



# Knight Frank: Client Onboarding and Compliance

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Real Estate



London, England



[knightfrank.com](https://knightfrank.com)

NorthRow's digital transformation of Knight Frank's client compliance process has accelerated their onboarding time, offering clients a friction-free experience whilst meeting their compliance obligations.

## Background

Knight Frank is one of the world's largest residential and commercial property firms with a reputation for providing excellent, personable and dedicated client services.

However, in a competitive market, they identified that they had to provide a fully compliant and seamless onboarding experience for clients, to offer differentiated customer service.

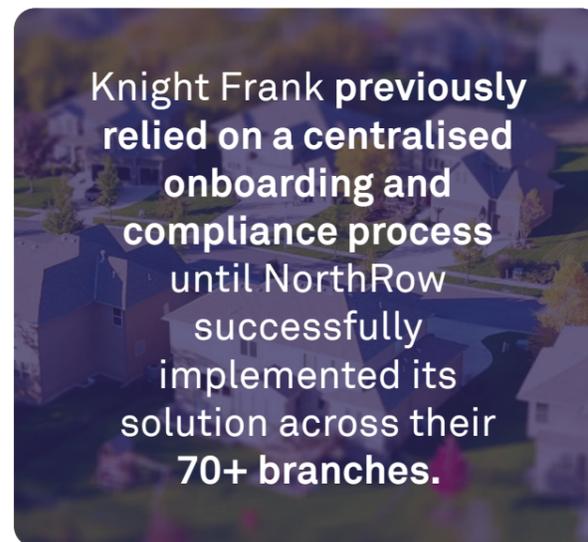
Regulated firms, like Knight Frank, need to comply with stringent Anti-Money Laundering (AML) regulations and are required to complete in-depth Know Your Customer (KYC), Identity Verification (IDV) and Client Due Diligence (CDD) checks.

## The Challenge

The Deputy MLRO and Head of Customer Due Diligence at Knight Frank, wanted to transform their client onboarding process whilst also significantly reducing their compliance costs.

Previously, their sales team relied on a centralised onboarding and ID verification process, which, although compliant, proved to be time-consuming, subject to error and costly, negatively affecting the sales operations of their business.

As a result, a de-centralised CRM system was required, remote from their head office, to manage all client due diligence checks across their UK branches, making collecting, checking and storing documents easier for auditing purposes.



## How NorthRow Helped

After reviewing Knight Frank's business challenges, NorthRow brought best-practice insight and knowledge to address the complex compliance and onboarding needs and built a bespoke and single-point solution.

They configured their SaaS platform to automate Knight Frank's identity verification on individuals, including real-time address, ID document, PEPs and Sanctions checks. Knight Frank now only needs to input client information once. The single-point solution will check client data against multiple high-quality data sources in real-time, enabling the compliance team to make instant data-driven decisions about who they do business with.

70+

Knight Frank branches using NorthRow

1896

Saw the foundation of Knight Frank

384

Offices across 51 territories and over 16,000 employees

NorthRow's solution met Knight Frank's objectives perfectly, but it was the unexpected change in Knight Frank's sales team's approach to the new way of working that exceeded their expectations.

## What Now?

All compliance onboarding is now automated, with only the transactions that have been flagged for an enhanced client due diligence reviewed internally by the Knight Frank compliance team.

Following this successful implementation across 70+ branches on the residential side of the business, Knight Frank has now turned to NorthRow once again. This time for the letting side, to complete the digital transformation of the whole business.

In summary, Knight Frank has reduced its client onboarding times, streamlined the compliance process and significantly reduced the cost of compliance, with the added benefit of making the sales team's approach a much more positive one. All thanks to NorthRow.



Streamlined compliance

Enabling faster, data-driven decision-making.



Less compliance team intervention

Delivering faster and more efficient onboarding.



Faster customer onboarding

Reduced onboarding times with digital solution.



Streamlined sales team approach

All compliance onboarding is now automated.



Improved customer experience

Significantly reduced client onboarding times.

## Key Benefits



NorthRow provides software which empowers compliance officers to make faster decisions and onboard customers in seconds, not days whilst complying with ever-changing legislation, so that they can contribute to their business' growth, safely.



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