



GL Attorneys

Est. 2003

COMPANY PROFILE

23 YEARS EXPERIENCE
2026

FROM OUR CEO

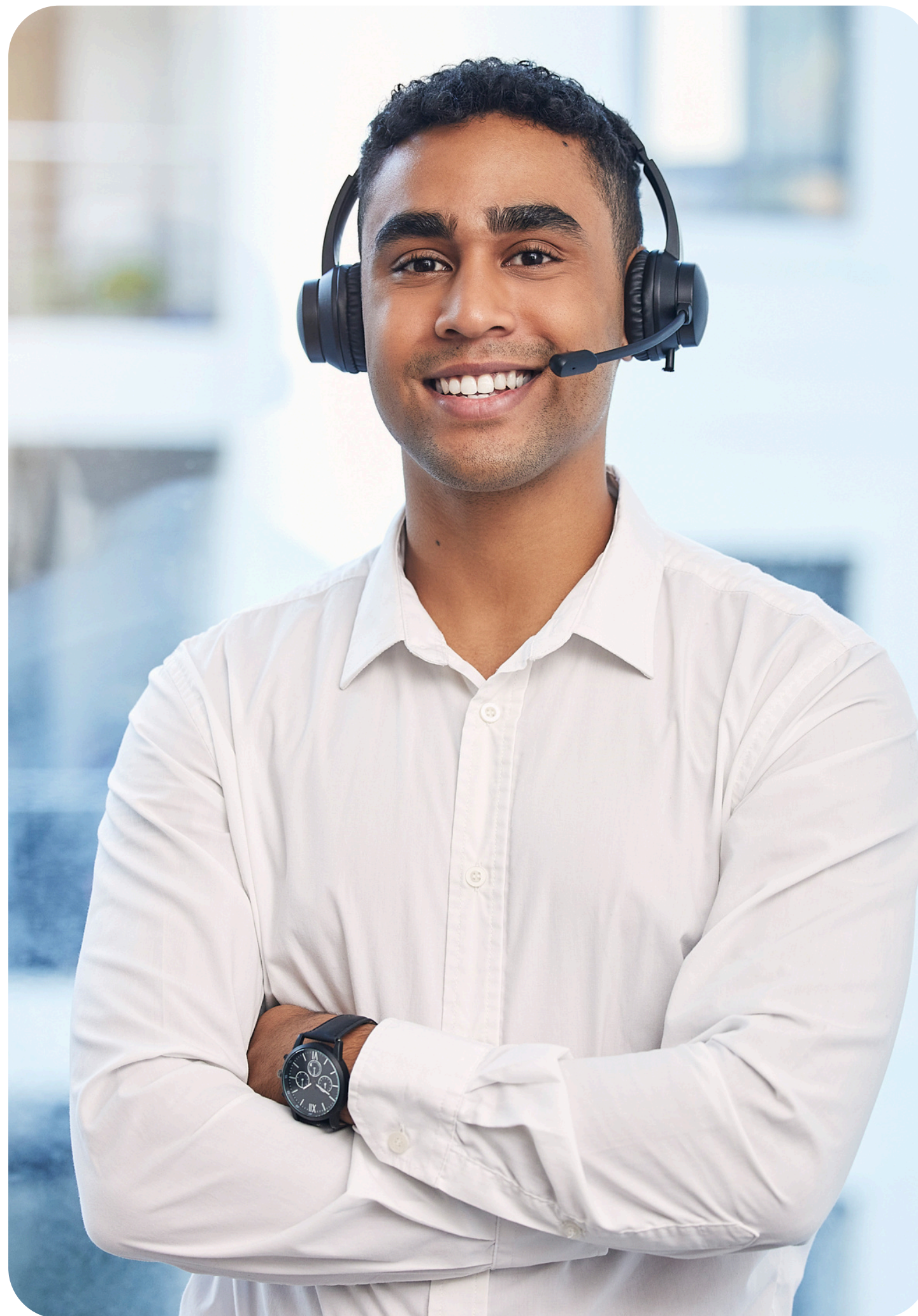
At GL Attorneys, we are built on trust, innovation, and a commitment to results. For more than 23 years, we've stayed ahead of change through adaptability, strategic growth, and a loyal, dedicated team that reflects our culture of excellence.

By integrating Swordfish and AI-powered technology into our processes, we deliver more than just debt collection - we create efficient, fair solutions that add value for both clients and debtors.

Our mission remains clear: to exceed expectations, embrace new opportunities, and cement our place as the leading partner in the collections and legal industry.

