

# SCALING A SPECIALIST LAW FIRM THROUGH STRATEGIC INVESTMENT, POSITIONING AND DELIVERY

## CLIENT

HARRINGTON SINCLAIR LAW

## SCOPE

REBRAND, POSITIONING, WEBSITE, CONTENT, RECRUITMENT, GROWTH STRATEGY

## GROWTH ACHIEVED

**200-300%**  
MONTH-ON-MONTH INCREASE

## TIMEFRAME

STRATEGY TO EXECUTION IN **8 WEEKS**

## ONGOING SUPPORT

PAID SOCIAL MARKETING, INTRODUCER RECRUITMENT CAMPAIGN, CONTENT & SOCIAL STRATEGY, MARKET AND INDUSTRY RESEARCH

Harrington Sinclair Law is an SRA-regulated law firm with a mission to make justice accessible to everyone. Specialising in mis-sold car finance, housing disrepair and personal injury – and other claims involving financial mis-selling – the company is a modern law firm committed to providing a transparent, straightforward experience delivered by expert, empathetic solicitors.

## CHALLENGE

Operating in highly competitive markets, Harrington Sinclair Law was keen to capitalise on the opportunity emerging around the Financial Conduct Authority (FCA) car finance redress scheme. While the FCA’s consultation on the scheme was creating significant demand, it also introduced substantial market noise, with large volumes of low-quality, speculative claims.

### Harrington Sinclair Law’s ambitions focused on two clear areas:

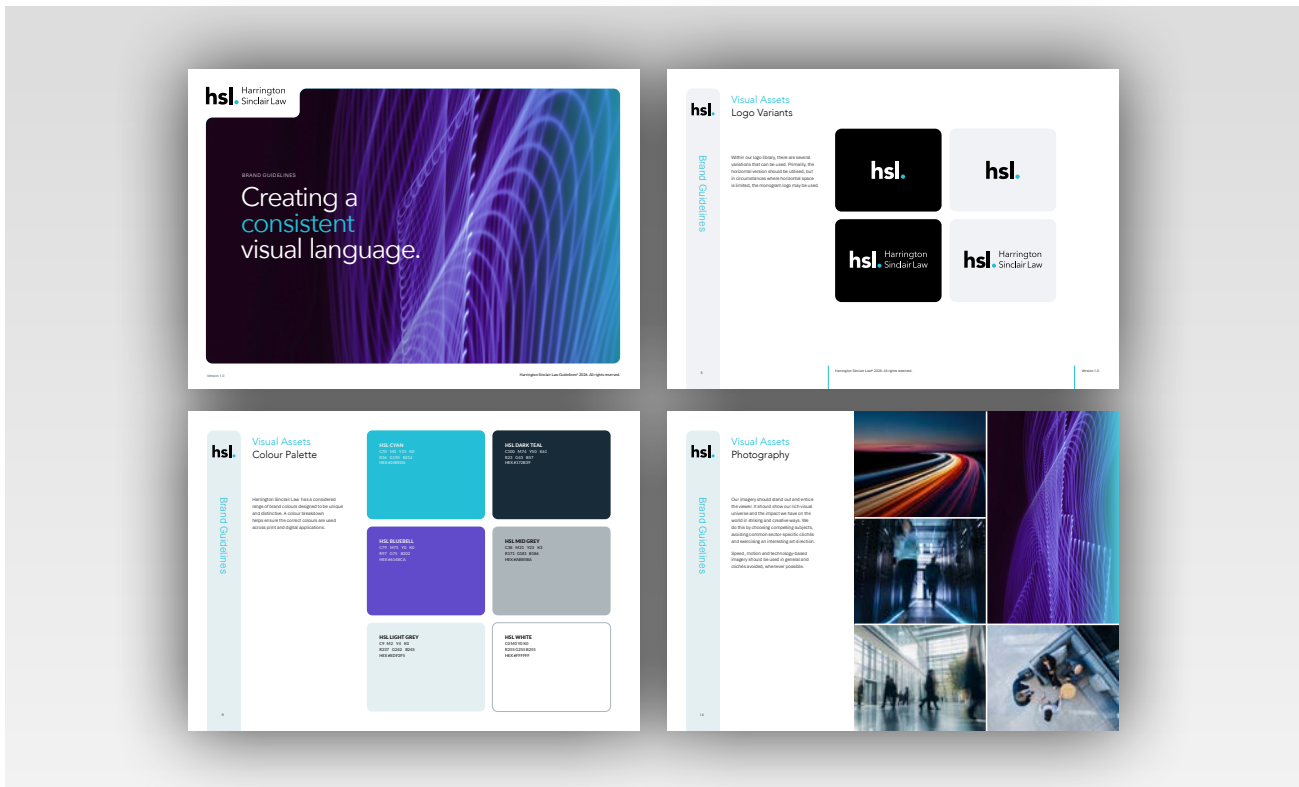
#### Onboarding consumers with legitimate, high-quality claims in car finance and beyond

To achieve this, Harrington Sinclair Law needed to clearly articulate its expertise across car finance, personal injury and housing disrepair, differentiating itself from volume-driven claims firms and showing consumers a clear pathway to a transparent, supportive client experience.

