

# Brachers

law

at a glance...

Leading solicitors in the region



# Brachers Law

Since Brachers began in 1895 we have succeeded in establishing and maintaining a brand to be proud of, with values we can call our own.

Now we'd like to take this opportunity, not only to highlight these values, but also to communicate our successes to you.

Brachers is a modern, forward thinking firm that continues to grow throughout the South East. This year *Chambers UK*, a leading industry directory, recognised ten Brachers lawyers as 'Leaders in their field' which is an achievement to be proud of.

The past year has seen us step up our profile with the launch of the new look Brachers website – where you'll find up to date information on the services we offer, along with news, information and events.

We have launched our new e-communications newsletters called *Foresight*, *Leaders* and *Innovate* using the latest European software technology.

Our marketing has also included the launch of the 'Talk Listen' advertising and marketing campaign, including successful billboard and radio advertising aimed at increasing our profile in and around the region, and directing traffic to our website.

Brachers believes in the success of others in our community and gives back to the community through our Corporate Social Responsibility activities.

# Services for Individuals

We provide a full range of services to individuals.



The **Private Client** team acts for individuals, entrepreneurs and families offering a full range of Tax and Succession Planning services. We also advise on Wills and other matters designed to secure long term financial security.



Our highly experienced **Residential Property** team can guide you throughout the process of buying, selling or remortgaging your property. Our newly launched HIPs service meets the new legal requirements to ensure your transaction is completed smoothly.



Our dedicated **Employment** team is here to assist you on any employment issue by providing clear practical advice to ensure your rights are protected.

We have a dedicated team of specialist **Family** lawyers including experts in mediation and collaborative law.

Our **Personal Injury** team represents the rights of individuals entitled to compensation for personal injury and ill health, offering a free no obligation consultation.

Our **Dispute Resolution** team advises on contentious issues including disputes over boundaries and rights of way and landlord and tenant disputes, consumer disputes and breaches of contract.

Private Client  
Residential Property  
Employment  
Family  
Personal Injury  
Dispute Resolution



Corporate & Commercial  
Property  
Employment  
Healthcare  
Debt Recovery & Insolvency



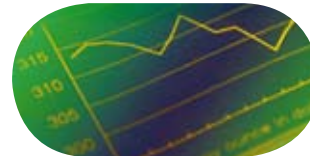
# Services for Business

As a leading firm of Kent solicitors, Brachers has a thriving commercial division, attracting lawyers from London and the South East whose expertise is helping the firm to grow in strength and reputation.

Our successful **Corporate and Commercial** division has a wide range of experience of many different types of deals and arrangements so can offer corporate solutions and handle your commercial contracts or other business projects, as well as advising individual Directors on their duties and responsibilities.



Our dedicated **Property** team can deal with all your commercial property needs, from the construction of a light industrial unit to the intricacies of a mixed-use business park. We also have excellent planning and environmental law expertise.



Our highly skilled **Employment** team is one of the largest in the South East and is dedicated to employment law. We conduct claims on the full range of employment issues your business may face.



Our **Healthcare** team provides a comprehensive cost-effective service covering the whole range of healthcare topics. We are regarded as leaders in the fields of healthcare and clinical negligence in the South East.

Our **Debt Recovery and Insolvency** team now numbers over 40 people and is one of the largest teams in the South. We deal with the debt recovery needs of businesses across the UK, as well as giving advice on a wide range of insolvency related issues.

# Our Brand Values

Brand values are adjectives that describe a brand's (Brachers) personality, the way it approaches clients, employees, suppliers and stakeholders.

Our brand sums up the qualities that make Brachers different in the minds of our clients and staff.

Traditional

Leading edge

Client focused

Approachable

Passionate



Our brand proposition in its most distilled expression is 'traditional values and leading edge advice.'

'Traditional' values because we have a history dating from 1895 and 'leading edge advice' acknowledges the proactive approach we take to the law.

Like our brand proposition, our brand values are what drive behaviour at Bracher's and are at the core of our business:

**Traditional** – whether we are advising businesses or individuals we give professional advice tailored to our clients needs based on longstanding experience.

**Leading edge** – our traditional values are complemented by proactive and practical advice, suited to the clients needs and objectives.

**Client focused** – clients are the lifeblood of our business and we value them and recognise that they come first.

**Approachable** – during the process of giving legal advice we will be open, receptive and we will listen. In addition, we will maintain a high profile in the marketplace, encouraging people to approach us.

**Passionate** – we are passionate about what we stand for and about what we do. We actively look for drive and energy in the staff that we employ, in order to maintain this quality.

# Corporate Social Responsibility

Brachers are committed to ensuring that we take a social and responsible approach that impact upon our surrounding community.





Brachers has become involved in the work of many local charities and a number of our staff are keen fundraisers in Kent and Sussex.

We have a charitable trust, that oversees our donations and requests for support. Key charities that we have supported in the past year include The Heart of Kent Hospice, the Kent Peoples Trust, The Ellenor Foundation, Kent Cancer Trust and Demelza House.

We also actively sponsor local sporting organisations such as Kent County Cricket and Maidstone Rugby Club.

Brachers are aware that as a business, we have an environmental impact.

Our current practices are designed to minimise harmful impact:

-  We adhere to the BSI environmental standards in our business.
-  All paper, metal and plastic is recycled.
-  Our energy equipment is on timers in the office to prevent wastage.
-  We have a Brachers Sustainability Committee to continually raise awareness.

## Recruitment & Retention

Although the face of Brachers may have changed, the heart has not.

Our recruitment policies reflect our brand values and experience. We recruit people who fit into our culture and share our values. A large proportion of our staff have been with us for many years, which we feel is a reflection of the fact that our core values are reinforced throughout all aspects of the firm.

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