SM

SMART MATCH NETWORK

Every client needs more than one adviser

FOUNDING MEMBERSHIP · LONDON AND THE SOUTH EAST · 2027

Every client needs more than one adviser.

A referral network linking solicitors with the accountants, financial advisers and brokers who often meet the same clients first. One monthly online meeting, exclusive seats by profession and territory, and every referral matched by AI and checked by Nick.

19,000+
LinkedIn connections behind the network

1,000+
solicitors among them

5–8
professionals in each exclusive pod

smartmatchnetwork.co.uk

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HOW IT WORKS

Join by territory. Meet monthly. Refer through one form.

No weekly breakfasts. One 45-minute online meeting for your region each month, a pod for exclusive members two weeks later, and every referral matched by AI and checked by Nick before an introduction is made.

01

Choose your seat

Pick your profession and territory, or a national seat, exclusive or non-exclusive. Every member is checked against their professional register.

02

Meet every month

A 45-minute online network meeting for your region. Exclusive members also join a 45–60 minute pod, hosted by Nick, with the 5–8 professionals who share their clients.

03

Refer and get matched

Send referrals through one form. AI ranks the best-placed members, Nick checks every match, and one referral can become a whole client team.

AI-ASSISTED MATCHING FROM DAY ONE

Every referral matched by AI, checked by Nick.

AI ranks the best-placed members by profession, territory, specialism and client type, using the profile you give when you join. Nick checks every match before the introduction is made. If no member fits, Nick can personally introduce someone from his wider network.

CLIENT TEAMS

One referral. A complete team around the client.

A family lawyer in Surrey refers a client going through a divorce. Nick matches an IFA for pensions and settlement, a mortgage broker for rehousing, an accountant for tax on assets and a family mediator.

One client, four introductions, all counted towards the referrer's badge.

WHERE WE OPERATE

London · 5 territories

Central and City, North, East, South and West London

South East · 7 territories

Kent, Surrey, Sussex, Hampshire, Essex, Hertfordshire, and Berkshire, Bucks and Oxon

National seat

For firms with clients nationwide, or based elsewhere in the UK. Local referrals go to local seat holders first.

SM SMART MATCH NETWORK

MEMBERSHIP SEATS · FOUNDING PRICES

Priced by the size of your firm, not your profession.

Founding members keep launch pricing for as long as they stay. Founding prices close on 31 March 2027 in London and the South East.

SEAT	SOLE PRACTITIONER 1–2 professionals	SMALL FIRM 3–10 professionals	LARGER FIRM 11+ professionals
Exclusive Your pod, first refusal on every matching referral, and the only member of your profession in your territory	£175	£295	£395
Non-exclusive The monthly network meeting and AI-matched referrals, shared with others in your profession and territory	£85	£150	£195

A month, on a 12-month term. Pay monthly by Direct Debit (first month at sign-up, then on the 1st), or annually: 12 months for the price of 10. National seats are at the Larger firm price. Extra territories and practice areas are 50% off.

THE REFERRAL GUARANTEE

3 months free if you receive no referrals in your first 6 months.

For exclusive and non-exclusive seats holding an Active badge or higher (at least one referral every 3 months). Exclusive members must meet the pod attendance policy, and referrals count only through the online form. Free months extend your term.

REFER FOR FREE · EVERY PROFESSION

Just want to refer? Join free.

Anyone can join free and refer clients to members. Matters referred to our litigation partner earn 5% of the fees, paid to your firm or to charity. Free members don't receive referrals or attend meetings, and can take a seat at any time.

FOUNDING TIMELINE

Tue 12 Jan 2027
The network launches and founding seats open

Thu 28 Jan 2027
First network meeting, online, then monthly

As territories fill
Pods open when 5 exclusive members join a territory

Wed 31 Mar 2027
Founding prices close in London and the South East

Prices exclude VAT, which will be added if applicable at the time of invoicing. Full terms at smartmatchnetwork.co.uk.

PODS · EXCLUSIVE MEMBERS

The 5–8 professionals who share your clients.

A small group in your territory, with one member per profession and one law firm. You meet the same people every month, so trust turns into referrals.

