

# ViewMyChain for Conveyancers

For visibility that powers the  
path to completion



# Mounting pressure on conveyancers

Pressure on conveyancers to provide more information during the buying and selling process is steadily increasing, in particular due to:

- » ...an age of hyper connectivity, where **consumers are expecting a high degree of transparency and communication.**
- » **...regulation and protocols** requiring conveyancers to provide more information on the progress of the sale.

The resulting impact on conveyancing firms and their workforce across the country is proving significant.

- » **Time delays and cost increases** are becoming more commonplace, as firms try to juggle growing client demands with limited technical support.
- » **Dissatisfaction with service levels** amongst clients, leading to poor reviews and even damaged reputations.

**“72% of conveyancers reported being under severe pressure”**

- Source: Conveyancing Foundation's Wellbeing at Work Survey Report, 2023

**“One in three conveyancers plan to quit the industry in the next five years, or sooner”**

- Source: TM Group Report, Back to the Future, 2023

**55% of homeowners valued joined up communication & visibility of where everyone is in process (seller, buyer, estate agent, conveyancer/ solicitor, mortgage provider) during the house buying process**

- Source: HomeOwners Alliance report, 2021

**3**  
Properties in  
avg. chain

**34%**  
Fall-through  
rate

**>47%**  
sales involve  
a chain

**20+**  
weeks  
to exchange

# The impact of limited chain visibility

Unsurprisingly, most of the house buying and selling information **demands are related to property chains and their progression.**

The Law Society Conveyancing and Land Law Committee have been discussing **chain view as a way to improve the home moving process**

↳ And yet, up to now, there's not been a chain view solution on the market that is...

- » **Comprehensive** – offering a full and trustworthy view of the entire chain
- » **Affordable** – supporting margins that are getting slimmer every passing year
- » **Available right now** – not as a concept but as a widely used, tried and tested solution.

# Changing the game with VMC for Conveyancers

ViewMyChain's tool for conveyancers is the **only solution** in the market that is able to provide the required visibility of chains as set out by the Law Society Conveyancing Protocol.

## Stage A Instructions

### Acting for the Seller

Check whether the seller has property to buy and whether an offer has been accepted and whether there is any linked transaction or chain of transactions.

### Acting for the Buyer

Check whether the buyer has property to sell and whether an offer has been accepted and whether there is any linked transaction or chain of transactions.

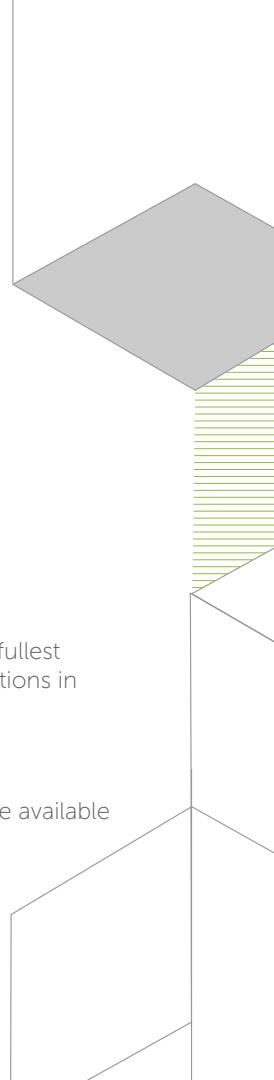
## Stage B Pre-exchange – submitting a contract

### Acting for the Seller

The estate agent should ensure, so far as is possible, that the fullest information is made available as to the status of other transactions in the chain if not provided with the memorandum of sale.

### Acting for the Buyer

Ensure so far as is possible, that the fullest information is made available as to the status of other transactions in the chain.



# See all the transactions and chains you're involved in

16 BRACEBY CLOSE  
LUTON  
LU3 2TP

ViewMyChain My Properties Add a Listing Attach a Listing Support Ben

4 results Attach a Listing Add a Listing

Search for a listing Estate Agent Brand Estate Agent Branch Transaction type Clear

Advanced (0) ^

In chain Status Chain Status Funding Searches

Sort by Address (A->Z)

