



A I · L A W

Ai Law

- Who we are

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WHO WE ARE

Ai Law is a full-service commercial law firm building a client base around the world. Our clientele consists of individuals and businesses.

The type of individuals include:

- overseas investors;
- individual property BTL investors;
- entrepreneurs and sole traders.

The type of businesses include:

- SMEs (ranging from sole traders up to multi-national companies. The average SME client being the private company or organization with turnover between £500,000 - £10,000,000);
- Charities (including overseas charities) and pressure groups;
- Overseas businesses with dealings in UK.

The main areas that we currently specialise in are:

1. Corporate Commercial
2. Dispute Resolution
3. Real Estate

We strive to distinguish ourselves in these three overarching areas, and advise on every aspect of matters within a business allowing our company clients to rely on us for all their legal service needs.



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OUR ETHOS

At Ai we want to take a positive vested interest in our client's businesses. We want to get to know our clients and their business in a personal way so that we are able to provide pragmatic advice that is to their benefit.

That is why we strive to build our network of repeat clients.

Our ethos is based on building relationships and we have a lot of long-standing clients that return to us on a range of matters. To succeed in working this way we must have the right team members who can work to such ethos and be able to deliver a high quality standard of work.

Our aim is to provide a notably high quality legal service and to add value in everything we do.

We add value through our knowledge and ability to carry out the instruction in a timely and professional way; and our approach to the client, advising them always with their commercial aims in mind – to do this requires a real relationship with the client enabling us to advise with their other areas of business in mind.

We seek to go above and beyond that of a traditional firm, by not only looking to take on an instruction, but also constantly looking at ways we can benefit our clients, whether that is by advising on another service they may need, or making an introduction to somebody that could prove beneficial.

"If someone compels you to go with them one mile, go with them two."

- Mt. 5:41



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OUR APPROACH

We believe that relationships are key. For this to work, we take a multi-disciplinary approach so that we can be on hand to assist our clients with whatever issues they may face. One day they may come to us with a contract dispute, the next day with a property investment, and the next with a joint venture. Whilst our lawyers have a particular area of expertise that they lean towards, we expect our fee earners to have a well-rounded knowledge of civil law and to feel comfortable tackling legal questions across multiple areas of law. It is not uncommon for our staff to tackle legal questions over different types of disciplines day-to-day, all with support and guidance from the wider team. We find this approach not only creates a confident advisor who is able to identify the wider risks and issues in a transaction, but also means the client will have a client-facing fee-earner on whom they can rely and refer to, resulting in a better service to our client.

We are keen to encourage our fee earners to develop relationships with their clients, working directly with them to tackle their issues and meet their needs.

We trust our staff and their professionalism and high quality of service are pillars to our firm ethos. In return we adopt a personable back office approach as much as possible to provide a healthy working environment, which we believe not only makes for an enjoyable career experience but also has a direct link to the quality of service that we offer to our clients.



WHAT IMAGE WE WANT TO PRESENT:

The industry of law is huge. It covers high street practices, multi-national firms, in-house legal departments, governments, the judiciary, regulation and legislation. Where does Ai Law fit in?

Ai Law is a boutique private practice engaged in high quality legal matters.

We see a gap in the market for clients that are looking for lawyers who act in a way that builds value for them, rather than building billable hours.

We see a gap in the market for a firm whose lawyers are well-rounded enough to have a relationship with their client and be able to assist them with all their needs, not just on one particular specialist area, as can be prevalent within an institutional firm setting, which results in more cost to the client and a less personal user experience.

The client today demands more: speed; flexibility; strong and clear advice; resourcefulness and ability to see the bigger picture to guide and protect them throughout the transaction, and value.

The image we work toward is that of a **premium** law firm offering excellent service, without exorbitant cost, and always first and foremost adding value to our clients.

Professionalism and presentation is crucial. Ai Law staff conduct themselves professionally, remembering ultimately **we are in a service industry** and our job is to protect, advise and add value.

Presentation conveys our image, therefore we understand the importance of our drafting and standard of output being impeccable.



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WHERE WE ARE GOING:

Law firms can be stuffy. It is no secret. Law is among the oldest industries in the world and so many law firms still engage in old fashioned practice, from the deference, to the billable hour.

Ai Law moves away from that stuffy image. We are forward thinking and want to put the client first and build our firm around the idea of constantly seeking to add value to our clients, rather than our bottom line. The question should not be what the firm can make from a matter, but what it is worth to the client.

To break free of this reputation, Ai is constantly looking at ways in which to innovate and improve its offering. We are building a network of value-adding services through traditional and modern methods. We seek to continue providing core legal services, whilst adding equally value-building areas, from management consultancy, to digital mail services, to start up advice.

Ai Law is growing well and we audit ourselves as we go to ensure standards remain as high as can be.

In addition to Ai Law, we have launched Ai Change Management, a management consultancy business, which we hope will expand our capabilities and complement our legal service offering and are in the process of developing new modern methods and utilising technology to improve our delivery even more.

We will always continue to innovate to improve our services, the client experience and ultimately **to add value to our clients.**

Ai Law

8 Water Street, Liverpool, L2 8TD.

T: +44 (0) 151 294 4722; **E:** info@ai-law.co.uk **W:** ai-law.co.uk



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