Jacques Lubbe





“

The main reason we are in business, is to make life less difficult for our clients.

”

- Matthew Odgers



WHO WE ARE

-  Legal firm.
-  National footprint.
-  Cradle-to-grave solution for collections and recoveries.
-  51% Black Female owned, Level 1 BEE for the past 4 years.

WHAT WE DO

-  Specialised debt collection and recoveries.



OUR COMPETITIVE ADVANTAGE

-  Results-Driven – We aim to be your top-performing EDC, always.
-  22+ years' experience.
-  Specialised Focus – Moving money forward. It's what we do best.
-  Loyal team – Experienced employee with 15 – 20 years' tenure.
-  Extensive product knowledge.
-  Unmatched client service.
-  Cutting-edge technology.



ADDITIONAL INSIGHTS



Staff complement of 250+ employees.



Over the past 5 years we have successfully collected more than R2.4 Billion for our valued clients.



Loyal subscriber and preferred client for cutting edge-software - Swordfish Software



Culture of personal growth with our staff - come and visit us to experience it.



Proudly registered and accredited by NCR, LPC, ISO, IRC, ADRA and SACRRA



Coming soon ISO/IEC 27001 (Information Security Management) certification



VALUED CLIENTS

Our list of valued clients reflects our strong reputation and trusted partnerships within the commercial and corporate sectors, particularly in banking and financial services.

The ability to consistently deliver exceptional performance has positioned us as a top-performing legal and collections partner on client panels.

Our client-centric approach, combined with cutting-edge technologies like Swordfish and AI-powered systems, ensures customised solutions that simplify debt recovery and legal processes.

By offering tailored strategies and dynamic reporting through tools like Microsoft Power BI, we streamline life for clients while fostering long-term collaborations built on trust and proven results.





MISSION

EXCELLENCE & ETHICAL PRACTICE

Deliver exceptional, client-focused legal services.

PROFESSIONALISM & INTEGRITY

Maintain the highest service quality standards, ethical responsibility, and client care.

CORE VALUES

Operate with honesty, hard work, and respect, fostering trust in every client interaction.

COLLABORATION & GROWTH

Drive success through teamwork, continuous learning, and innovation in debt collection processes.



VISION

ADAPTATION & INNOVATION

Evolve with advancing technologies.

DEDICATED CLIENT SUPPORT

Provide committed, results-driven debt collection services.

SERVICE OPTIMIZATION

Continuously refine services while offering trusted legal guidance.

EXCEEDING EXPECTATIONS

Build trust and surpass client expectations.



VALUES

TRANSPARENCY

Communicating openly and honestly with clients and stakeholders.

INNOVATION

Embracing creativity and continuous improvement in debt collection strategies.

RESULT-DRIVEN

Committed to achieving optimal outcomes for our clients.

PROFESSIONALISM

Professionals who are reliable, credible, and capable contributors to the debt collection and legal industry, fostering a culture of excellence and integrity.

OUR SERVICES

COLLECTIONS

GLA uses Swordfish Debt Collection Software to run tailored collection strategies through a power dialer and campaign-driven approach.

Integrated live trace functionality ensures real-time updates on debtor activity in the retail and credit sectors.

RECOVERIES

Late-stage account recovery starts in our call center, based on client mandate. The process is fully managed on Swordfish, with shared access across teams.

Our management brings over 25 years' industry experience, delivering top-tier strategies and processes.



OUR SERVICES

LEGAL ACTION

GLA litigates nationally across all South African courts.

Our Correspondents use Swordfish Software to manage legal documents, sheriffs, and invoicing - reducing costs and improving turnaround times.

DEBT SALE

Registered as preferred vendor with various credit grantors.

Ability to purchase and outsource debt through trusted partner and an EDC network.

Registered as a Credit Provider with NCR SACRRA integration



SOFTWARE & SYSTEMS

AI? We have been using robotics and AI prediction models way before it became cool to do so!

Coming Soon:

LLM-powered automation for SMS, email, and WhatsApp - delivering instant, intelligent replies. Plus, an AI Voice Agent to handle calls with speed and consistency.



Smartfish is an AI engine with a 'Propensity to Pay' model that boosts collection strategies by analyzing payment behavior.

It also drives call transcription and analysis, offering deep insights into customer interactions.



