



THE ENDLESS ABILITIES OF A VIRTUAL CLOSING ASSISTANT



INTRODUCTION

This eBook examines how a virtual closing assistant can help title companies provide a better customer experience through seamless communication, convenience, and improved workflow.

In order to keep pace with consumer expectations and growing competition in the real estate industry, title companies need to incorporate the right tools. It's no longer good enough to rely on traditional methods while moving through the closing process. That's why many title companies are now integrating virtual closing assistants into their operation. But don't be fooled - these tools do a lot more than provide chat functionality.

A virtual closing assistant facilitates fast, convenient communication for all parties involved in a closing. This alone can help improve the customer experience a title company provides. However, that's just one component of a virtual assistant. They offer a wide range of functions that help both clients and title agents during the often stressful ordeal of closing a piece of real estate.



Chapter 1

A VIRTUAL ASSISTANT IS A GAME CHANGER FOR ANY CLOSING TYPE

When attempting to provide the best experience for their clients, a title company must make the closing process as easy and stress-free as possible. This can be hard, given the complexity of a title closing. Homebuyers, sellers, and even real estate agents are often unclear about what needs to happen to make a closing successful. Title companies have a responsibility to provide a high level of expertise while also delivering great customer service.

In recent years, artificial intelligence has changed the way title companies operate. More specifically, an AI-powered virtual closing assistant can facilitate a seamless process, regardless of the type of closing that's taking place. Let's drill down into several scenarios and uncover how a virtual closing assistant can be a huge game-changer.

E-Closings

Many homebuyers prefer the closing process to be digital. Often, these are individuals who have been through the closing process before and understand the convenience technology can provide. An [e-closing](#) allows for documents to be executed and signed electronically while also maintaining a level of security. A virtual closing assistant is a perfect tool for communicating with the involved parties. By providing access to their virtual closing assistant, the title company cuts down on answering questions so closing agents can concentrate on complex tasks instead of answering phone calls or sending emails. Their clients have a virtual closing assistant to help them through this process.

Closings Using Remote Online Notarization

With the COVID-19 crisis causing holdups to mortgage loans and closings across the country, remote online notarization (RON) is becoming a necessity. By using RON, title documents can get essential notarization without physical interaction. The process is completed with the use of audio-visual technology. A virtual closing assistant can facilitate remote communication when this is taking place. Real estate agents, buyers, sellers, and lenders can chat with a title company's virtual closing assistant to get the information they need and ensure everyone is on the same page with regard to the RON process. If someone has a question the [virtual closing assistant](#) can't answer, a title agent can jump in right away and provide solutions. Offering this type of remote customer service is great for a title company's reputation in the industry.

Traditional Closings

Homebuyers who want to see the process through personally opt for a traditional closing. However, the closing process begins well before all the final papers are signed. A virtual closing assistant can help streamline the process and help buyers, real estate agents, and lenders get the materials and information they need leading up to the in-person signing. It can also help the title company in many ways. For example, closing agents can generate closing cost estimates by inputting a few key pieces of information. A virtual closing assistant can also provide clients with information on the way the title company does business. Interaction with the assistant can take place via text or web chat at any hour. All these features ensure a seamless experience on closing day.