<b>1 HAYWARD ROAD</b> STAPLE HILL BS16 4NS	William H Brown		£200,000
<b>1 LANDRACE COURT</b> SHENLEY BROOK END MILTON KEYNES MK5 2LR	Peter Alan BARRY CF62 8HB		£560,000 <a href="#">View Chain Map</a>
<b>16 BRACEBY CLOSE</b> LUTON LU3 2TP	Taylor's LEIGHTON BUZZARD LU7 1DA		<a href="#">Split chain</a> <a href="#">View Chain Map</a>
<b>202 HOCKLIFFE ROAD</b> LEIGHTON BUZZARD LU7 2AL	Cornelli LEIGHTON BUZZARD LU7 1HA		<a href="#">Split chain</a> <a href="#">View Chain Map</a>

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£560,000  
[View Chain Map](#)



# Auto populated key transaction stages for both the seller and the buyer

ViewMyChain My Properties Add a Listing Attach a Listing Support Ben

16 BRACEBY CLOSE, LUTON, LU3 2TP Buying

SSTC: Sunday, 23rd January 2022

Price: Chain Map

Top Chain Closed	SSTC	Q Searches	E Funding	Enquiries	Completion
<b>44 VICTORIA ROAD, BLETCHLEY, MK2 2NP</b> Connells LEIGHTON BUZZARD LU7 1HA 01525 372 588 MY HOME MOVE SARAH DWIGHT SOLICITOR	SSTC 27 Jan 2022	Local Authority Searches Expected 18 Feb 2022	Valuation Booked 10 Jul 2022	Enquiries	Exchanged 22 Apr 2022
<b>8 WHITTLE COURT, KNOWHILL, MELTON KEYNES, MK-</b> Test Branch 4 MY HOME MOVE No Buyer Conveyancer	SSTC 17 Jul 2024	Not Ordered	Funding	Enquiries	To be agreed
<b>16 BRACEBY CLOSE, LUTON, LU3 2TP</b> Taylors LEIGHTON BUZZARD LU7 1DA 01525 372444 SARAH DWIGHT SOLICITOR ABC	SSTC 23 Jan 2022	Local Authority Searches Expected 9 Feb 2022	Funding Applied 28 Jan 2022	Enquiries	To be agreed
<b>202 HOCKLIFFE ROAD, LEIGHTON BUZZARD, LU7 3XL</b> Connells LEIGHTON BUZZARD LU7 1HA 01525 372 588 ABC No Buyer Conveyancer	SSTC 4 Jan 2022	Local Authority Searches Expected 28 Jan 2022	Mortgage Offered 1 Feb 2022	Enquiries 21 Jan 2022	To be agreed

## See milestone updates during the SSTC stage

## Access funding and enquiries information

## Access search info for all properties in the chain, including searches ordered, expected turnaround times, and delivered date.

Property	SSTC	Local Authority Searches	Mortgage Offered	Enquiries	Completion
16 BRACEY CLOSE, LUTON, LU5 2TP	25/01/2022	06/02/2022	05/02/2022	06/02/2022	To be agreed
14 VICTORIA ROAD, BUCKINGHAM, MK18 1JL	25/01/2022	06/02/2022	05/02/2022	06/02/2022	To be agreed
14 VICTORIA ROAD, BUCKINGHAM, MK18 1JL	25/01/2022	06/02/2022	05/02/2022	06/02/2022	To be agreed
14 VICTORIA ROAD, BUCKINGHAM, MK18 1JL	25/01/2022	06/02/2022	05/02/2022	06/02/2022	To be agreed

