

A woman with curly hair is smiling and looking down at her smartphone. She is wearing a light-colored blazer over a white top. The background is blurred, suggesting an outdoor setting. The entire image has a light purple/pink overlay.

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Come into the Communication Age with a Virtual Closing Assistant

This eBook discusses how newer forms of communication like texting and online forms can improve client communication in the title industry.



Introduction

Effective communication is critical in the title industry. Not only do title agents have to communicate with each other, but they also have to communicate effectively with real estate agents, buyers, sellers, and others. However, many title companies find themselves stuck in past procedures that hinder their ability to provide quick and accurate information to clients, which can set them behind tremendously.

A virtual closing assistant can be your answer to streamlining communications among all parties. Imagine if your title agents could get together with buyers, sellers, and real estate agents around a table at the same time and ask all the questions that need to be answered for closing day. As efficient as this sounds, it's unrealistic to think it could happen. But a virtual closing assistant can act as the title company resource to gather information quickly from each party, without having to use outdated forms of communication.

CHAPTER 1

Can Texting Improve Client Communication In The Title Industry?

Often clients and real estate agents don't reply to phone calls or emails as promptly as title companies would like. They might be busy in other meetings and forget to call back or simply don't check their email throughout the day. When information is needed quickly, even a one-day delay could create a scramble to ensure everything for the closing day is in order. So what's the solution for getting clients and real estate agents to respond to you more timely? The answer may be by sending a text message instead.

Advantages Of Immediacy For Texting

Many people are more likely to respond to a text message immediately compared to a phone call. A text could simply be a reminder that documents need to be signed, or you could send a link to a secure document that needs to be reviewed and approved to keep the transaction moving forward. And on the other side, clients can text your virtual closing assistant to get fast and accurate information about a closing without getting your title agents involved. Text messages are viewed as quick ways to get business done without spending time on the phone, so many clients appreciate communications via text.



Get Documents Signed Quickly

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Provide Answers To Clients Around the Clock

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Out with the Fax Machines and In with the Online Forms

Does your title company still require clients to print out forms, fill them out in ink, and fax them back to you? This has been one of the most traditional and common ways title companies have operated over the years, but with the technology available today, fax machines aren't necessary. A better customer experience, and one that your customers likely expect now, is to have them fill out the necessary forms online. Not only does this save time for your customers, but it also saves significant time for your title agents. Online forms are a component of a virtual closing assistant, and here's how it can help your company get rid of its fax machine for good.

Eliminate Manual Data Entry

When a customer fills out their forms and faxes them back to you, the title agent must then input the information into their database. During the year's busiest times, this could mean title agents spending hours doing tedious data entry when they could be working on more complex tasks. A better resource for your title company would be a virtual closing assistant that sends online forms for customers to fill out.

How does it work? You send a text message to your customer with a secure link for them to access the forms. When they click the link, they can fill out the dynamic form and sign their name with their fingertip at the bottom. Once they press the submit button, you will receive the information into your title processing system without entering anything manually. Imagine what your title agents could be doing with all the time they are saving by not manually entering data all day.



Interact With Customers Digitally



Most customers are open to interacting with your title company digitally, so it's something you should offer and make the norm. Emails are still acceptable, but text messages are often preferred over phone calls. You can create an online form for almost anything you need from your customer and send it to them via a link through text message. They are more likely to get the answers you need quickly as opposed to having to call you back when it's a more convenient time.

Provide A Seamless Closing Experience

A title company may have perfected their procedures to allow for a smooth closing experience for every customer, but there's usually room for improvements internally. Streamlining the process of sending and gathering information and documents from customers through online forms can save time for all parties involved. And most customers will be thrilled when they don't have to find a printer, scanner, or fax machine since those items are not always readily available. Digitizing the steps leading up to closing day can go a long way in improving the overall customer experience, and a virtual closing assistant is the best method to achieve it.

Stop Making Your Clients Wait for Closing Cost Estimates

One of the most common questions buyers and sellers have for real estate agents is what the closing costs will be for their transaction. For buyers, they want to know how much money they should be prepared to spend on the closing. And for sellers, they want to get an idea of how much the closing costs will cut into their profits. Real estate agents often don't have this information readily available, so they rely on the title company to provide closing cost estimates. Since it's such an important component of any real estate transaction, an answer is needed instantly. With a virtual closing assistant, you can provide the answer immediately without taking time from your title agents.

Receive Nearly Instantaneous Cost Estimates

When you have a virtual closing assistant at your title company, clients and real estate agents can simply text you for closing cost estimates, and the information will be provided to them within a matter of seconds. The auto-generated form will be delivered via text and downloaded as a secure PDF document. Real estate agents love this ability of a virtual closing assistant since they can answer their client questions quickly and accurately and even be sent directly to them for their records. Compare this to not having a virtual closing assistant, where the real estate agent would have to call your company, and you would have to search for the physical file and calculate closing cost estimates. Instant responses are almost always better than ones that take even a few minutes, especially when accuracy is equal.



Answer The Top Client Question Accurately

Accuracy of information is critical when working with clients and real estate agents. Human error will happen occasionally, but the more you eliminate the manual human work, the more accurate your answers can be. This is especially true when it comes to calculating closing cost estimates. With this in mind, a virtual closing assistant is an essential title company resource to ensure you provide accurate information to clients. It quickly provides answers and can do so without spending a lot of time searching through files and documents.

Boost Your Brand Reputation With A Virtual Closing Assistant

Imagine if every real estate agent in your marketplace used the virtual closing assistant you offer through your title company. An important goal for every real estate agent is to provide a seamless customer experience, and a virtual closing assistant does exactly that. It's a perfect way to boost your brand reputation and set your company apart from all the rest in your area. Real estate agents particularly love it and will likely work with your company more since you can help them boost their reputation as well in the eyes of their clients. It's a win-win situation for your title company, real estate agents, and clients, and can lead to more seamless and time-efficient closing experiences.



Are you ready to power up your title company communication process?

A virtual closing assistant can be the solution to many daily problems your organization faces. Why wait any longer to come into the communication age? Click the button below to learn more.

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