
PRESS RELEASE

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S O L I C I T O R S

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Who's Afraid of Tesco Law?

It is expertise, rather than brand name, that proves to be the key issue of clients looking to hire a solicitor. They're the findings of research carried out by Accidents-Abroad.com, the newly launched travel claims website designed to make it easier for returning tourists to receive the latest help and advice when making a claim for compensation after suffering an injury or illness on holiday.

In a survey carried out by the site, 67% of respondents placed expertise as the most important factor in their decision of who to instruct to deal with their travel claim. Surprisingly, only 10% felt that brand was an important factor.

Specialist travel solicitor Nolan Mortimer, the originator of Accidents-Abroad.com and Partner of national law firm colemans-ctts LLP says "It just goes to show that despite all the media hype around legal services, customers still rate expertise as their top priority and brand awareness is low down their list of priorities."

He went on to say "This is a clear indication of our decision to launch a dedicated website for consumers which not only provides them with information and free advice on travel claims, but assists them in pursuing a claim."

The survey also revealed that people considered cost and previous experience as being high on their list of priorities.

You can visit the site at www.accidents-abroad.com

Accidents Abroad is a trading name of the specialist travel department of national law firm, colemans-ctts LLP.

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Note to editors:

Colemans-ctts solicitors is a national law firm with offices in Kingston Upon Thames, Manchester and Cockfosters. The firm is accredited with Lexcel, the Law Society practice standard, Investors in People and is a member of QualitySolicitors.com. Further information can be provided by Michael Darlington on 0161 876 2584 or Michael.Darlington@colemans-ctts.co.uk. www.colemans-ctts.co.uk