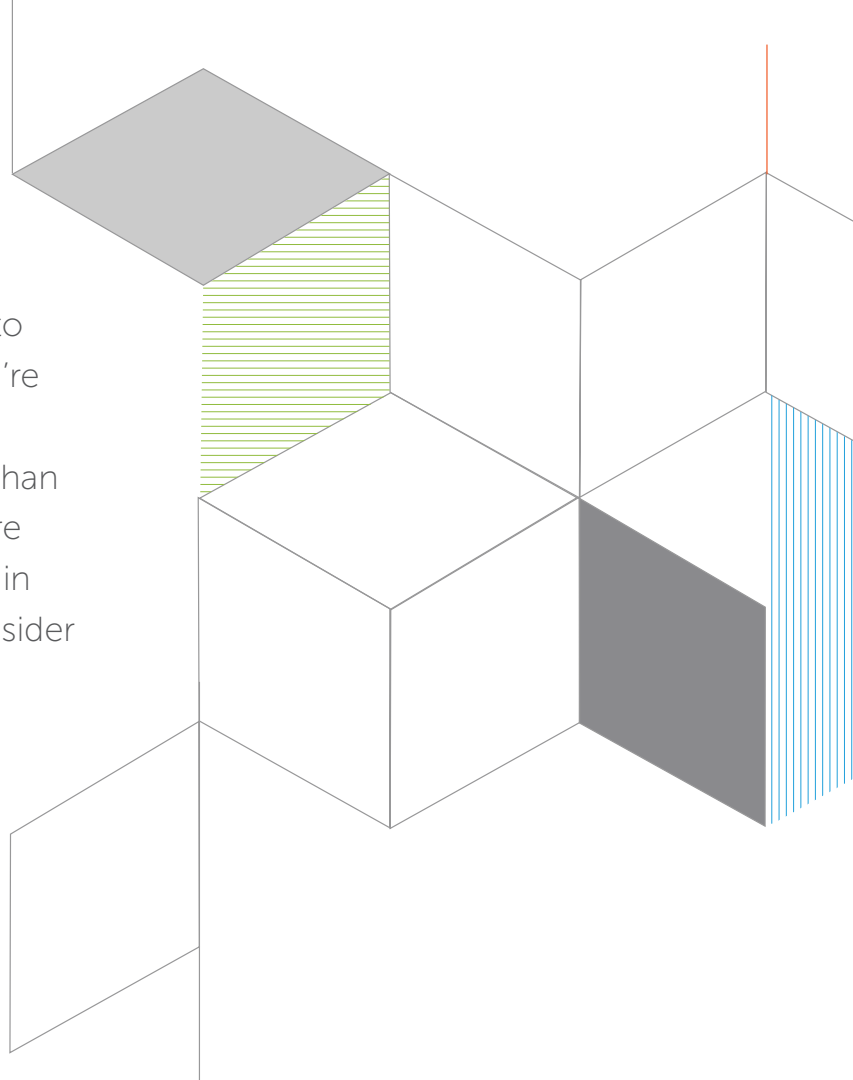
## See the predicted and actual exchange and completion dates for each property within the chain



It's important to know the length of the chain, to know the firms involved in the chain, and if you're in the chain more than once or some of your colleagues within your firm are involved more than once. Knowing the chain is vital and I'm not sure why not enough emphasis have been put on it in the past. All conveyancers should seriously consider having a good chain view.



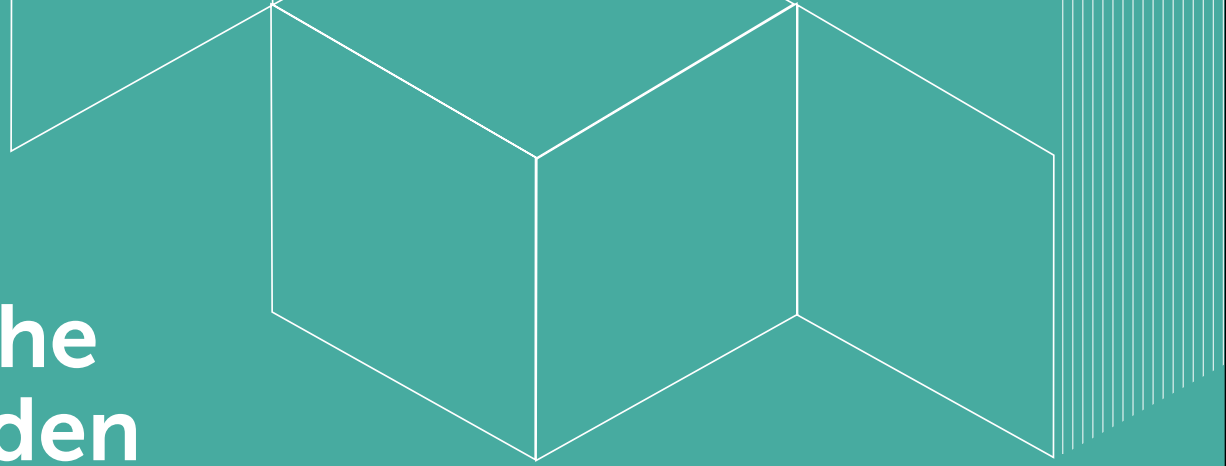
**- Rob Lewis,  
CEO of BOLD Conveyancing Group**