Call transcriptions & analytics



Smartfish predictions



WORKFLOW

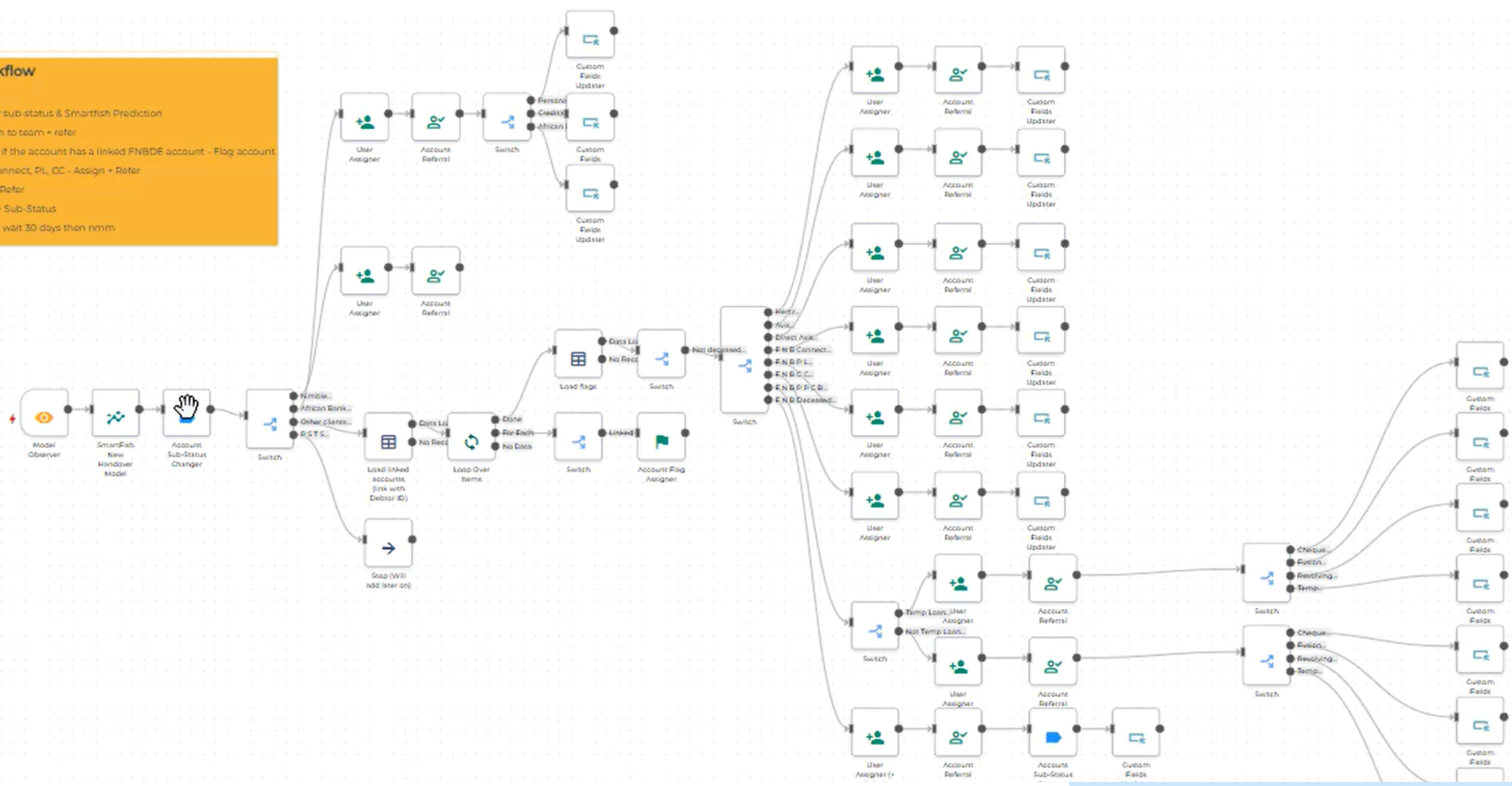
(without predictions) 

