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TWENTYCONVEY LAUNCHES FOR CONVEYANCING MARKET WITH LEADING-EDGE PROPERTY DATA

TwentyCi has partnered with Pitsford Consulting to sharpen the competitive edge of conveyancing firms, with the launch of TwentyConvey.

TwentyConvey uses rich data to offer firms' management teams two distinct advantages. Firstly, it brings client retention schemes to life by alerting firms when former purchase clients newly list their properties for sale. This daily exclusive feed is a vital cornerstone of any firm's plans to drive and control flows of new instructions.

Secondly, it dramatically improves the market insight that firms currently lack in managing their businesses. New insights reveal the performance of firms, their competitors and relevant geographies to paint a vivid picture of competitive positions and strategic options that inform decision making.

Commenting on the launch, Ian Lancaster, CEO of TwentyCi said: "We are delighted to be in partnership with Pitsford Consulting to launch TwentyConvey. Together, we are providing a new and vital management resource for leaders of conveyancing operations, providing a tailored source of new business leads and market intelligence.

"Users have an exclusive daily feed of Alerts when former clients return to the market; and detailed insight from market data that lifts the lid on competitors, local markets and trends. The alerts drive up new business and the Insight tool improves management performance.

"In effect, we're bringing the value that we already deliver for agents across to the conveyancing market for the first time. As data drives ever more change, this is an example that works unequivocally in the best interests of conveyancers".

Richard Hinton, Owner of Pitsford Consulting commented: "Working with TwentyCi means we will now deliver at scale, solutions we've been developing in recent years. These data tools should become staples in any conveyancing firm's operational make-up."

He said, "they counter two of the most pressing problems residential conveyancers face. Firstly, this must be one of the few remaining industries where leaders are required to lead in a vacuum of market intelligence - which of course is ironic given that the eradication of risk is part of lawyers' professional DNA".

"Secondly, until now it has been virtually impossible to pro-actively retain clients over the prolonged home-owning lifecycle. Typically, a repeat conveyancing client is one who returns of their own initiative".

TwentyCi is a residential property market intelligence and marketing services company that provides UK homemover data, analytics & insight for marketing and other key strategic purposes. Their experience and client portfolio encompass multiple sectors and categories, including property and estate agency groups, retailers, financial services, automotive and utilities. Holding the UK's largest and richest resource of factual homemover data compiled from more than 29 billion qualified data points, TwentyCi works with organisations and their agencies to create contextually targeted advertising and marketing programmes that cut through by reaching consumers at the exact moment that they need a company's product or service, through the best media channel.

For further information please visit <http://www.twentyconvey.co.uk> or email enquiries@twentyconvey.co.uk

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