Chapter 2

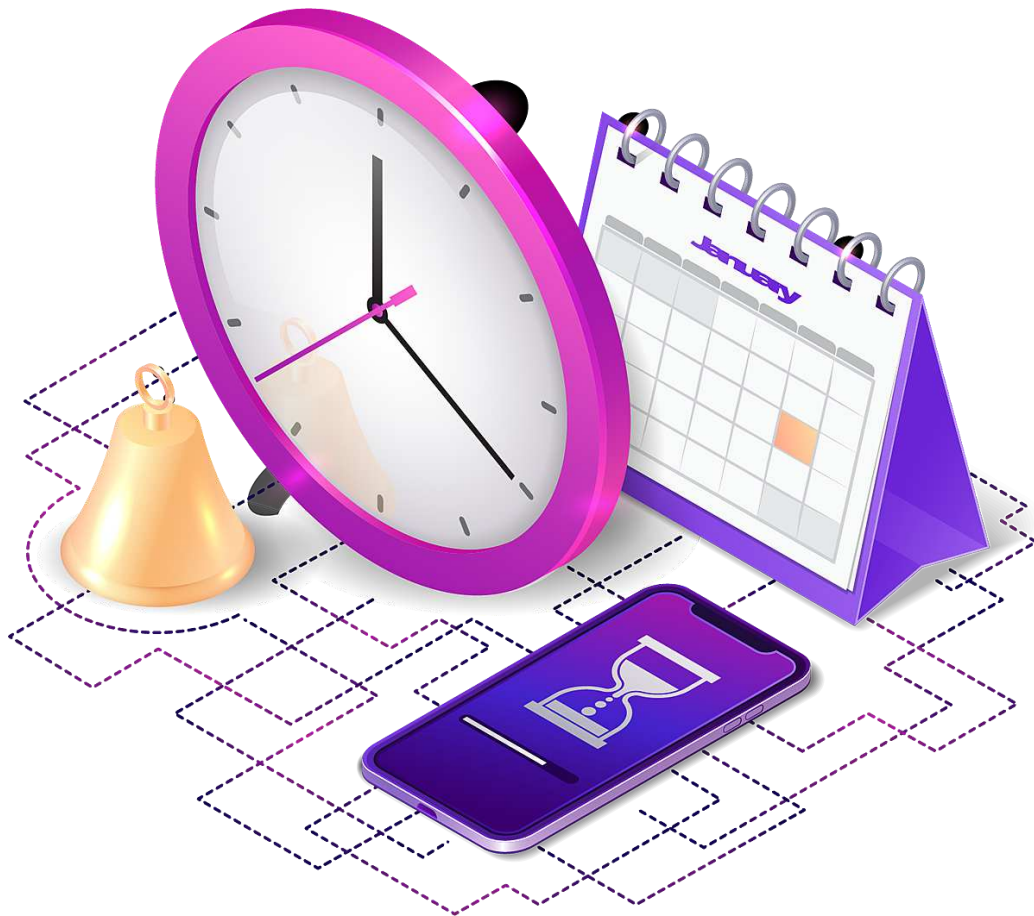
WHY ENHANCING COMMUNICATION STRATEGIES SHOULD BE ON-GOING IN THE TITLE INDUSTRY

A successful real estate closing involves many steps and large amounts of information. It also requires that multiple parties all remain in the loop and well-informed. Buyers, sellers, real estate agents, and title companies must all work together, which means a good communication strategy needs to be in place. Because the title company acts as a kind of intermediary during the process, they're in a unique position to facilitate effective communication.

Unfortunately, this can be hard to achieve. That's why more and more title companies have started turning to tech tools like a [virtual closing assistant](#) to help out. If things keep falling through the cracks at your title company, you need to take measures to improve the way you communicate. Keep reading to learn why this is important and how a virtual closing assistant can help.

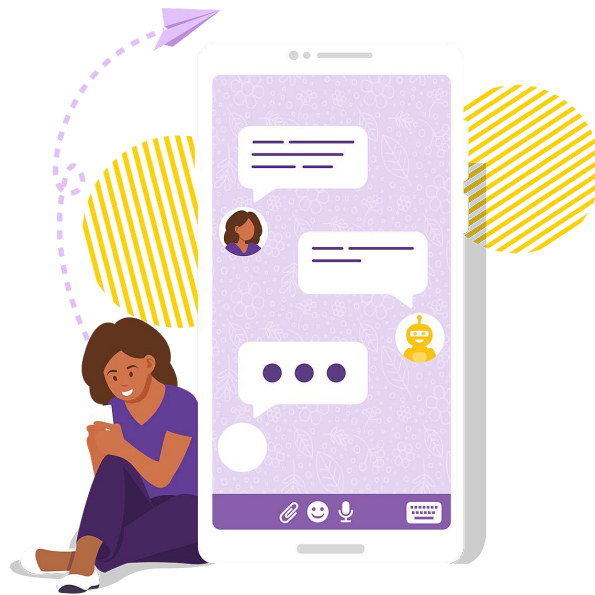
Deadlines are Crucial

To keep the sale of a home moving forward, there are many deadlines each party must meet. Many home buyers aren't aware of the list of things that need to take place before moving to the next step in the closing process. Things like an inspection, necessary repairs, and a title search must all be completed on time. If they're not, a closing may end up getting put on hold. A virtual closing assistant can help ensure everyone stays on the same page. A title company's clients can interact with the assistant to get both simple and complex questions answered, even if it's 3 AM.



