

## QUALITY POLICY

KPM exists to provide legal services.

KPM's Strategic and Business Planning indicates the ways in which KPM will select the types and areas of service which are to be offered to clients. Similarly, KPM also do not offer all legal services and as part of our Quality Policy, we consciously refuse to do the following areas of work:

- Legal aid work;
- Conditional fee arrangements;
- No win no fee' work;
- Immigration;
- Crime;
- Medical negligence;
- Personal injury;
- Share Sale Agreements;
- Work for which a referral fee is paid;
- Matrimonial work;
- Mediation;
- Education law;
- Financial advice or services;
- Immigration.

As these are outside our competency or measures.

Whatever the type of legal service - the emphasis should be on the **'service'** element, and the requirements of the client should be given priority accordingly.

KPM is committed to the concept that **all** aspects of its operations should be of the highest quality. As part of this commitment, KPM have achieved the following externally certified quality marks:-

- Lexcel;
- Conveyancing Quality Scheme.

KPM achieved the Conveyancing Quality Scheme on 12 October 2011 and Lexcel in May 2012 . Both standards have been continued.

It is important for all personnel to understand the principles which underlie this commitment to quality:

- The legal profession is no different from any other service provider - it only exists so long as the service is valued by the consumers of that service.
- As a result of growing public awareness, the expectations of consumers generally have increased considerably over recent years, and continue to do so.
- Substandard service is unacceptable and marked by the poor complaints record of the profession, as well as increasing insistence from various governmental agencies on higher standards being met.
- A quality service is required in order to comply with the KPM Partners' belief in this, as well as being a professional and commercial necessity.
- The damage which can be done to KPM when substandard service is provided can be much greater than might be expected, whether in terms of the damage to reputation caused by a dissatisfied client broadcasting their concerns, or in the time taken by the partners when having to handle any complaint.
- On the other hand, there are many commercial benefits if KPM can attract a reputation for providing a high quality service.

- All personnel within KPM must judge their actions from the client's viewpoint, and be aware that in addition to providing the highest levels of technical legal expertise, clients have a right to expect that their lawyers will be:
  - Available;
  - Approachable;
  - Comprehensible;
  - Prompt;
  - Courteous;
  - Competent to perform the services requested.

The manner in which the service is received and perceived by the client is often the key, rather than the outcome of a case in purely legal terms.

The issue of communications with the client is crucial.

KPM strives to ensure that its advice is cost effective and communicated in a manner that is appropriate for each client. KPM is also committed to providing a truly professional service, meaning that all personnel must act with integrity in all their dealings with clients. This is in part achieved by ensuring that the firm and individuals (including owners who may not be lawyers) provide legal services according to the fundamental, ethical and professional standards expected under the SRA Code of Conduct 2011.

All personnel should at all times have regard to the mandatory principles of the SRA Code of Conduct, which apply to all.

Therefore, each and every member of KPM must:

- Uphold the rule of law and the proper administration of justice.
- Act with integrity.
- Act in the best interests of each client.
- Provide a good standard of service to your clients.
- Comply with our legal and regulatory obligations, and deal with our regulators and ombudsmen in an open, timely and co-operative manner;
- Run our businesses and carry out our role in the business effectively and in accordance with proper governance and sound financial and risk management principles;
- Promote equality and diversity within our businesses and not discriminate unlawfully in connection with the provision of legal services; and
- Protect client money and assets.
- Not behave in a way that is likely to diminish the trust the public places in you or the legal profession.
- Not allow our independence to be compromised.

However, these are only a starting point within the context of a policy of full, prompt and clear communication to clients.