

Membership Information Brochure



24 Law Firms
220 Professionals
33 Law Offices
8 Provinces

**South Africa's Largest
Association of Law Firms**

Overview

The Phatshoane Henney Group is a national group of independent firms practising in association but not in partnership and with separate liability.

The group, entering its seventh year, was founded by the law firm Phatshoane Henney inc. and with 24 law firms and 35 offices in 8 Provinces and with a current professionals tally already exceeding 220 professionals, the group constitutes the largest association of legal firms in South Africa.

Members benefit from the national brand, group marketing initiatives, group support services, group strategic partnerships, group rates and discounts, group BEE initiatives and more.

Firms receive access to vital support services such as marketing infrastructure and support, busi-

ness development, BEE verification, national recruitment initiatives, legal knowledge management, research support, group newsletters, group training programmes etc. These support services assist firms to reduce their own infrastructure requirements, remain competitive and substantially differentiate their firms from their completion, ultimately allowing firms to concentrate on the business of practising law.

Although members practice independently, members also have access to the group services directory providing access to the specialist legal services and resources available within the group.

Although not contractually required, strong relationships and referral networks are naturally fomented between member firms, providing additional benefit to member firms.

The group addresses the strategic need of firms to address their BEE profile, increase their firm visibility, access high-quality support services, establish progressive marketing infrastructure, enhance negotiating power with financial institutions, leverage cost reductions and position themselves strategically for growth.

Group membership continues to grow as vital support services, strategic partnerships, business opportunities and group bargaining power constitute the necessary incentive for any law firm to consider group membership.

Member firms, large and small benefit from their membership and the model is such that it affords and ensures value and appropriateness to all member firms, irrespective of size or location.



Through the group's BEE practices and its involvement and planning with member firms, group verification results for 2011 excelled, with the average BEE level of group firms being **Level Two** compliance and with most firms also being recognized as Value Adding Suppliers for BEE procurement recognition.

Sustainable BEE practices



Group Membership

Separate but in association

Members remain independent and in full control of their firm, but practice in association with each other and under a national group brand and identity.

National Network

Members form part of the group national network and obtain access to the increasing economies of scale and negotiating power inherent in the group. Additionally, the network creates new business opportunities that member firms can benefit from.

BEE

Members are proactively assisted with the development of their BEE Profile and undergoing formal BEE verification. Through the group's relationship with verification agents, firms are assisted with understanding and implementing verification requirements. Also, where required,

Black Equity is taken up on a non-executive basis in member firms to assist firms to address their BEE profile and implement sustainable and compliant BEE practices.

Business Development

The group assist firms with advice and guidance on business development and positioning, strategic marketing and organization, introducing new service areas, and in general improving the practice positioning of the firm.

Strategic Partnerships

Firms draw substantial benefit from a growing range of strategic partnerships with financial institutions, corporate clients, Law Faculties, software providers, telecommunication providers and more, which provide firms access to preferential interest rates, discounts, volume breaks

and other benefits. These partnerships are constantly expanded and reflect the benefit to firms of the group's size and national footprint.

Group Brand

The group brand is continuously developed and enhanced for the benefit of members and increase the brand positioning of the group vis-à-vis the firm, and assists in the creation of awareness for each member firm, without derogating from the member firm's existing corporate identity.

Centralised Management

A centralised management committee comprising representatives of all member firms ensure that member firms are involved with strategic decisions regarding marketing, membership, branding, strategic partnerships, business opportunities, training initiatives, etc.



Through the group management committee, monthly progress reports and regular communication and feedback to member firms, the group ensures transparency and involvement by all member firms in the management and strategic direction of the group.

Transparent management and participation



Support Services

Branding

Member firms are incorporated into the group brand and all group marketing documentation. Group firms retain their identity but identify themselves as 'a member of the phatshoane henney group of associated firms.'

BEE support and advice

Member firms receive specialist BEE support and advice to assist in establishing sustainable BEE practices, complying with the latest BEE requirements and undergoing formal BEE verification.

Skills development support

Firms are assisted with implementing workplace skills plans, reclaiming of grants, registration of candidate attorney learnerships / internships. Additionally, the group has established a Group Skills Fund (from reclaimed levies) utilized for group training and development programmes.

Group training

Through the group's e-learning platform, group training programmes are delivered effectively to group employees and professionals across South Africa. The group utilizes the Group Skills Fund for the development of new training programmes as well as the creation of new group services in respect of legal development.

Knowledge Centre

Members have access to the group Knowledge Centre, a state of the art legal research centre, staffed by full-time legally-trained professionals, with access to a large resource base, providing research support, templates and examples, newsletters, legal updates and more to members and their clients.

Recruitment

The group annually conducts an intensive recruitment campaign at all major university universities on

behalf of group firms, with recruitment strategies ranging from recruitment posters, flyers, brochures, website announcements, class presentations, academic awards, open day attendance and more.

Marketing

The group has a full time strategic marketing consultant firm that provides extensive strategic marketing services to each member firm, implements marketing infrastructure, and coordinates the marketing plan to differentiate the firm and align the group benefits and brand for maximum exposure and flow through of value to firm clients. The marketing infrastructure includes electronic marketing campaigns through email branding, newsletters, websites, and more as well as a tailored marketing plan for each firm and customer relationship management (CRM) strategy.



