My Home Move is a provider of mover conveyancing services, employing over 700 legal and support workers across the UK and so one of the largest employers of conveyancers in the country. As such, and with the number of people needing a residential conveyancing service increasing by around 20% over the past ten years, access to practising property law (conveyancer) talent is vital to the firm’s ongoing success.

But, despite law being one of the most widely studied subjects in the UK, the number of conveyancers remains relatively small. The business’s ambitious growth plans called for a widening of the talent pool from which it recruited, as traditionally it was limited to the regions its operations centres were located in (Leicester, Manchester and Northampton).

The solution arrived at was for My Home Move to ‘grow its own’ talent. The strategy the HR team set out on 18 months ago covered three broad areas: recruitment, L&D and ‘B My Home Move’ – a collection of rewards, recognition and benefits designed to better retain employees.

While traditional recruitment methods are used to recruit across all teams, in the past 12-18 months two initiatives have opened the business up to new talent pools. These are: trainee recruitment, and a National Network Conveyancing (NNC) programme.

On the trainee recruitment side of things, My Home Move now works in partnership with universities to recruit law graduates onto a six-week trainee programme, provided through its in-house Learning and Development Academy. The programme is an introduction to conveyancing, blending classroom learning with hands-on experience in the academy’s model office.

The business also needed to widen the talent pool of experienced conveyancers it could recruit, however. So it created the NNC programme, offering home-based working to experienced conveyancers across the UK. The aim is to access conveyancers returning to work after a maternity leave or caring absence, for example, who need a flexible working schedule, or are simply looking for a better work/life balance.

Additionally, a newly established Professional Qualifications Scheme (PQS) incorporates three key training initiatives: apprenticeships, Council for Licensed Conveyancers professional qualifications, and Institute for Leadership and Management qualifications.

Metrics evidencing the success of all of this activity abound. My Home Move has grown its conveyancing teams by 23% in the past two years, and has increased its direct recruitment of conveyancing talent by 205%.

The impact on wider business is clear. My Home Move’s capacity to take on cases each year has increased by 50%, with high customer satisfaction levels – averaging over 90% – maintained. In the past two years, the company’s transaction volumes have increased by 25%, helping almost 100,000 people to buy and sell properties.

And, as with any good HR strategy, its talent management programme is also changing lives. “Taking this apprenticeship means I’m going to be able to further my career here… as well as help[ing] me in my current role,” commented one beneficiary, Dominique Nicholson, a senior deputy conveyancing manager in Leicester.

“Becoming a licensed conveyancer will open up so many more opportunities for me and will give me the confidence to progress my career – the sky’s the limit!”

“My Home Move has created an environment where everyone can be the best they can be,” remarked one judge in praise of the strategy. Others were impressed with this as an initiative that identified a “clear business need” and met it with great success.

Solid, business-focused HR.