

MyHomeMove Grows Exponentially to become Recognised Industry Leader

Executive Summary

MyHomeMove moves from being the best kept industry secret to a multi-award winning leading conveyancing firm in just 2.5 years - with record growth, customer excellence, employee satisfaction and community focus at its core.

+123%
Turnover

x 2.5
Number of People

+ 50%
Staff retention

MyHomeMove

MyHomeMove was established in 2001 and since then has grown to be the UK's leading provider of conveyancing services.

We take care of the legal side of moving and our aim is to make the process of buying and selling property as smooth as possible for our clients, by providing exceptional service. www.myhomemove.com

The Challenges

The business had been a start-up in 2001 and the owner-manager mentality meant there had been poor long-term strategic planning, or investment in an infrastructure that was scalable.

The challenge therefore was to develop a long-term strategy to drive ambitious yet sustainable growth – including people, technology and systems. This meant changing the culture and mindset of the business from an owner managed, early stage growth approach to a professional and more mature operation. At the same time, in a market with a shortage of skills, we needed to consistently attract and retain staff who would put the customer first.

The Solution

Starting with a highly engaging and interactive series of sessions across the business, Joolz was able to give us an insight into what our people were passionate about, what they were hearing from customers, and where they felt we could improve. This then led to a revamp of our core purpose and employee brand, which was launched in style across the UK and India operations.

Coaching skills were introduced for team leaders and managers, as well as a process to manage change across the business. Finally, leadership off-sites ensure that the exec team are aligned, are continuously challenged to look at the big picture and to ask 'are we doing the right thing?'

Joolz' calm yet challenging approach helped us launch our new vision, mission and values and allowed us to develop the roadmap of strategic projects essential to the delivery of our strategy.

Mark Montgomery
Customer Strategy & Marketing Director



Results

Staff satisfaction and retention are at an all-time high, with survey results the most positive MHM has ever experienced. At the same time trading results are continuing to break all records alongside the cultural measures through which our people are essentially saying we've done it the right way!

+123%
Turnover

+ 50%
Staff retention

x2.5
Number of People

16
Industry Awards

+ 45%
Completions

x3
Company Valuation

Joolz gets people and culture, which are the two most important aspects of what we needed to do. She gained the trust of many across the business very quickly, which was hugely valuable in shaping decisions.

In addition her experience means she can advise and operate across a wide spectrum of areas, including strategy development – that combination is rare in a consultant.

Not only do I view Joolz as a trusted confidante, whose judgment and challenges I trust, but I know that her thinking always has the culture, community and people of our business at its core.

Doug Crawford, Chief Executive



Contact

If you'd like to develop a values-based, 'human-centred' approach that allows your people to thrive, while creating a brand that attracts the best talent to drive business success, get in touch: Joolz@joolzlewis.co.uk or call me: 07748 113538.