



Increase Title
Company
Productivity
Without Hiring
Another
Employee

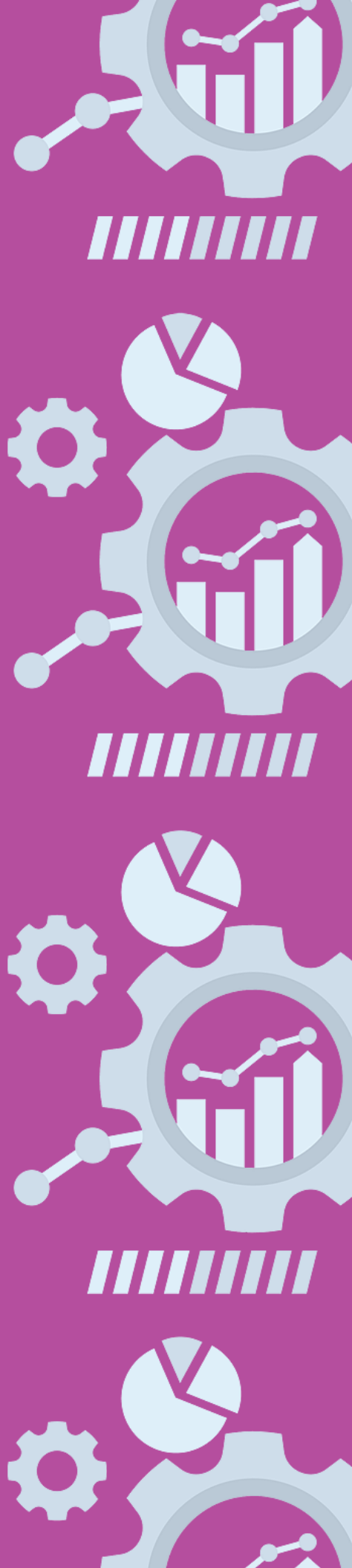
alanna.ai

Introduction

This eBook discusses what the most important qualities of a modern title company are, the role of automation in the title industry, and the unmatched abilities of a virtual closing assistant for your title company.

Title agents often feel like they have too much work to do any given day, and not enough hours in the day to do it. This is especially true at the end of the month when there's a rush to get as many closings completed as possible. Title agents are incredibly hard workers, but why do they often feel like they could be more productive at their jobs every day?

Hiring a new employee to relieve some stress from title agents isn't always an option for various reasons. The cost of hiring someone may not be reasonable and training a new person often takes more time than it's worth. However, modern title companies have found a way to reduce stress and increase productivity within their organization without the downside of hiring another employee. With a virtual closing assistant, you can take care of your clients and real estate agents while running an office that seems like a well-oiled machine.



Top 3 Qualities of a Modern Title Company

The real estate and title industry has come a long way in the past two decades. Many of the processes involved in the buying and selling of a home have been transformed by the advancement of digital tools and online services. The result? Companies need to incorporate modern business approaches and technologies to remain successful. If they don't, they run the risk of staining their business reputation.

Title companies aren't typically thought of as customer-facing organizations. This couldn't be further from the truth. Their clients include home buyers, sellers, real estate agents, and lenders. In order to succeed, they need to provide modern services that rival their competition. They can do so by ensuring they incorporate the three following qualities into their business model.

Innovative Tools

Consumers and B2B professionals expect a certain level of convenience when doing business with an organization. Getting answers to complicated questions, accessing information, and communicating with title agents should be seamless. Modern title companies can facilitate this expectation by incorporating a **virtual closing assistant** that offers another layer of support during the sale of a home. Clients can easily interact with these tools via chat or text to get answers to closing questions, even if it's the middle of the night. Using these innovative tools shows that a title company cares about providing modern customer service. Relying on emails and phone calls simply isn't enough anymore.

A Well-Oiled Closing Process

For home buyers, closing on a home can be intimidating and complicated. The more stress a title company can remove from the experience, the better. Modern title companies need to develop a streamlined closing process that works to move the sale of a home through quickly and accurately. This involves refining the way they do business with clients and making the internal process easier on agents. Often, this requires a virtual closing assistant, especially when a title office has limited staff. By directing clients to the virtual assistant, much of the workload is taken away from title agents. This allows them to concentrate on ensuring the closing process is moving along as scheduled, making for an optimal **customer experience** each time.





Security

Cybercrimes are a threat to any modern business. Title companies must take this threat seriously since many sensitive documents must change hands during a closing. Measures such as secure document downloads can't be overlooked. This can be achieved by using a virtual closing assistant. If clients need to see a closing document, they can request access via chat or text without having to go directly to their title agent. These secure documents can be downloaded directly from the virtual assistant with the peace of mind knowing sensitive information won't fall into the wrong hands.

