

# Thames & Crowne Solicitors

June 25, 2026 · 5 competitor signals detected

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5 competitor changes detected for Thames & Crowne Solicitors today. Two high-priority items warrant action this week.

 **ACTIONS TO TAKE TODAY (5)**

tap to expand ▾

## HIGH PRIORITY

  **Holloway Legal LLP** HIGH  [EXAMPLE ↗](#)  [contact](#)

### Launched fixed-fee conveyancing — flat £995 quoted online

 NEWS

Holloway Legal added a "Fixed-Fee Conveyancing" page yesterday quoting a flat £995 (most local firms quote on application). Transparent pricing is a strong conversion lever for first-time buyers shopping three firms — they'll anchor on the number and ring the firm that published it.

→ **ACTION:** Publish your own conveyancing fee band on the site this week — even a "from £X" with the inclusions listed beats "request a quote" for a buyer comparing firms. Lead with what's INCLUDED (searches, ID checks) so the number reads as value.

  **Bishopsgate Family Law** HIGH  [MAPS ↗](#)  [contact](#)

### 11 new Google reviews in a week — now 4.9 across 240 reviews

 NEWS

Bishopsgate Family Law gained 11 new 5-star Google reviews this week, pushing them to 4.9/5 over 240 reviews — the highest-rated family firm in the postcode. Review volume is now their moat: they rank top of the local map pack for "family solicitor near me".

→ **ACTION:** Systematise review requests: send a one-tap Google review link at the moment a matter completes successfully (and the client is happiest). Even 2 reviews/week compounds — you need volume AND recency to move in the local pack.

## MEDIUM PRIORITY

  **Industry News** MEDIUM  [EXAMPLE ↗](#)  [contact](#)



### SRA confirms new transparency rules on price publishing from next quarter

 NEWS

The Solicitors Regulation Authority confirmed tightened price-transparency requirements taking effect next quarter — firms must publish clearer fee information for certain consumer services. Firms that get

ahead of it look trustworthy; laggards look like they're hiding the number.

→ **ACTION:** Treat compliance as marketing: be the first local firm with a clean, plain-English pricing page that meets the new rules. Add a short "how we charge" explainer — it doubles as the trust content prospects want anyway.

  **Camden & Vale Solicitors** MEDIUM  [EXAMPLE ↗](#)  [contact](#)

### Added evening + Saturday appointment booking online

 NEWS

Camden & Vale replaced their "call us" CTA with an online booking widget showing evening and Saturday slots. Working clients who can't take a weekday call now have a frictionless way to book them instead of you.

→ **ACTION:** Add online booking with at least one out-of-hours option. A solicitor a working parent can book at 9pm without a phone call wins the instruction over one that only answers 9–5.

## LOW PRIORITY / FYI

  **Marlowe Wills & Probate** LOW  [EXAMPLE ↗](#)  [contact](#)

### Running a LinkedIn campaign on "free will review" for over-50s

 NEWS

Marlowe started a LinkedIn ad campaign yesterday offering a "free 15-minute will review" targeted at over-50s in the local boroughs. Low-commitment lead magnet that fills their probate pipeline months ahead.

→ **ACTION:** Counter with your own low-friction front door — a free will-check or a "is your LPA up to date?" mini-audit. The firm that owns the cheap first conversation owns the £-heavy matter that follows.

### .jsonl attached — feed today's brief to your AI agent

The attachment `brief-*.jsonl` is a machine-readable version of this brief: one JSON object per change. Save it and paste into ChatGPT/Claude/etc. with a prompt like "Summarize the top 3 actions from this competitive brief."

Wiring your AI agent to read your inbox automatically is also an option — but it's a level of access we don't recommend lightly. Inbox-reading agents have access to far more than this brief; that's a risk only you can decide to accept.

[Full guide & schema reference →](#) · [Schema docs](#)

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