It's Time to Work Smarter, Not Harder With A Virtual Closing Assistant

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Introduction

This eBook discusses the various ways a virtual closing assistant can make your title company more productive, what repetitive tasks within your company can be automated, and why now is the time to work smarter, not harder, by hiring a virtual closing assistant.

Everyone within a title company works hard and at a fast pace every day. Some days are busier than others, but stress is almost always present. Many title companies hang their hats on being hard workers for their clients and that should always be true. However, if you could automate some routine tasks, you may not have to work quite as hard to deliver the same quality service to your clients.

A virtual closing assistant is a valuable tool for title companies to automate processes and free up agents to perform other complex tasks. When clients and real estate agents can get answers to their questions 24/7 without having to call your office, everyone benefits. It's especially important to find ways to work smarter, rather than harder, during the end-of-the-month stressful times that inevitably occur. With a virtual closing assistant, you can provide the same or better high-quality service and reduce some stress from your title agents at the same time.

How a Virtual Closing Assistant Can Make Your Title Company More Productive

Clients and real estate agents rely on the title company to provide fast and accurate information to fill out forms and perform tasks efficiently. This can be a daily challenge for title companies, especially during the busiest times of the year when it seems like there aren't enough hours in a day to get work completed. Instead of having title agents feel like they are spinning their wheels doing unproductive tasks, invest in a virtual closing assistant to allow them to eliminate tedious tasks and be more productive overall. Here are the benefits your title company can enjoy as a result.

Provide Simple And Quick Closing Cost Estimates

With a virtual closing assistant, clients can request closing cost estimates via text message and get an accurate answer back immediately. The virtual closing assistant will gather the information needed in a matter of seconds and reply to the client with a clean downloadable PDF file sent to them via text or email. Such a simple request like this could take title agents an hour or longer to manually look through a client's file to find the information needed, input it into forms, create the PDF, and send it to the client. These steps are eliminated with a virtual assistant, and your client will be satisfied at the same time.

Reduce Phone Calls From Clients

Both clients and real estate agents will have questions as they are preparing for closing day. As a result, it can seem like your title company's phone is constantly ringing and taking up valuable time your title agents could be spending on more complex tasks. A virtual closing assistant can provide fast and accurate information to clients based on their specific file or any general questions they may have. Reducing these distractions can boost the productivity of title agents significantly.

Remove Manual Data Entry

Traditional methods of working with clients sometimes involve finding information from physical client files and inputting data online to generate forms. With the time-sensitive nature of closings, every hour can be critical when closing day is approaching. Replacing manual data entry with digital processes is one of the most efficient actions a title company can take. Online forms are seamlessly integrated with your production system to help deliver a smooth closing experience for everyone involved.

Answer General Client Questions

Title companies often don't realize how much time their title agents spend on tasks that could easily be completed virtually. These tasks include things like answering general questions, sharing documents, providing statuses to customers, generating closing cost estimates, and much more. Even if a question only takes a few minutes to answer, it could have interrupted an important job they were doing and derailed productivity at the same time. With a virtual closing assistant in place, clients can get the answers they need quickly, while title agents can be more productive with their other job responsibilities.

Which Repeated Tasks in Your Title Company Can be Automated?

As a title company, providing a memorable customer experience is the key to improving your business reputation and bringing in new clients. To achieve this in the fast-paced title industry, you need to take advantage of automation. Streamlining your process is the only way you can provide consistent service and allow your staff to operate to the best of their abilities.

The biggest advantage of automated tools like an AI-powered virtual closing assistant is they eliminate repetitive tasks. However, simply integrating automated tools into your operation won't fix your problem. You need to understand what repeated tasks are creating bottlenecks. You can then strategize the implementation of AI. Let's look at some areas where repetition can be reduced by automation.

