools to raise awareness of the services we offer. Both books make these challenging topics accessible to everyone, separating the truth from the myths and giving excellent support and advice to clients:

- ▶ The Later Living Guide
- **▶** The Good Divorce Guide



The Good Property Guide is due to be launched imminently.

Feedback from team members

"Parfitt Cresswell has a genuine interest in the welfare of their staff and there is an opportunity to progress my career at Parfitt Cresswell."

"Having worked in the legal sector for over 35 years I can safely say that Parfitt Cresswell is a great firm to be part of."

done of the things I enjoy most about working for Parfitt Cresswell is the people and the great sense of teamwork in the office. The team is professional and talented but most importantly great fun to work with. We all work together to ensure we deliver a good, professional job for our clients.

for Parfitt Cresswell, the most important by far are my colleagues. Working on a daily basis with such driven, talented and professional, like-minded people creates a wonderful working environment in which to grow."

"The Think to Succeed Programme has really helped me to build my confidence both with my colleagues and with clients alike. The main focus of the programme is on mindset and personal development in both our personal and professional lives which I have found very rewarding."



PARFITT CRESSWELL

connectionsb2b

Innovation and creativity are values that underpin all that we do as we seek to build our business together.

aunched in 2018 Connections B2B is an exciting new business development concept developed by our team at Parfitt Cresswell for the benefit of all individuals and business owners that form part of the local communities in which we operate.

Built around regional networking lunches and supported by it's own unique web-portal Connections B2B provides members with all of the support and resources that they are likely to need for the successful growth and

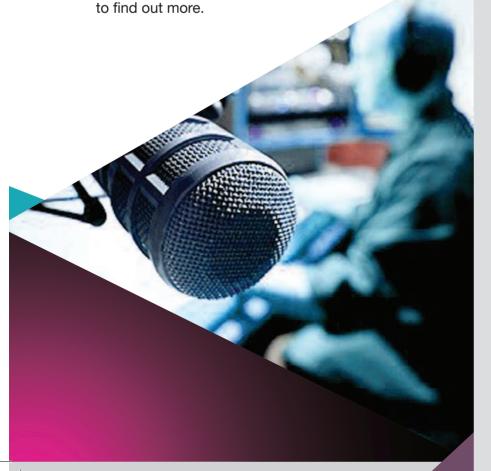




development of both their businesses and for themselves as individuals.

The local teams at each of our offices participate and provide support at all events promoted by Connections B2B and have an opportunity themselves to join as members of this innovative and creative communication channel that takes us straight into the heart of the local business community.

As a further insight into our creative world we have also established as part of Connections B2B our own radio station - CONNECTIONS RADIO. Connections Radio enables all members, clients and staff alike with an opportunity to promote themselves and their business directly into the world of radio. Just search for Connections Radio and download the free app from the Apple store or Google Play store now



Feedback from our clients

We constantly receive great feedback about our service and the testimonials on our website capture just some of this feedback. We want our existing and previous clients to be our strongest advocates.

during family proceedings. When I first visited you I had no idea of the family court system and felt overwhelmed and scared for the future. You have been a tower of strength and advised me diplomatically and in a caring manner at all stages. Thank you for making a very stressful part of my life bearable. I wholeheartedly recommend Parfitt Cresswell.

in sorting out my father's Estate. It has been a very tough period for me and I appreciate your professionalism and the empathy you have shown me."

You whether you liked it or not, for the sheer relief I felt reading your financial proposal. I have carried this uncertainty for 7 years and your proposal gives me some hope for a future. Never did I imagine a legal letter could sound so beautiful but it did because it conveyed my case perfectly. Thank you from the bottom of my heart for conveying my case so thoughtfully. I honestly could not imagine having a better person defending.



Find out more about how you can **FULFILL YOUR POTENTIAL** by emailing us at **recruitment@parfittcresswell.com www.parfittcresswell.com**

OUR OFFICES

We have offices across London, Berkshire, Surrey, Sussex and Kent. All our offices are well situated in popular locations and are easily accessible from public transport links

LONDON

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