

Submission to the Legal Services Regulatory  
Authority

by

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# Introduction

We would like to make a submission to the Legal Services Regulatory Authority as part of the public consultation prior to the making and issuing of regulations in relation to the advertising of legal services.

## 1. Company Background

Tracey Solicitors is owned by Paul Tracey and managed by Sharon Tracey, a husband and wife team whose business goal is to "Make Law Accessible to All". Both parties strongly regard people as the core to our business and for the past 30 years have grown the Tracey Solicitors brand and business into what we are today. The firm focuses on continuous improvement and innovation underpinned by the most advanced intuitive technology currently available to solicitors, with a highly committed, highly trained and empowered team. The aim of the firm, and of every member of staff, is to deliver an outstanding level of client service to every client at a reasonable cost.

Tracey Solicitors have been independently recognised by the awarding of the Q9000 Gold Standard achieving a "gold grade 100%" score result, the first firm in Ireland to attain this score 3 years in a row.

### 1.1. Current Digital Presence

At present the three websites that Tracey Solicitors run and maintain are:

- [www.traceysolicitors.ie](http://www.traceysolicitors.ie) (English and Polish)
- [www.probate.ie](http://www.probate.ie)
- [www.carlisesolicitors.ie](http://www.carlisesolicitors.ie)

### 1.2. Our Policy

Our policy is to uphold the dignity and integrity of the legal profession. We have always worked very closely with the Law Society and are in full compliance with the advertising regulations that are currently in place. All communication whether oral, written or other visual forms intended for publication are put through an approval process in cooperation with the Law Society. We treat our clients with the utmost respect and are committed to provide the best personal client care.

## 2. Guidance

We seek guidance and approval on all content that is published online and in printed format. Our 3 websites have been reviewed and approved by the Law Society and any new content being published goes through the recommended approval process. We strive to avoid any advertising that brings the profession into disrepute, is in bad taste or advertising that is false or misleading.

## 2.1. Claims Harvesting

We would continue to welcome guidance from the new Legal Service Regulator with regard to regulation on advertising. In particular we hope that a special focus on claims harvesting websites will be a priority and that the new regulator will maintain a rigorous approach enforcing the law and proactively pursue any companies who practice this policy. This is an ongoing issue in our profession and we suggest that this would remain a top priority going forward for the new regulator. Companies in breach of the regulations should be investigated and penalised if necessary.

## 2.2. Competition and Fairness

There needs to be a level playing field and all firms need to adhere to the same set of rules. Solicitor firms who do not adhere to the advertising regulations set down by the Law Society will be seen as having an advantage over their competition. The concept of fairness must apply to all solicitor firms.

## 2.3. Non-Solicitors

Non-Solicitors also have a duty to comply with the advertising regulations when advertising for legal services. The expectation is that this group also sign up to the regulation that has been laid down by the Law Society and adhere to the advertising regulation.

## 2.4. Transparency

To ensure that there is a level playing field for all firms, the new regulator should proactively seek out firms that don't comply with regulation and apply the appropriate penalties.

## Conclusion

In conclusion Tracey Solicitors wish to continue to provide useful information and content on our main websites and through our other forms of advertising to guide and help individuals who need urgent legal advice.