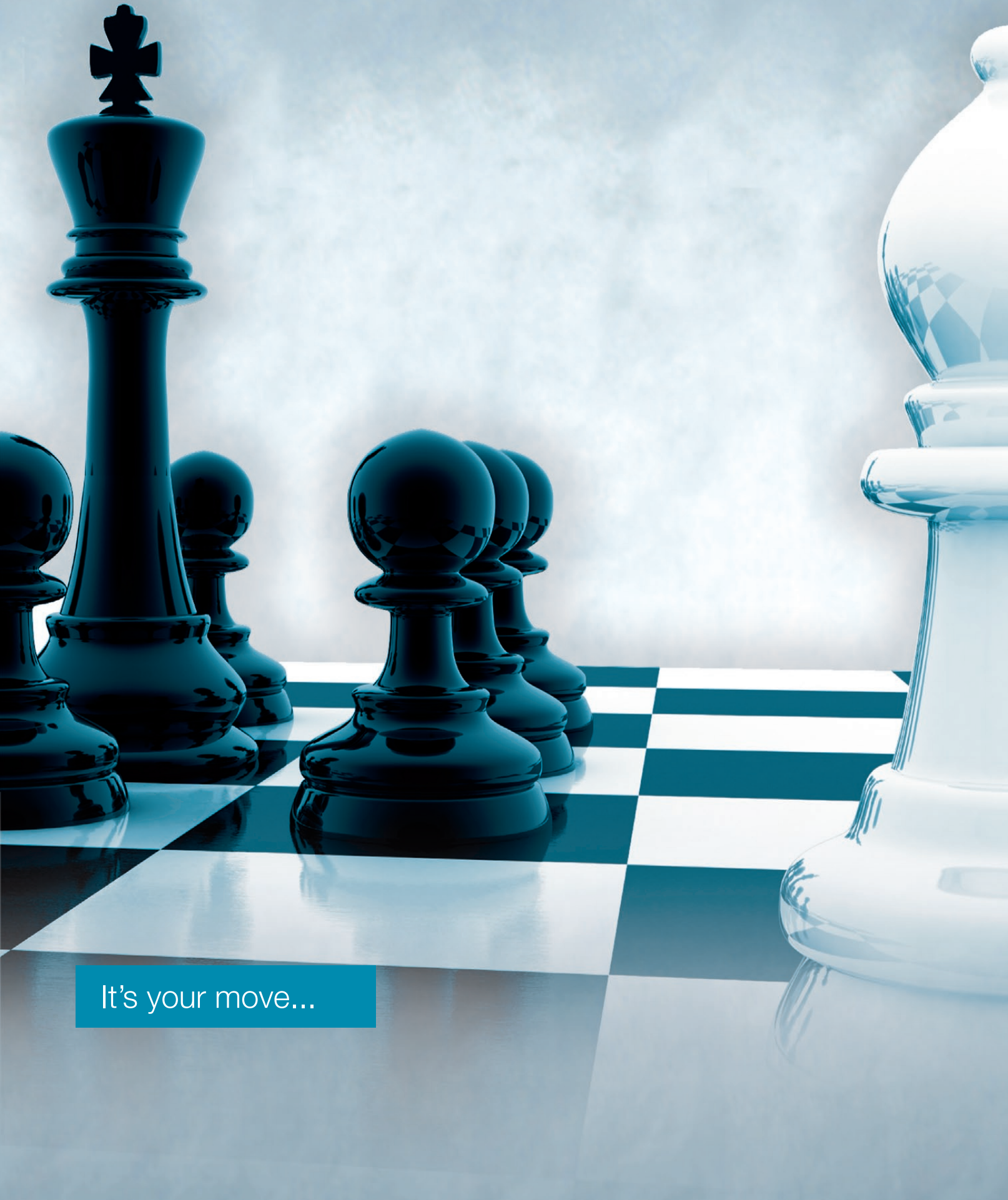


A PARTNER YOU CAN TRUST



It's your move...