**To reduce the  
update burden  
on conveyancers,  
ViewMyChain is now  
also available as a  
consumer portal.**



# Give your clients total peace of mind with

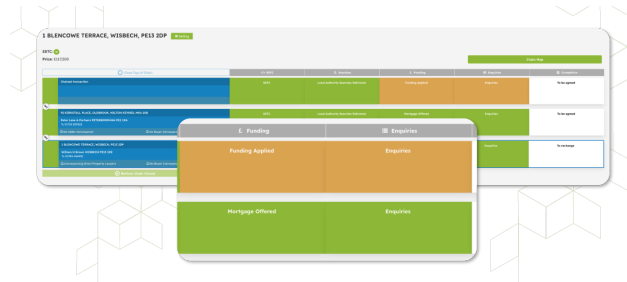
# MoveMe

Powered by ViewMyChain

MoveMe brings your client's property chain to life in an easy-to-use dashboard that's accessible anytime, anywhere.



## What your clients will see with MoveMe

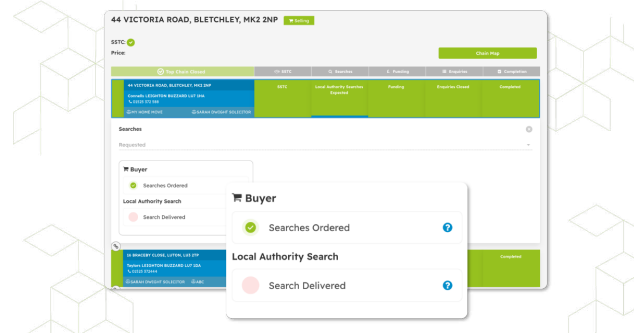
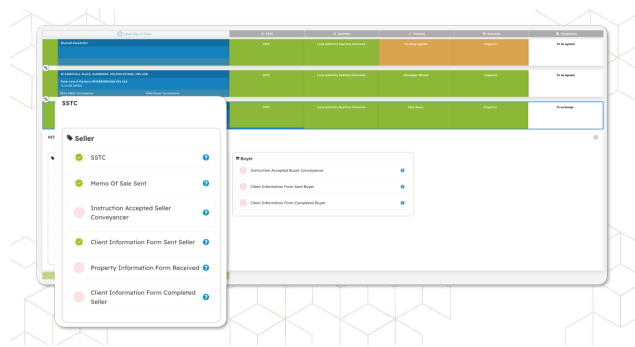


## See all the properties in their chain

View all the properties that make up the chain that they're in, with colour-coded stages to show how each property is progressing.

## See the progression of the property in the chain adjacent to theirs

Clients will be able to see detailed information about the properties linked directly to their own property.



## See the progression of their own property

Your clients can see how the property they're buying/selling is progressing through the key stages, with detailed information available at each stage.

# How **ViewMyChain for Conveyancers** and **MoveMe** are funded

Conveyancer firms take a variety of views as to whether this product should be treated as a cost or a recharge.

One of four models is usually adopted:

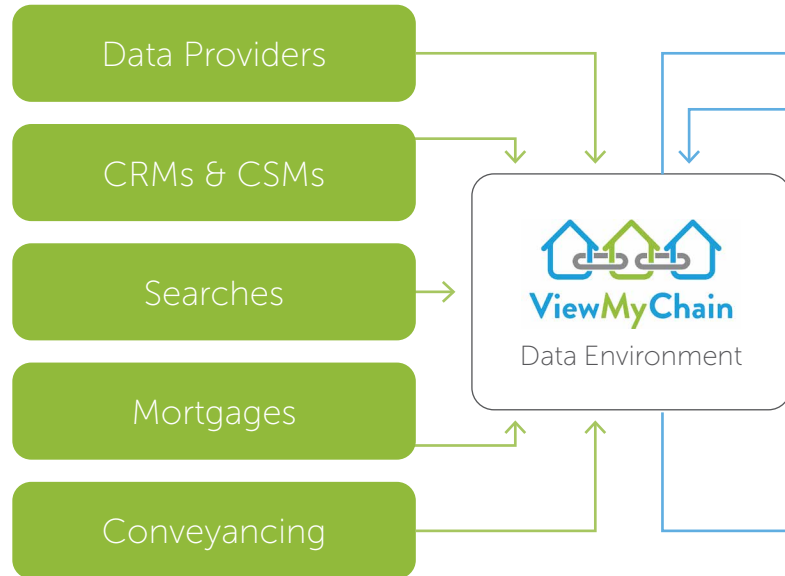
- » The product is applied as a recharge and embedded into quotes.
- » The charge is included within the 'additional fees' section and allows the product to be charged as a profit cost – often called a 'Chain Checker' fee.
- » The cost is carried by the firm.
- » The cost is passed as a disbursement.