However, Harrington Sinclair Law’s website did not effectively communicate its commitment to delivering fast, fair and accessible justice. Moreover, it failed to highlight the firm’s innovative use of purpose-built technology to streamline onboarding, automate ID checks and accelerate case handling. This gave the firm an operational advantage that enabled solicitors to focus on achieving better client outcomes. However, it was largely invisible in their existing brand and messaging.

#### Attracting qualified investors to its short-term investment offering

In parallel, Harrington Sinclair Law was developing a private short-term investment offering to support rapid case acquisition and growth, specifically with reference to the FCA car finance compensation scheme. This required attracting qualified investors from outside the UK, building credibility through clear investor communications, and creating compliant marketing and advertising collateral to support ongoing outreach. Critically, the business needed to redefine how it presented itself to the market, clarifying what it stood for, how it delivered value and why it was different from other operators in this space. Without this foundation, neither consumer acquisition nor investor engagement could scale effectively.



At TBC, we look for partners with a strong underlying offering along with clear ambition. Harrington Sinclair Law ticked both boxes. With a growing pipeline of claims linked to the FCA car finance redress scheme, the firm had clearly established traction. However, like many businesses at this stage, the next phase of growth required more than momentum. There was a need for:

- ✓ Greater structure across brand, messaging and operations
- ✓ Specialist expertise to refine the proposition
- ✓ Investment to accelerate execution and scale effectively

Ultimately, Harrington Sinclair Law’s goal was to build a scalable, high-growth model. Collaborating closely with the leadership team, we provided not only funding, but hands-on strategic direction, shaping how the business presented itself, how it communicated its value and how it executed against its growth objectives.

### Assembling the right expertise

Alongside strategic direction and investment, we mobilised our network of specialists to deliver the work. Behind the TBC model is a group of experienced professionals whose expertise span brand and design, copywriting and content strategy, web development, finance and legal, recruitment and operational support.

These long-standing collaborators not only understand how to move from opportunity to execution; they have worked together across multiple engagements. This meant the team could be assembled with precision, bringing together the exact expertise required at each stage, while maintaining

consistency in quality and approach.

For Harrington Sinclair Law, this translated into faster decision-making and delivery, seamless collaboration across disciplines, and confidence that both strategy and execution were aligned.

### Defining the Harrington Sinclair Law brand

Our first step was to go back to basics, working closely with Harrington Sinclair Law to define the firm’s ‘why, how and what’, inspired by Simon Sinek’s Golden Circle framework.

This process uncovered a compelling core proposition:

**Why** – A commitment to making justice accessible, delivering outcomes that are fair, transparent and good value

**How** – By combining specialist legal expertise with intelligent technology and a human, empathetic approach

**What** – A modern law practice focused primarily on mis-sold motor finance, personal injury and housing disrepair

This repositioning reframed the firm as a modern, technology-enabled law practice delivering fast, fair and accessible justice. It also established a tone of voice to guide all communications.

### Developing messaging, content and visual identity

Building on this foundation, we refined messaging frameworks and content strategy and crafted clear messaging pillars to ensure consistency across channels and establish a modern direction aligned with Harrington Sinclair Law’s positioning across consumer- and investor-facing communications.

## Delivering a website to showcase the updated brand and messaging

Bringing together brand and messaging – and providing an improved user experience – the new website was designed to clearly communicate the firm’s expertise and specialisms while highlighting its commitment to making justice accessible to everyone. Close collaboration across content, design and development ensured rapid delivery.

As well as emphasising Harrington Sinclair’s Law’s tech-powered approach to faster, efficient case handling, the website explains the claims process and makes it easy to request support. As a result, it supports higher-quality enquiries and improved conversion.

## Devising an education-focused content strategy

To keep car finance consumers up-to-speed with the latest developments, we implemented a communication-through-education approach. This included publishing a series of blog and social posts containing accessible