- 45–60 minutes online, once a month, hosted by Nick
- Referrals given, client teams, your ask, actions agreed
- A colleague can attend for you if you can't make it
- Pods stay together for the 12-month term

LIMITED TO 10 MEMBERS

Concierge

No time for meetings? Nick finds the introductions for you: 2 qualified introductions a month, guaranteed, from members and his wider network. People who match the profession, territory and client type you agree, and who have agreed to meet. Any shortfall rolls over.

No meetings, no pod, no attendance rules, and a quarterly review call.

£495 a month, founding price, any firm size

REFERRER BADGES

Your badge shows how much work you send, based on referrals made through the online form in the last 12 months.

Member
Listed and able to refer. £100 off your first one-off service.

Active
1 referral every 3 months. Covered by the Referral Guarantee.

Silver
6+ a year. 10% off all services.

Gold
12+ a year. 20% off all services, plus a spotlight on Nick's LinkedIn.

Founding
Joined at launch. Kept for life.

THE LAW FIRM REFERRAL NETWORK · FREE TO JOIN

Earn 5% on the matters you can't take on.

Every firm turns away work: conflicts, disputes, practice areas you don't cover. Refer it through the network to our litigation partner, a national firm covering every practice area, and earn 5% of the fees, paid to your firm or to charity, always with the client's written agreement.

£0
to join

5%
of the fees

£500
on a £10,000 matter

£2,500
on a £50,000 matter

MORE WAYS TO GROW · MEMBERS AND NON-MEMBERS

LinkedIn, business development and introductions.

Done-for-you work, so the people who refer business can find you and remember you. Members get £100 off their first one-off service, and Silver and Gold badges save 10% and 20% on every service except Concierge.

Profile & Positioning

£795 one-off

Rewritten headline, About section and banner, a tidied Featured section and a four-week content plan. Delivered in 5 to 7 working days.

Grow

£1,495 a month

Your LinkedIn run for you: two posts a week in your voice, outreach and follow-ups to your ideal clients and referrers, and a monthly report. Limited to 5 clients, 6-month minimum.

Direct Intro

from £4,500 a month

For founders and CEOs driving their own growth: personal introductions to investors, wealth managers, IFAs and accountants from Nick's network. Limited to 3 clients.

PROSPECT DIRECTORY

Your LinkedIn network, sorted into who to call this week.

We turn your LinkedIn export, contacts and CRM into a private, searchable directory: every connection sorted by sector, seniority and location, ranked A, B or C by how well you know them, with clients marked and warm contacts missing from your CRM brought to the top.

LinkedIn Snapshot · for individuals	**£795** one-off
LinkedIn + CRM · merged with your CRM, CRM-ready import file	**£1,495** one-off
Team directory · see who in your team knows whom	**from £2,500** one-off
Quarterly refresh and hosting · 12-month term	**£150** a month
Outreach toolkit · campaigns, daily queue, follow-ups and reply tracking	**+£75** a month per user
Messages written for you · 3 sequences in your voice, 3 campaigns set up	**£495** one-off

Prices exclude VAT, which will be added if applicable at the time of invoicing.

WHO RUNS THE NETWORK

Nick Starbuck

Nick spent six years building and running an area franchise for a national business breakfast network, then two years hosting four weekly meetings for another networking group. As a franchise owner and host he couldn't change the format. With Smart Match Network, he designed it properly from the start.

His network of over 19,000 LinkedIn connections includes more than 1,000 solicitors, and over 1,000 financial advisers, accountants, investors and asset managers.

Nick vets every member, hosts every pod and routes every referral personally, so you always know who your client is going to.

NEXT STEP

Book a 30-minute call with Nick.

We'll cover the clients you work with, the referrals you'd like, whether your profession and territory are still open, and founding membership. No preparation needed.

calendly.com/nickstarbuck

Website smartmatchnetwork.co.uk
Email nick@smartmatchnetwork.com
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JOBS BOARD

Hire through the network. Members list salaried roles free, with a 10% success fee on referrals only or 15% for full service. Non-members pay £195 a listing and 15% or 20%. Whoever refers the hire receives £1,000.

FREE LINKEDIN CHECK

For everyone: on a 15-minute call, Nick shows you the three changes to your profile that would matter most to the people who refer work to you.

Solicitors and lawyers looking at consultant roles: smartmatchlegal.com

Smart Match Network is a trading name of Limelight Networks Ltd, registered in England and Wales, company number 05915606. ICO registration ZA800371. Office FF10, Brooklands House, 58 Marlborough Road, Lancing, West Sussex BN15 8AF.