



OUTSTANDING LAW FIRMS

What sets top-notch law firms apart from others

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In Kenya's dynamic legal space, plenty of outstanding firms, some big, others small, shine brightly – and clients can confidently vouch for them. The common denominator in this is the level of professionalism, clear customer focus, empathy and integrity exhibited by the firms.

In the information age, how a law firm treats a client's data says a lot. Clients want to deal with people they can trust to maintain high confidentiality in regard to every case they are assigned. Moreover, the data protection law is very clear on how entities should handle and protect people's personal information.

These are some of the issues that help identify top-notch law firms from the rest.

Without any doubt, top legal firms have not risen to their positions by accident; they do many things right which enable them to grow and prosper. Perhaps the most important of these things is the consistent ability to deliver exceptional service.

More often than not, they do not merely meet, but often exceed client expectations.



This is critical in a highly competitive legal marketplace. The competition for clients – whether individual or corporate – is intense because these days there are many law firms in the country to choose from.

Clients will demand and expect to receive world-class service. After all, they know that they will find top legal firms within the country's borders.

Law firms are aware that it is no longer enough to be competent or an expert in today's highly compet-

itive legal environment. They know that they must distinguish themselves by the quality of the service they provide.

They acknowledge that they must strive for 100 percent client satisfaction. Service is the simplest way for many clients to tell apart one lawyer or law firm from another – and to choose one over the rest.

Some lawyers and law firms may realise that they need to improve client service. They need to maintain a client-first service focus ev-

ery day. Additionally, they should seek feedback on performance, just to know how highly or lowly their clients rate them.

Most clients lack the capacity to evaluate the quality of a firm's legal work and may not even have that time or luxury. However, they are well placed to evaluate the experience of working with a legal firm.

The fact is that; client expectations have changed in all industries. Clients know that it is a buyers' market. Today clients are

not content to just receive the minimum service. They want it all – and they want it better, faster and cheaper, today. If a legal firm is unable to provide what clients want, they will dash somewhere else.

Quite a good number of law firms spend a lot of energy on developing new clients. They, however, fail to do enough to retain old ones. For many of them, obtaining new work from existing clients represents the most productive type of marketing.

The most successful firms consistently adopt a variety of programmes to ensure that their clients get the most reliable and best possible service experience they can. Moreover, most of these top firms have specific mission and values statements. These statements keep employees focused on the corporate values that should be kept in mind when providing service to clients.

Most of these firms also know that it is hard to gain any advantage over competitors in this era without investing in modern technology as a valuable tactical weapon. Thus, you will find leading-edge firms using technology to rise and remain above the crowd in many different ways.



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INSOLVENCY LAW- A shield for debtors and a sword for creditors!
Covid 19 sent unprecedented shock waves through the liquidity of companies. Most companies were fatally affected by this economic downturn. During this period, MMW Advocates LLP offered innovative legal solutions to companies under financial distress through various insolvency options, shielding such companies from the risk of collapse. For Creditors, the firm advised on how to use Insolvency law options as a sword with which they could use to liquidate their debts.

TAX LAW-Complain or Partner with experts-Your peace of mind matters!
Tax hacks that were previously innovative have now become onerous. Tax burdens are only curable by engaging the taxman-either through court battles or settlement proposals. MMW Advocates LLP, with the help of its in-house auditors, lawyers and tax consultants, continuously alleviates its clients' tax burdens through audit, review and legal scrutiny to establish what is due versus what is demanded by the taxman.

ARRHI SASA- Digitized Lands Transactions
Transactions on Nairobi Block properties are currently conducted on an online platform known as Arrhi Sasa. Due to the novelty of digitized transactions, there have been user challenges leading to transactions worth about **Kenya Shillings 100 Billion** stalling, consequently frustrating both lenders and borrowers in the process.

MMW Advocates LLP prides itself as one of the first law firms to have completed several transactions for Kenya's tier 1 Banks on the portal. It continues to support financial institutions, developers and high net worth individuals in unlocking stalled transactions on the platform.

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