

A man in a dark suit and light-colored shirt is sitting at a desk, talking on a mobile phone. He is looking down at some papers on the desk. There is a white coffee cup in the foreground. The background is slightly blurred, showing a computer monitor and some office plants.

alanna.ai

## How to Make a Hectic End of the Month a Thing of the Past for Title Companies

This eBook discusses how we can help your title agents reduce stress during their busiest times by introducing you to Alanna, your virtual closing assistant.

A woman with blonde hair, wearing a blue blazer, is talking on a mobile phone while eating a burrito. She is in a busy city street with buildings and other people in the background. The image has a light blue overlay.

# Introduction

Title agents can usually unite and agree that the end-of-the-month days are the most hectic of any other time. When you try to fit in as many closings as you can to end the month, stress levels rise to the point where you can feel like there aren't enough hours in the day to get everything done. The closing dates must be met, but a virtual closing assistant like Alanna can make it happen without overburdening your title agents.

Alanna can help streamline and facilitate communications among all parties involved in a real estate transaction. She can gather necessary information efficiently and in advance of closing day so the transaction goes as smoothly as possible. And best of all, the end-of-month chaos that inevitably happens for title companies can be reduced significantly. Your title company can feel more confident in being ready for closing day when you have Alanna on your side.

## CHAPTER 1

# 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 even say "there has to be a better way" when it comes to doing their job more efficiently to better serve clients and real estate agents. The good news is there is a better way of handling closings more efficiently, and 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, and 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 webchat or text. If the client reaches out via text the cost estimates will be received via text, and if they reach out via webchat the cost estimates will be received through the webchat. The closing cost estimates 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 have. These questions 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 can be the biggest challenge of a closing sometimes. Everyone has different schedules, so gathering information can sometimes 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.



## CHAPTER 2

# Let A Virtual Closing Assistant Do The Communicating For You

Quick, smooth, and efficient communication are keys to a successful closing experience for everyone involved. With so many different ways to communicate with one another nowadays, it seems like it would be simple to keep in touch and provide timely responses. However, this is constantly proving to be more challenging than expected, as some people communicate better over the phone, via text message, or even email. A valuable title company resource is a virtual closing assistant, which can handle a lot of the back-and-forth communications with clients for you.

# Answers For Customers Are A Text Message Away



Clients expect to receive fast and accurate answers when they ask a question, regardless of what communication method they use. The problem with this is sometimes title agents aren't always available to drop everything they are doing. This means having to call the client back and hoping they answer the first time. The convenience of communication isn't as easy as it seems at times, but it is with a virtual closing assistant. Any time a client has a question, they simply send a text message and will get a fast and accurate answer. The best part about this is your title agents don't have to take time away from the other tasks they are doing to provide the same answer a virtual closing assistant provides.

## A Virtual Closing Assistant Is Always Available

Availability is another great benefit of a virtual closing assistant. You can't expect your title agents to be always available after hours to answer questions. Doing so could lead to burnout and is not something anyone wants to happen. So when clients or real estate agents have a file-based or general question after-hours, they simply text the virtual closing assistant, and the answer will be provided to them. This is an essential title company resource since clients often think about questions in the evening and morning hours before and after work. Now they won't have to wait to call you during business hours and can speed up the closing process simultaneously since a question may have been preventing them from moving forward with a particular step in the process.



# Improve And Streamline Communications

When you're trying to coordinate communications with clients, lenders, real estate agents, and other parties, it's easy for lines to get crossed, duplicated, or overlooked. These are common reasons why closings get delayed or are unorganized, and it often falls on the shoulders of title companies. Get ahead of those potential concerns and improve and streamline communications with a virtual closing assistant. All parties involved in the closing can use the same resource to ensure everyone is on the same page. It's like having everyone gathered around a table and talking about everything that needs to be accomplished, except it's done virtually. With quick and effective communications, processes will run more smoothly and you can stay on schedule much easier.





## CHAPTER 3

# 3 Simple Ways a Virtual Closing Assistant Can Reduce Your Workload

Title companies rarely have slow times of the month or year. The normal speed title agents have to work at is fast, and then it gets faster as the end of the month approaches. Workloads can be overwhelming at times and can get to the point where you have to find ways to be efficient so you can continue providing a quality customer experience. The work still has to be done, but with a virtual closing assistant, some of the normal tasks you have to do can be taken off your plate. Here are some simple ways a virtual closing assistant can reduce some of the workloads from your title agents.

# Reduce Phone Calls

Not many things are more distracting than having to answer phone calls throughout the day. Most of the time they are beneficial phone calls to keep the closing process moving for clients, but each call interrupts something else title agents may be doing. With a virtual closing assistant, clients and real estate agents can chat or text their questions and get answers quickly. They won't need to make as many phone calls to your office as a result. When you can reduce phone calls throughout the day, title agents can feel more productive since they have fewer distractions throughout the day.

# Assist Customers Around the Clock

One of the reasons why clients and real estate agents have to call title companies throughout the day is because they think of questions outside of working hours. With a virtual closing assistant, they can text their questions any time and you don't have to have an employee available to answer them. Most questions can easily be answered by looking in the specific file, and the virtual closing assistant will essentially be linked to that file. Whether it's a question about their closing date, closing costs, what documents they need to sign, or an abundance of other questions, your virtual closing assistant can help 24/7.



# Eliminate Manual Data Entry

Gathering information from clients is difficult and time-consuming enough since they may not be able to talk on the phone during business hours. And then they may not be able to scan documents for you after filling them out. All of these factors lead to delays and more stress on title agents as the closing day nears. Working with a virtual assistant means clients and real estate agents can fill in information digitally, and it then gets uploaded into the database on your side. Think about all the hours spent manually entering information from clients, and then think about what you could work on if you didn't have to do it. This is what a virtual closing assistant is all about.

Title agents work hard to deliver a great customer experience to clients and real estate agents. The good news is they can still deliver a great experience with a reduced workload when the right resources are provided to them and utilized.



# Do You Want to Put A Halt to Your End-of-the-Month Stress?

Incorporating a virtual closing assistant in your title company can make every step of the closing process smoother. And when there are fewer hiccups along the way, closing day itself can be a breeze. Try Alanna.ai and experience the benefits for yourself by clicking the button below.

alanna.ai

GET A DEMO