The Phatshoane Henney Group Honour Medal Programme has established itself as the premier award at 8 Law Faculties in South Africa. The honour medal is awarded to LL.B students that complete their LL.B degree *Cum Laude*. In 2011 the group awarded 48 honour medals to LL.B students, with group firms playing a major role in the presentation of the medals at award ceremonies.

Phatshoane Henney Honour Medal Programme





Strategic Partnerships

Preferential interest rates are afforded to group firms using the Standard Bank Third Party Fund Administration System, the Nedbank Corporate Saver System and/or the Investec Corporate Cash Manager System, with interest rates determined on the basis of the entire group portfolio with these institutions.

Group firms, due to the group's national footprint, have also been appointed as preferred legal service providers to LegalWise in respect of their premier Platinum legal risk insurance policy.

Through the group partnership with Glenrand MIB, the group professional indemnity scheme for top-up PI cover affords each member firm with R75 million cover on a per claims basis, ensuring that firms are capable of addressing even the most stringent of panel requirements in respect of professional indemnity.

Additionally, Glenrand MIB has also

tailored a highly cost-effective and comprehensive insurance product for the short-term business insurance needs of member firms, ensuring broad policy wording and preferential treatment of group firms.

The expanding strategic relationship with Vodacom allows group firms to benefit from reduced call rates as well as partnering with a leader in the telecommunications industry, affording group firms access to a variety of convergence and data solutions to address ever-increasing demands for quality telecommunication services.

A close relationship with leading legal software provider Korbitec in respect of their Ghostconvey and Windeed software products allows group firms to access preferential transaction rebates when using these products.

The group corporate MangoPlus ac-

count provides group firms with the option of obtaining discounted flight tariffs and other benefits when doing a corporate booking via FlyMango

The group continually seeks new partnerships which add value to member firms, create business opportunities or enable firms to access preferential treatment, discounts or savings.

The group has also established strategic relationships with a number of training providers to develop courses for the training of group staff in the latest legal developments, computer skills and other disciplines, ensuring that group staff are able to provide exceptional service to clients.



Citadel Trust remains involved in the trust management of the Phatshoane Henney Foundation (NPO Registration Number 067-759-NPO) as the independent corporate trustee of the Foundation, a necessary function in expanding the Foundation as a non-profit organisation for socio-economic development and corporate social responsibility initiatives.

The Phatshoane Henney Foundation





Becoming a Member Firm

Member firms are prominent firms in their regions with good reputations and standing with clients and financial institutions.

New members are assessed prior to any formal offer of membership, and members are required to conduct their practices in a legal and ethical manner in accordance with the relevant Law Societies.

Members are afforded exclusivity within a specific territory as the only group member firm in the territory. This exclusivity does not prohibit members from providing its services outside the exclusivity area.

Membership does not place any obligation on a member firm to restrict its scope or range of services or to utilize any associated firm as a correspondent.

Membership of the group does not restrict the independence of individ-

ual members, but complements the existing practice and provides economies of scale and support for growth and expansion.

The cost model for group membership has been developed on the basis of simplicity, affordability and ease of administration.

Accordingly member firms pay only a fixed monthly association fee for full group membership:

- i. For firms with an annual turnover less than R5 million, the monthly association fee is **R10,000** plus VAT.
- ii. For firms with an annual turnover greater than R5 million, the monthly association fee is **R16,500** plus VAT.

There are no hidden costs relating to membership of the group, allowing members to budget and manage their association costs.

The monthly association fee is tax deductible as well as counting towards the BEE Procurement and Enterprise Development spend of member firms.

Membership of the group may be terminated by notice at the discretion of a member without any costs or compensation being payable.

To find out more about becoming a member of the Phatshoane Henney Group or to arrange for a detailed presentation on the benefits of group membership for your firm, please contact **Soekie Smith** at:

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For more information visit our website at www.phfirms.co.za and download the group's most recent Annual Report.



Group membership provides a viable alternative for law firms to obtain the benefits accompanying size, brand, and a national presence as well as critical support services, without having to sacrifice its independence and corporate culture.

A viable alternative

Barry Botha Breytenbach inc.
Port Shepstone

Breytenbach Mavuso inc.
Bethlehem

Cilliers & Reynders inc.
Centurion | Thabazimbi

Cloete & Neveling inc.
Harrismith

Davel de Klerk & Kgatla inc.
Polokwane

Erasmus de Klerk inc.
Randburg

Greyvensteins inc.
Port Elizabeth

Kloppers Richards Bay inc.
Richards Bay

Kloppers Empangeni inc.
Empangeni

Kloppers Durban inc.
Durban

Kotzé Low Swanepoel
Vryburg | Stella

Lange Carr Wessels inc.
Upington

Millers inc.
George | Cape Town

Meyer van Sittert & Kropman
Klerksdorp

Naudes inc.
Bloemfontein | Sandton

Neil Esterhuysen Attorneys
Centurion

Neumann van Rooyen inc.
Welkom

Nostix (Pty) Ltd
Bloemfontein

Oosthuizen Marais & Pretorius inc.
Mosselbaai

Schulz Wiesinger O'Dwyer
Ballito | Wartburg

Thatham Wilkes inc.
Pietermaritzburg

Van de Wall & Partners
Kimberley

Van der Spuy & Partners
Paarl | Cape Town

Van der Merwe du Toit inc.
Pretoria

Wright Rose-Innes inc.
Johannesburg | Bedfordview

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