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How to Make Your Title Company Stand Out

This eBook details the characteristics setting a title company apart from the others and the role that a virtual closing assistant can play.

Introduction

Real estate agents, lenders, and homebuyers might have their own opinions about title companies. Homebuyers typically don't know how good a title company is until they work with them, but it's a different story with agents and lenders. If you want to continue to grow your business, then you have to differentiate yourself from other title companies in the industry and earn a positive reputation. Alanna can help make this happen.

Alanna helps facilitate communications among all parties in any given real estate transaction. She can provide answers to questions quickly, no matter how specific the question is. And the best part for title agents is she takes away a lot of their tedious work so they can focus on more complex tasks. With Alanna, your title company will stand out, which is a rarity in the title industry.

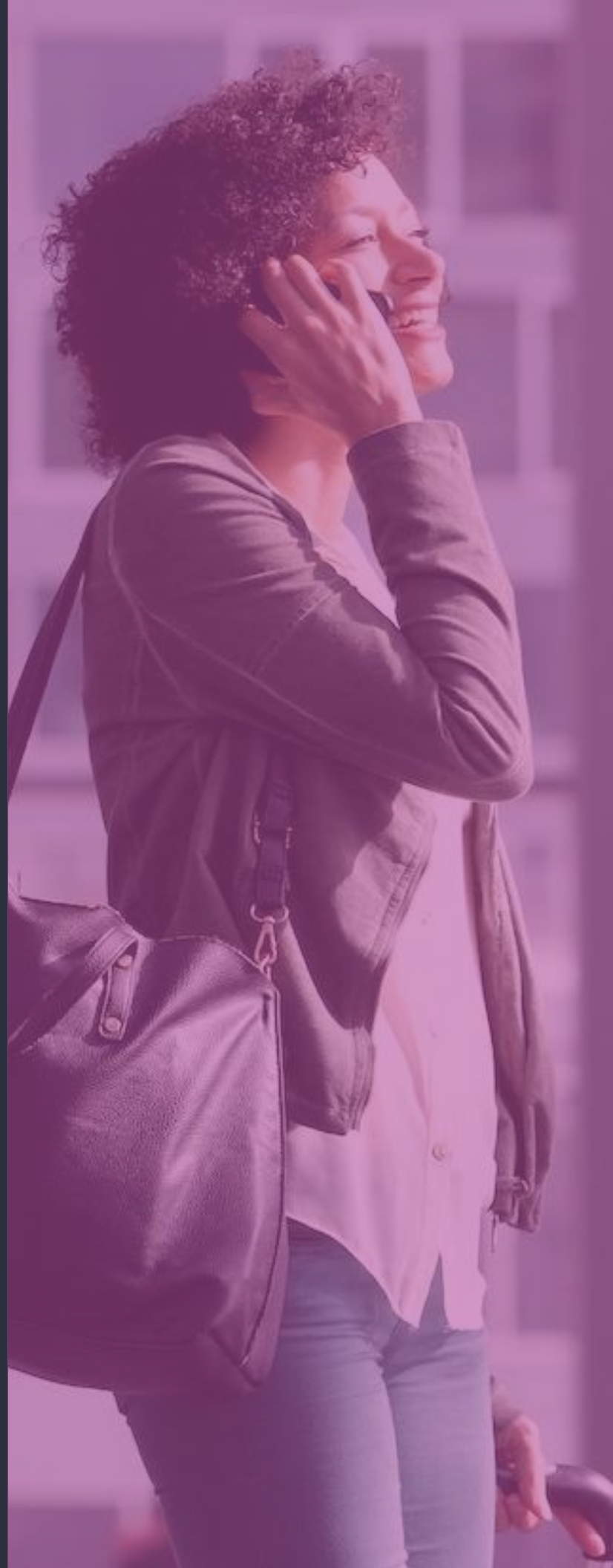


Is Your Title Company the Best it Can Be?

Not all title companies are created equally, and customers and real estate agents know it. People want to work with a title company that will provide quick and accurate information, not make mistakes, use the latest technology, and go out of their way to improve the customer experience. So when you consider these factors, it's important to ask if your title company is the best it can be. We've taken a look at some aspects that could improve your company and how a virtual closing assistant fits into the equation.

Prioritize Creating A Great Customer Experience

Every decision you make in the short-term or long-term has to be about enhancing the customer experience. Sometimes a title agent can only do so much when they have to print documents, respond to emails, answer the phone calls, and even be present at closing. They do the best they can to provide stellar service, but it's more likely for something to fall through the cracks with so many responsibilities to juggle. A virtual closing assistant can remove many of those responsibilities from a title agent to allow them more time to focus on enhancing the customer experience.



Is Your Technology Updated?