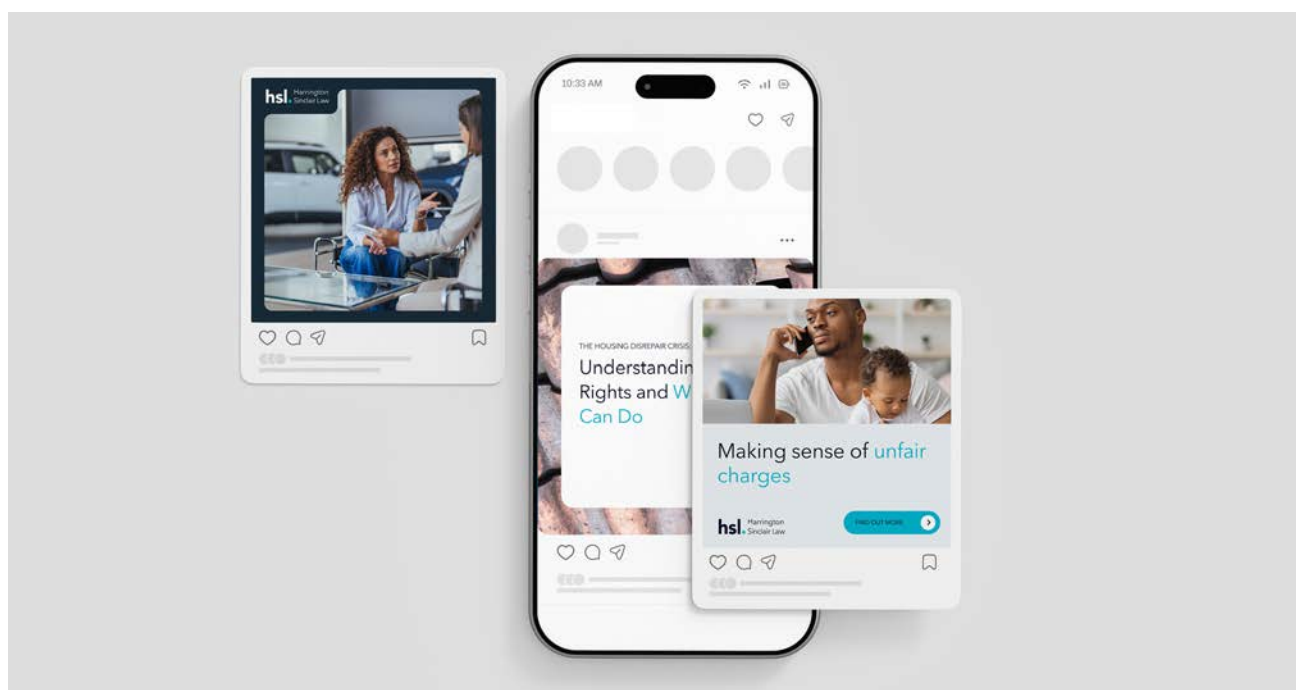
explanations of the FCA car finance redress scheme, with content designed to help users understand eligibility and next steps. This shifted engagement from reactive enquiries to more informed, high-value conversations.

## Engaging certified international investors to enable growth

Alongside consumer-facing activity, TBC played a central role in supporting Harrington Sinclair Law’s investment proposition.

This included developing clear, credible investor-facing messaging and collateral, supporting conversations with certified professional investors resident outside of the UK, and enabling ongoing marketing and advertising activity. To support this activity, we recruited independent introducers to connect professional investors and eligible counterparties with the Harrington Sinclair Law opportunity.

By aligning brand, messaging and delivery, the business was better equipped to communicate the opportunity and the operational capability behind it.



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*This was about turning early traction into something scalable. By aligning proposition, brand and delivery – and executing fast – we helped create a platform for sustained growth.*

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**Mark Butcher**

Founder, The Business Consultancy

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# IMPACT

The engagement delivered rapid, measurable growth while establishing the strategic and operational foundations required to sustain it.

## Accelerating Harrington Sinclair Law's growth

Since the partnership began, the business has achieved 200-300% month-on-month growth, demonstrating the effectiveness of our coordinated approach.

Specifically, TBC has supported the growth of the HSL product portfolio from approximately £10m to an excess of £100m. Building on our sales and marketing strategy – together with the recently launched introducer recruitment programme and internal financial modelling – we believe there is significant potential for continued portfolio growth throughout 2026.

## From strategy to execution in just eight weeks

A key differentiator throughout this project has been the pace of delivery.

From initial engagement through to website launch, the core platform was delivered in approximately eight weeks – moving from strategy and positioning to live execution without loss of momentum.

This was facilitated by having a clear strategic direction from the outset, as well as decisive collaboration between stakeholders and the TBC network. The updated brand, messaging and digital presence enabled the business to capitalise decisively on the FCA opportunity.

## Higher-quality consumer engagement

The shift to a clearly articulated proposition – along with the educational content – has resulted in informed enquiries and higher-quality conversations. In addition, it has increased trust in the brand. By focusing on clarity and transparency, Harrington Sinclair Law is now better positioned to attract clients with legitimate, viable claims.

What's more, the repositioning has established the firm as a modern, tech-powered practice with a focus on accessible, transparent and efficient services.

## Enhanced investor engagement and confidence

The improved brand and supporting collateral have enabled more effective engagement with certified professional investors outside the UK. Ongoing marketing and agent activity continues to support this pipeline.

## A platform for scalable growth

Beyond immediate results, TBC has delivered a scalable platform for continued growth, including aligned brand, messaging and acquisition strategy, and a clear framework for ongoing marketing, recruitment and investor engagement, including a targeted content strategy and paid social marketing campaign. As a result, Harrington Sinclair Law is positioned to sustain momentum and scale with confidence.

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*We had a strong business and a clear opportunity, but we weren't articulating what made us different. The new positioning reflects who we really are. That's had a major impact on the quality of enquiries and the conversations we're now having with consumers and partners. What stands out about working with TBC is the level of hands-on involvement. It wasn't just advice and investment — the TBC team worked as an extension of ours to help shape strategy and deliver it at pace.*

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**Peter Dodd**

Founder, Harrington Sinclair Law

**hsl.** Harrington  
Sinclair Law