Information Delivery

A lot of critical information must change hands during a title closing. While this information is important, the menial task of having to deliver it can slow down your day-to-day operation. If title agents have to spend time emailing documents and providing information over the phone, they're not able to concentrate on complex issues. Automated tools offer an easy solution. They can provide real-time information to clients via chat interactions so title agents stay off the phones. Buyers, sellers, and real estate agents can also request secure access to closing documents. An AI-powered virtual closing assistant can facilitate access to this information so your staff doesn't have to fulfill requests manually throughout the day.

The Communication Process

All parties involved in a closing need to be on the same page concerning deadlines and milestones. Even simple details like a title company's hours of operation need to be readily available. This involves constant correspondence via email or phone, which can end up being extremely repetitive. Automating this communication process using an AI-powered virtual closing assistant takes a lot of pressure off your staff. Instead of calling or emailing your title agents, clients can chat with the virtual closing assistant and have a dynamic interaction. They can get their questions answered at any hour, day or night. A virtual closing assistant can even facilitate fast and accurate communication via text. If a title agent needs to get involved, they'll be notified so they can jump in and take over.

Enhanced Workflow

Automation is the perfect tool for improving the workflow of your title office. The more efficient you operate, the less time your staff spends on repetitive tasks. Automating things like closing cost estimates, document access, and file status updates allow your staff to utilize their talents instead of handling menial tasks. By determining where snags are occurring in your operation, you'll know how to best use tools like an AI-powered virtual closing assistant. Once incorporated, you'll have automation backing up your team.

Put Automated Tools to Work for You

Don't let repetitive tasks interrupt the closing process and take away from a good customer experience. Incorporate automation into your title company's process and start working smarter, not harder.

Now is the Time to Hire a Virtual Closing Assistant

In the virtual world we live in today, companies may seem behind the times if they don't use some sort of virtual tool. Title companies often get stuck in the same routines and processes they've done for many years, which can lead to closing delays, poor communication, stress for title agents, and inefficient processes. If your title company could improve in any of these areas, then now is the time to hire a virtual closing assistant. Here are the immediate benefits your company will gain.

Enjoy 24/7 Availability

Your clients aren't always able to contact you throughout the day due to personal obligations. This means they review paperwork and think about their closing in the evening hours and wait until the next morning to contact you with questions. Since a virtual closing assistant is always available, your clients can contact your company 24/7 and have most of their questions answered immediately. This can be a huge benefit if all they have is one question answered before filling out their paperwork.

Eliminate Some Stress From Title Agents

A title agent's job can be stressful most of the time, especially at the end of the month or when the title company is trying to reach specific milestones. Sometimes it's the simplest tasks that can create the most stress, mainly because it prevents your team from doing other complex tasks. A virtual closing assistant can reduce phone calls, eliminate manual data entry, and streamline other tedious tasks. This helps clients and real estate agents get the answers they need quickly, while also allowing your title agents to work efficiently on other tasks without getting interrupted.

Enhance Communication With Clients And Agents

Clients often ask questions and will likely think of other follow-up questions after providing them with the original answer. With the virtual closing assistant always available, both the initial questions and any follow-up questions can often be answered without the need to speak to a human. Having quick answers to simple questions can help both clients and real estate agents get the necessary information to keep all the moving parts going in the same direction. Streamlined communication is critical to not only complete tasks efficiently, but also to give your title company a great reputation.

Decrease Operational Costs

Investing in virtual technology can decrease your operational costs in the long-run. You'll no longer need a dedicated person to answer phone calls or do other tedious tasks. And since the virtual closing assistant is always available, many of the questions clients have can be answered after-hours, which would not be possible otherwise. Reducing this portion of a title agent's workload can allow them to focus their time on tasks that can't be completed virtually, which is better for their stress levels, your clients, and your title company's bottom line.

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Lower Stress with a Virtual Closing Assistant

Stress is inevitable in every title company, but it is possible to reduce some unnecessary tension through automation. Are you ready to become more efficient and allow your title agents to work smarter, not harder?

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