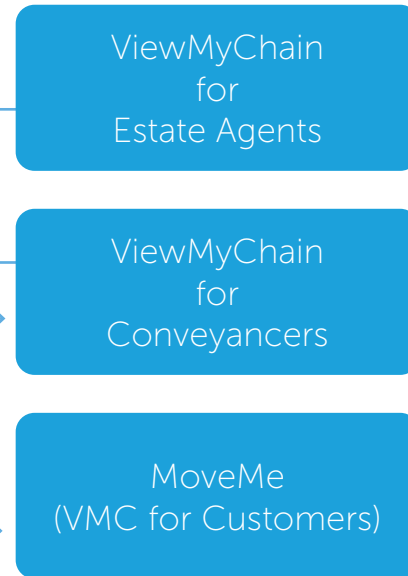
# How the ViewMyChain solution works

## VMC Data

### Sources & Partners



## VMC Users



## More benefits for all parties involved...

Transparency

Visibility of the whole chain to all parties






























Autonomy to manage 'own' and related transactions

Reduced duplication of updates to all parties

Fewer fall throughs

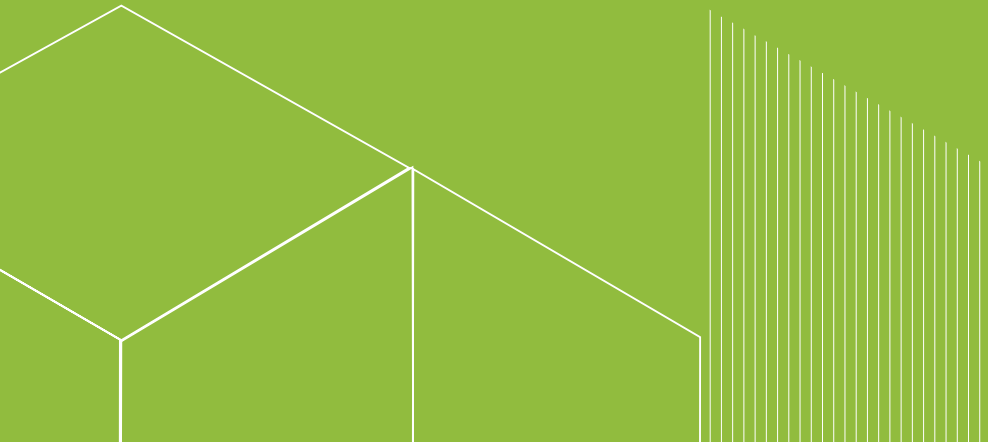
# The data sources that power our insights

Our data does not rely on user updates, but instead comes from our extensive list of strategic data partners that continues to grow each month.

CRMs and CSMs	Conveyancing	Data	Searches	Mortgages
    	        	    	     	   

# Conveyancers rely on ViewMyChain to...

Inspire confidence, reduce losses and accelerate completions with data-rich software that provides instant visibility of the full chain.





# See ViewMyChain for Conveyancers in action



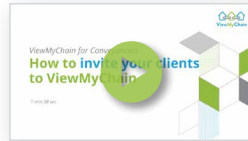
What you'll see in your chain dashboard



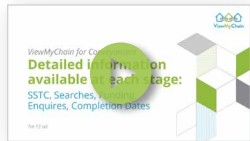
A tool that helps you to fulfil the Consumer Protocol requirements



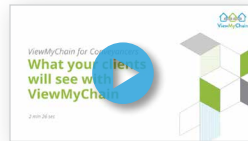
Get the full chain view and access chain maps



How to invite your clients to ViewMyChain



Detailed information available at each stage: SSTC, Searches, Enquires, Completion Dates



What your clients will see with ViewMyChain



# Easy to use, even easier to implement

- » Your existing properties and milestones will be automatically transferred - no manual re-key required.
- » Which means all your existing data ready to use from Day One.
- » Training is designed to fit your business rhythm, minimizing impact on your operations.

**Ready to see how it works? Book a mini demo with our team.**

BOOK HERE



[www.viewmychain.com](http://www.viewmychain.com)