Consumers today want to work with companies that have the latest technology. When it comes to title technology, changes haven't been significant over the years and many companies use the same technology they have for the last decade or more. You'll likely find that updating your technology can make your title agents more efficient, and customers, real estate agents, and lenders will appreciate and notice the efficiency as well. A virtual closing assistant helps in many ways and in multiple areas of any given real estate transaction.

Boost Your Reputation For Being Trustworthy And Reputable

Your reputation as a title company is everything nowadays. Online reviews are important, but you also have to please real estate agents since they often select the title company their clients work with. Cater to them by using a virtual closing assistant. By utilizing it, you can give them access to virtually any answer they need quickly. And the best part is you won't have to take time away from your title agent to do it. The smoother the process is, the better your reputation will be in the long-term, and a virtual closing assistant can make it possible.

3 Characteristics That Set a Title Company Apart

Technology has come a long way in the past couple of decades. Nowadays, if your title company isn't digitally-advanced, you may lose some business as a result. Or, at the very least, you may not be able to provide high-quality customer experience other digitally-advanced title companies do, which can hurt your company in the long-run. Clients and real estate agents need access to real-time information to make closing processes as smooth as possible, and they rely largely on title companies for this information. Incorporating these characteristics can help set your title company apart from the rest.

Real-Time Information Available 24/7

Title companies simply don't hire people to be available 24/7 to answer the phone. However, with a virtual closing assistant, you can provide real-time information to customers around the clock without having anyone "on call." When a client or real estate agent has a question in the middle of the night or anytime after hours, they can use the virtual assistant's chat or text feature to have it answered immediately. This is much better than making them wait until your office opens the next morning since it can eliminate a phone call or two and speed up the closing process simultaneously.

Customer-Centric Closing Process

The days and hours leading up to closing day can be stressful for everyone involved. However, as the title company, you can play a significant role in eliminating a large portion of the stress. Streamlining the closing process can mean sending files to clients and agents securely ahead of time, as well as answering all questions in advance. When all parties can review lengthy documents before closing day, it can make for a quick, smooth, and painless experience and positively reflect your company. A virtual closing assistant plays a huge role in this process, so consider investing in technology today to provide the optimal customer experience.

Security

Too many title companies rush to become more technologically-advanced that they don't prioritize security enough. There's a lot of sensitive and confidential information transmitted during any closing process, so you have to understand the importance of security. The good news is with a quality virtual closing assistant, documents and files can be shared via a secure channel so clients can instantly feel you have their best interests in mind. Cybersecurity is a hot topic in any industry today, so the more security measures you have in place, the more comfortable your clients and agents will feel working with you.

Are you ready to take your title company to the next level by distinguishing yourself from the rest of the competition? Using advanced technology helps make workflows more efficient and enables you to provide the best possible customer experience. In a highly-competitive industry, every advantage you can get will help set your company apart from the rest.



How a Virtual Closing Assistant is Transforming the Title Industry

The title industry has a reputation for being stuck in old technology. One of the reasons is because title companies, in general, are so busy all the time that they can't afford to take the time to train on a new system or title technology, so they just keep plugging away with old technology. However, technology has passed them up and gotten to the point where customers, real estate agents, and lenders expect some type of advanced technology to be used by title companies. A virtual closing assistant will put you ahead of the game and a catalyst for transforming the entire industry.

Eliminating Tedious Paperwork

Every decision you make in the short-term or long-term has to be about enhancing the customer experience. Sometimes a title agent can only do so much when they have to print documents, respond to emails, answer the phone calls, and even be present at closing. They do the best they can to provide stellar service, but it's more likely for something to fall through the cracks with so many responsibilities to juggle. A virtual closing assistant can remove many of those responsibilities from a title agent to allow them more time to focus on enhancing the customer experience.



Streamlining Communications

A virtual closing assistant can be trained on any specific client file. This means it can answer virtually any question a customer, real estate agent, or lender has. They can simply text the virtual closing assistant about closing costs, the closing date, or other file-specific or general questions, and they will receive a response almost immediately. And it's available 24/7 so they can ask the question when it's on their minds rather than waiting until the next business day.

Saving Time

If you were told that a virtual closing assistant is equivalent to hiring a full-time title agent and no training is required, would you look into it? That's exactly what it is. A virtual closing assistant can effectively reduce phone calls, emails, and manual data entry so title agents can focus on complex tasks and take care of every customer. Title agents are almost always overwhelmed and have more work than they can handle, and a virtual closing assistant can be the solution to freeing up some of their time.

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Stand Out From the Crowd

Differentiating your title company among the others doesn't require a sophisticated marketing strategy. Simply incorporate Alanna and you'll be on the right track. Experience the benefits of Alanna.ai today by signing up for [more information](#) or requesting a free demo below.

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