Educating Clients is a Must

The more a home buyer knows about a real estate closing, the smoother the process will be. If a title company can fill gaps in their clients' knowledge, it will benefit all parties involved. This is an area where a virtual closing assistant can shine. These tools allow clients to communicate with a title company via their desktop or smartphone to get the information they need. If they have a question in the middle of the night, it's no problem. The virtual assistant never stops working. Providing this high level of communication will ultimately lead to better [customer satisfaction](#), which is important in today's competitive marketplace.



Collectively Working Toward the Same Goal

The buyer, seller, real estate agents, lender, and title company all want a closing to go through as planned. However, every party has a different role to fill. It's imperative that all these moving parts come together as one, which can't happen without an effective communication strategy. A title company with a virtual closing assistant in place can offer this tool to everyone involved. All parties should know they can reach out to the virtual assistant for questions and document retrieval. This will reduce phone calls coming into the title company so closing agents can focus on complex issues and concentrate on moving a closing forward.

Chapter 3

ROUND-THE-CLOCK AVAILABILITY IS A GAME CHANGER FOR THE TITLE INDUSTRY

So many components of the title industry are time-sensitive. If things like a title search, home inspection, or initial escrow statement get held up, it can delay the entire process. A [title company](#) is an integral part of most of the steps associated with a closing. That's why it's so important for buyers, sellers, lenders, and real estate agents to be able to get ahold of them whenever they need something.

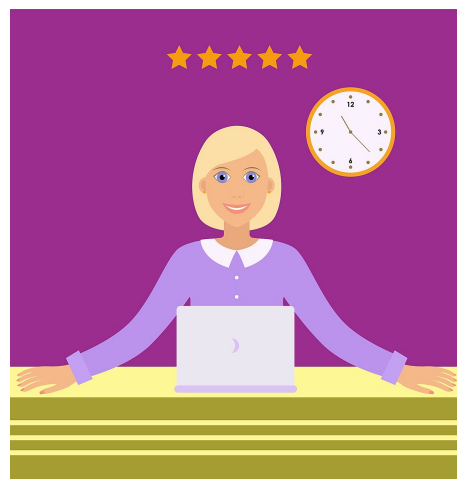
Of course, it's impossible for a title office to stay open 24/7. That's why many title companies are beginning to use technology to offer round-the-clock availability. This service can give organizations an edge over their competition. Let's break down why this approach is a game-changer in the title industry and how a virtual assistant can help.

A Smoother Closing Process

A real estate closing is highly detailed and complex. All sorts of information must get to the right people on time and deadlines must be met by all parties. Often, a buyer, seller, or real estate agent thinks of a question or needs crucial information when a title office is closed. Having to wait for the title company to open will only slow things down. However, with a virtual closing assistant in place, anyone can reach out to the title company and have a dynamic interaction. Obtaining simple information like the title office's hours of operation or asking complex questions regarding the closing is made easy on a 24/7 basis.

Client Satisfaction is Key

Consumers have high standards with regard to service when doing business with organizations. This is even true of home buyers, sellers, or real estate agents working with a title company. Failing to provide a good client experience can lead to a poor closing process and ultimately stain your business reputation. This is why virtual closing assistants are becoming more and more common in the title industry. These tools provide **fast and accurate** service around the clock. A title company's clients also have the option of interacting with a virtual assistant via their mobile devices, which adds another level of convenience.



Improve Closing Agents' Performance

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LOOKING FOR WAYS TO STREAMLINE YOUR TITLE COMPANY OPERATIONS & INCREASE CLIENT SATISFACTION?

It's time to think about incorporating a virtual closing assistant and making it an integral part of your process. You'll be surprised at how many ways it can help your team and client base. Interested in how alanna.ai virtual closing assistant software can take your title company to the next level?

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