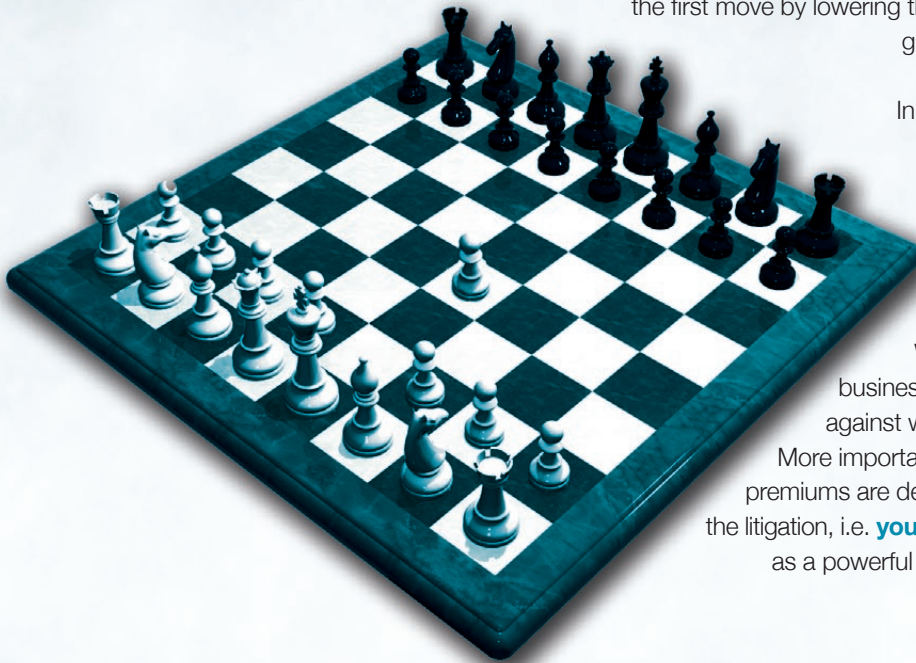
## The right move...

Commercial litigation has always been a competitive area in which to operate and recently you may have noticed how **competition has become fiercer than ever**.

The battle is being played out around both attracting new business and maintaining existing relationships. The **"Magic Circle"** firms have made the first move by lowering their hourly rates. Their aim is to gain a greater market share...by taking yours.

In order to compete, you need to adapt your marketing strategy to suit your client's needs. Offering an ATE insurance option can **add another dimension** to your service.

Whether your clients are individuals or businesses, ATE insurance offers **protection** against what can be significant costs liabilities. More importantly, it provides **cost certainty**. Often premiums are deferred and contingent on the result of the litigation, i.e. **you only pay when you win**. This serves as a powerful incentive when attracting new clients.



## Customer service is key

We believe long term relationships are built on good customer service, trust and integrity. We know your commercial clients are valuable to your business and their **repeat business** is essential.

That is why ATE policies provided through Abbey Legal Protection are **tailored specifically** to the needs of the individual case. This ensures the right level of cover is always obtained for your clients and that each and every case receives a **personal touch**.

We employ qualified lawyers to undertake all of our risk assessments, which enables us to fully understand the detail of the case. A quote offering an insurance policy with the correct level of protection for your client is then put forward.

An account manager is assigned to every firm utilising our commercial services. They will then be your single point of contact and responsible for all of your insurance requirements in the future.

We believe that by adding this personal yet professional touch to our service, you gain an advantage over your competitors who do not benefit from working with a partner which provides the cover you and your clients really need.

## What should I insure

Insuring against risk is an age-old concept yet it is fairly new in terms of civil dispute resolution.

It makes sense to consider insuring any substantial action where the client needs to establish predictable financial backing for a case with suitable prospects.

In our experience most clients perceive the litigation process as unpredictable and expensive. So by offering an ATE insurance solution you can provide them with **peace of mind**.

We are able to insure most types of case and our **quote service is fast and free** of charge.

Some examples of areas covered are listed below:

- Professional negligence
- Property disputes
- Commercial and construction contracts
- Tax litigation
- Intellectual property
- Insolvency cases
- Partnership/shareholder disputes
- Group actions

For more information, call us today on:

**0845 0750 900**

or alternatively email us at:

**[ateservices@abbeylegal.com](mailto:ateservices@abbeylegal.com)**

Click here for an editable PDF version of our  
**[proposal form](#)**

## Thinking ahead

In recent times there has been a shift towards acting under Conditional Fee Agreements (CFA's) in civil resolution disputes.

Leading firms at the cutting edge of the market are using them as part of their long term business strategy planning.

This is in part due to increased competition within the market and the need to remove barriers to sale with potential clients, but also as a result of uncertainty within other areas the business.

It makes sense to consider the option of acting under a CFA on strong cases if your business model has the capacity to defer the cashflow. This enables you to have a degree of stability and predictability of income in future years, regardless of market turbulence.

The CFA approach dovetails perfectly with After The Event insurance products and insurers are far more competitive with their premiums when there is an element of risk sharing.

Naturally the upside to this approach is not only offering your clients a cost effective solution that illustrates your confidence in their case, but also your firm gains the opportunity to collect a success fee at conclusion.

It is therefore advantageous (although not essential) if you are prepared to represent your clients on this basis.



## What to do next

If you would like to discuss how we may be of service to you, we are currently arranging appointments in your area. Please either call **0845 0750 900** or e-mail us at [ateservices@abbeylegal.com](mailto:ateservices@abbeylegal.com) and we will be pleased to deal with your enquiry.

Alternatively, if you already have a risk you would like us to consider, please complete our **proposal form** and send it to us with any supporting documentation to the address detailed on the form.

We are always happy to discuss prospective enquiries without a completed form and are happy to receive material either by mail or e-mail.

One of our lawyers will then be in touch to discuss the case and deal with any initial queries.

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