

Question...

How do York  
Legal attract  
the best  
property  
lawyers in a  
candidate  
short market?

Case Study

yolk

Answer...

Yolk Legal operate in a way that is unique. We immerse ourselves in the legal industry completely.

## How we tackled it

### The Challenge

For the last few years, law firms have been looking to recruit the very best Property Lawyers in the market. At any given time, several law firms are looking for the very same person.

As a result, firms often instruct several agencies as they believe that doing this will mean that they cover all options. When in fact, we work better when we work on an exclusive basis which means that we can dedicate our time, using the following options, to fully exhaust every single avenue.

Agencies who are pitted against each other in a 'fastest first' battle don't produce quality work and so you're less likely to get quality candidates.

## The Solution

- ✔ Networking - we attend every event in the market from legal specific events to non legal events. From breakfast seminars to evening and weekend events, our specialist team will be there
- ✔ Being experts in our field - when we meet property lawyers we are able to provide them with salary advice, benefit advice, movers and shakers in the market and competitor information. We can advise lawyers whether they are being underpaid, over worked or whether they are being paid above market rate on the rare occasion that they are. We are credible having worked in private practice ourselves
- ✔ We have an established legal brand and are recognised as a 'go to' recruiter for property lawyers
- ✔ Social media - we operate on all platforms. We even have a private Facebook group that is monitored 24/7, with over 1000 members that generate passive candidates who don't know that they are looking for a new role until our posts prompt them. Using this channel is informal and accessible as an initial starting point to attract passive candidates
- ✔ CDLS Preferred Supplier relationship- we have been the preferred recruitment suppliers for Cardiff and District Law Society and its members for 5 consecutive years. As well as having access to their members at events, we are able to address the committee and most importantly we can advertise our vacancies in their fortnightly e-newsletter which hits the inbox of all members. Again, capturing passive candidates
- ✔ JLD - we work closely with the Junior Lawyers of Wales by supporting them with career advice and hosting regular events to inform them of the changes in the legal landscape. We also provide CV drafting workshops and we are able to reach their members to advertise all junior roles we have
- ✔ CILEx - our Head of Legal, Sarah Castle has been an honorary CILEx (Cardiff district) member for 5 consecutive years. Sarah runs the social media for CILEx as well as attending and holding networking events with CILEx lawyers
- ✔ Referrals - good property lawyers know good property lawyers and so by providing a high quality service we receive referrals constantly
- ✔ Specialist Job Boards - this is our last resort. If a property lawyer is active on a job board for longer than 24 hours we ask why. We prefer to work with passive candidates who are loyal to York, who are not sending their CV to every law firm and who are genuinely looking for their next career move



## Don't just take our word for it. This is what some of our candidates have said:

"When Sarah approached me for my current job role, she did so with an air of enthusiasm which filled me with the confidence that the role would be one of keen interest to me. This is because Sarah knows her clients and moreover knows what firms are looking for when it comes to specific skill sets in candidates.

From sending my CV across to my current employer to the interview stage, Sarah was thoughtful and supportive without being overbearing. Her willingness to help and knowledge of the role proved to be invaluable in helping me secure my current position within property law.

Sarah's knowledge of the legal sector, and property in particular is second to none which mainly stems from her legal background (law degree, LPC and work experience at a top 100 law firm) and understanding of the current property market. This gives her the edge over other legal recruiters who may only have limited knowledge of the legal sector and what firms are looking for in a candidate on any level.

I was impressed by how quickly Sarah provided me with feedback from my interview. It was positive news, so I accepted the employer's offer without hesitation resting safe in the assurance that Sarah would not have placed me somewhere unsuitable. Also, prior to the interview, she had already provided me with most of the information I wanted to know regarding their benefits packages, etc. This made my decision an easy one.

Sarah was a consummate professional throughout the whole process and I know that if any fellow professionals are looking for legal roles that I would send them Sarah's way. I trust her implicitly and would not hesitate to use her in the future or recommend her to others.

Thank you, Sarah!"

**Amanda Campbell, Solicitor**

"Yolk has been so helpful in securing my recent employment as a Newly Qualified property Solicitor and were very proactive with finding a role that suited me. They were always available to talk to provide me with the correct advice and a push in the right direction. Thank you so much Yolk! If I ever need a recruiter in the future, I will definitely be coming back to Yolk!"

**Sophie Titley, Solicitor**

"Sarah was helpful and committed in finding me a position in a law firm in an area of law (property law) I am good at. Sarah was fantastic at giving interview advice and gave me feedback straight away after I had my interviews. Sarah also kept you in the loop and advised you every step of the way. It was also great to interact with Sarah as she came from the same background in regards to law as me, which was a real plus point. I would recommend Sarah to help anyone to find a position".

**Emma Tutty, Legal Assistant**

"Yolk were always professional, upbeat and were a delight to deal with - they helped me with interview and presentation techniques and assisted me in securing my role with a Legal 500 Firm, within their property team. Yolk kept in contact with me and checked in to see how I was doing in my new role. I wouldn't hesitate to recommend them as the 'go-to' recruitment professionals for the legal sector".

**Leanne Teahan, Conveyancer**



If you'd like to hear more about how Yolk Recruitment can help reshape your recruitment needs, get in touch.

Cardiff 02920 220 078  
info@yolkrecruitment.com  
yolkrecruitment.com