Editor Executions



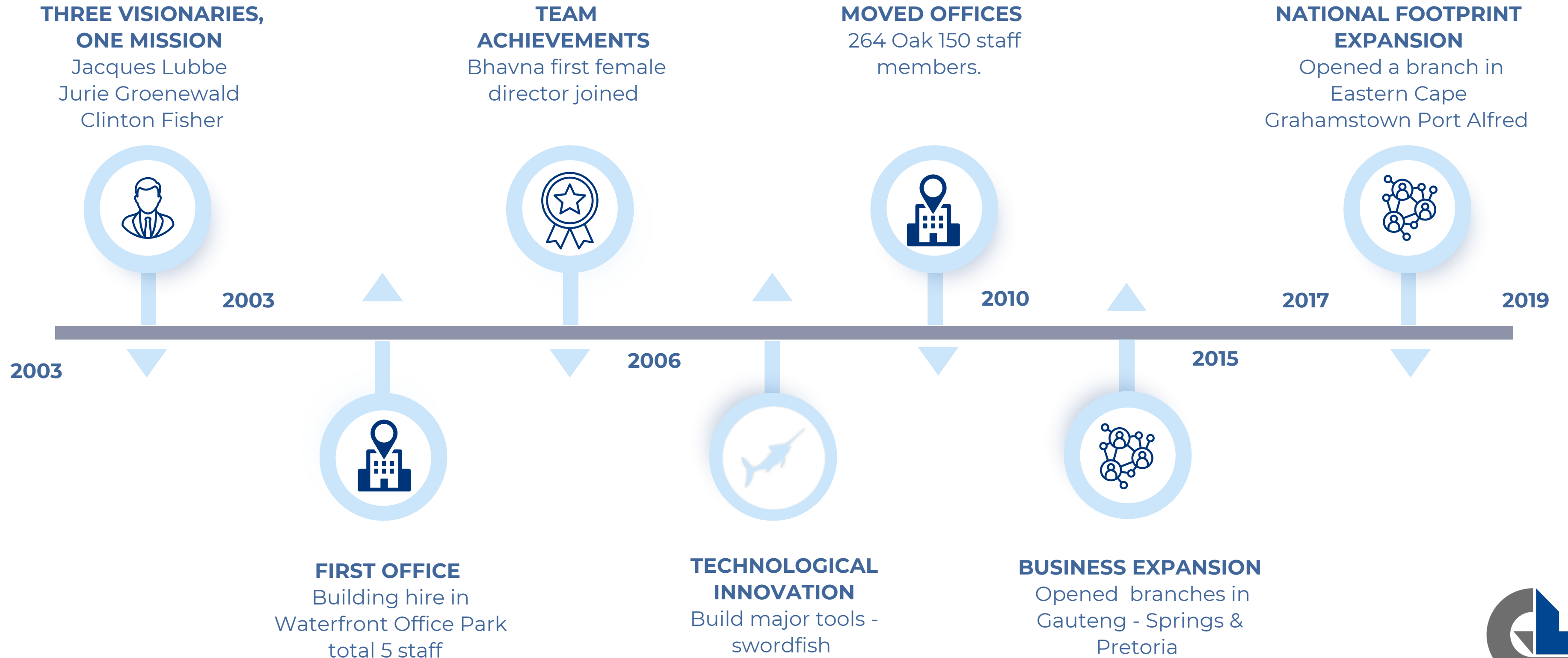
GLA Handover Workflow

On new handover
For all accounts add handover sub-status & Smartfish Prediction
Nimble & African bank - Assign to team + refer
All other clients - check to see if the account has a linked FNBDE account - Flag account
Herts, Avis, Direct Axis, FNB Connect, PL, CC - Assign + Refer
PPCB - Temp loan? - Assign + Refer
DE - Assign All linked + Refer + Sub-Status
For All - update custom field + wait 30 days then nmm



OUR STORY

HUMBLE BEGINNINGS



OUR STORY

GROWING STRONGER TOGETHER

NAVIGATING COVID-19

Following the onset of COVID, the majority of call center agents began working remotely

AUTOMATION MILESTONE

Digital delivery summons with judgment granted

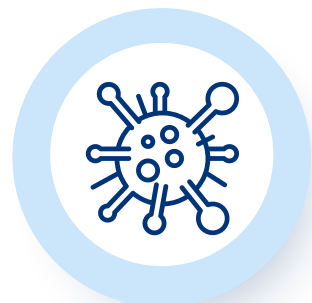
COLLECTION ACHIEVEMENT

1st 50mil collected

LEADERSHIP & CULTURE

Following the passing of Bhavna, Gavaza our new director - Head HR & Compliance joined.

2020



2022



DIGITAL TRANSFORMATION

First digital section 129 digital delivery sms

2023



COLLECTION ACHIEVEMENT

1st 40mil collected

2024



2025



NEW HEADQUARTERS

31 Harley with 221 staff members

2026



COMPLIANCE & RECOGNITION

Level 1 B-BBEE for 6 consecutive years



“ We are what we
repeatedly do.
Excellence, then, is not
an act, but a habit.
- Aristotle of Stagira ”



GET IN TOUCH!



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