

**Better work-life balance****Increased efficiency****Enhanced flexibility**

East Devon Law is a boutique Devon firm specialising in private client and motorsport law. Founded by Ian Hunt in 2012, the firm was built around treating clients like people, not numbers.

"We wanted to build something more personal, adaptable and focused on service," Ian says.

Before Smokeball, the firm struggled with systems that didn't suit the way they worked.

"It was clunky, difficult to use and didn't adapt to the way we worked," Ian explains. "We were constantly trying to make our firm fit the software."

After discovering Smokeball through a Devon Law Society event, the firm found a platform that adapted to their workflows rather than forcing change.

"What stood out immediately was that Smokeball actually listened," Ian says.

The impact on efficiency was immediate. Tasks such as creating lasting powers of attorney, which once took up to 90 minutes to prepare, can now be completed in around 18 minutes.

"It's been a real game changer," Adele says.

Smokeball has also allowed East Devon Law to operate as a truly mobile firm. Ian and Adele regularly work from their motorhome while travelling to historic motorsport events, supporting clients nationwide.

"It gives us a genuine work-life balance," Adele says. "Smokeball has given us the flexibility to build a business around the life we actually want to live."

For East Devon Law, the true impact is in the freedom to run their firm on their own terms. As Adele puts it, "Smokeball was absolutely the right choice for our firm."



"Smokeball has helped us transform our business and increase both turnover and profitability."

Ian Hunt
Managing Partner, East Devon Law LLP