Modernize Your Operation Today

Many traditional methods of conducting business simply won't cut it in today's digital world. If your title company has been doing things the same way for years, it's time for an overhaul. Modernizing your operation will result in business growth and an easier workflow.



CHAPTER 2

The Role of Automation in the Title Industry

Title companies generally are behind the curve when it comes to implementing new technology. They often approach innovation and automation by thinking if it's not broken, then there's no need to fix anything. However, while your title company may be operating at a high capacity, there's always room for improvement. Can you honestly say your title agents can provide **real-time** information to clients quickly, while still completing their other more complex tasks? This usually isn't the case, especially during the busy times at the end of each month. The role of automation in the title industry is expanding, and we'll discuss what a virtual closing assistant can do for your company.



Improve Efficiency

Many title companies don't want to make room in their budget for a virtual closing assistant. But when you consider the opportunity it provides title agents to work more efficiently, the cost of this type of automation essentially pays for itself over time. Instead of answering an abundance of phone calls throughout the day, the automated assistant can help clients. Phone calls can be very distracting and disrupt workflows significantly for title agents. By simply reducing them, title agents can focus on more complex jobs to help your business grow, while still having some peace of mind knowing your clients are being taken care of well.

Streamline Communications

Effective communication is essential in the title industry. Clients and real estate agents need to know specific information immediately, and sometimes the information is needed after hours. With a [virtual closing assistant](#), help is always available, and you won't need any of your title agents on call. Clients and real estate agents simply text the virtual closing assistant with questions, and they can get a quick and accurate answer, no matter how specific the question might be. Having to wait until the next day can mean delaying the closing or unnecessarily increasing the levels of stress around a particular close. Automation provides a way to streamline communications to keep business flowing even when your title agents aren't actively working.

Provide A Better Client Experience



Some clients don't have time throughout the day to print, scan, and fax documents to you. This means they have to perform those tasks after hours, and if they have a question and can't complete the documents until it's answered, then the closing could be delayed. By implementing automation with a virtual closing assistant, you can receive information from clients and real estate agents through online forms so the process is as convenient as possible for everyone involved. The quicker your title agents can get the information, the smoother they will be able to do their jobs and have everything ready on closing day. Every title company's overall goal should be to provide a seamless and easy client experience. This is possible to achieve every time with a virtual closing assistant.

The Unmatched Abilities of a Virtual Closing Assistant

A title agent's job is always demanding, and it's especially true at the end of the month when everyone is scrambling to complete their closings. Some title agents may already be wondering if there's a better way regarding improving the service of their clients and real estate agents. The good news? There is! The secret lies with a virtual closing assistant. It's a vital title company resource to:

- Provide quick cost estimates
- Answer time-sensitive questions
- Eliminate manual data entry
- Offer 24/7 availability

A virtual closing assistant's abilities are unmatched, and here are the ways it can help your business succeed and provide an outstanding client experience.

Provide Quick And Accurate Closing Cost Estimates

When your virtual closing assistant is integrated with your system, buyer and seller closing cost estimates can be provided immediately. When a client asks for the cost estimate, they will receive a response in a matter of seconds with a PDF document containing the information. The PDF document can be easily sent via email or text, depending on what the client prefers, and it will always be mobile-friendly so the information can be viewed on-the-go.

Answer Time-Sensitive Questions Immediately

Clients, lenders, and real estate agents can text a virtual closing assistant to get immediate answers to time-sensitive questions. They may be general or could be specific file-based questions, and the virtual closing assistant will provide quick and accurate answers to either type. From the perspective of a title company, this means title agents won't have to spend as much time answering the phone to resolve client inquiries. With fewer phone calls, title agents can spend more time and effort on complicated tasks to be fully prepared for every closing as efficiently as possible.



Eliminate Data Entry With Online Forms

Interacting with clients and real estate agents may be one of the biggest challenges of a closing. Everyone has different schedules, so gathering information may be delayed significantly as a result. But with a virtual closing assistant, smart online forms can be used for each party to fill in the pertinent information for their files. Manual data entry is one of the most time-consuming tasks a title agent does, so this is a powerful [title company resource](#) to help streamline the process. Clients will also appreciate the feature so they won't have to print stacks of paper, physically sign them all, and then scan and return them.

Availability 24/7

It's common for clients and real estate agents to have questions about a particular closing after hours. When you have a virtual closing assistant integrated with your system, those questions can be answered 24/7 without having a human title agent available. Sometimes a simple question can delay processes significantly when a client has to wait until the next business day to receive an answer. A virtual closing assistant eliminates that delay and makes the closing process smoother and more efficient as a result.





alanna.ai

Ready to set your title agents up for success?

By giving them a virtual closing assistant, you can take the simple tasks off of their plates so they can provide the best possible service and create great client experiences at the same time. Is it time for your title company to become more efficient and productive without the hassle and cost of hiring a new employee? Click the button below to learn more.

GET A DEMO

