



Ease Your Closing Process with Alanna

alanna.ai

This eBook explains how Alanna's simple, but significant, abilities can make the closing process a breeze.

Introduction

Have you ever felt like your closings could be a little more efficient? Sometimes the issues arising during closing are out of your control, but other times a better process could keep things moving more smoothly. With so many different moving parts at any given time in a real estate transaction, the simpler your process can be, the better it will be for everyone involved.

Alanna is a simple solution title companies use to streamline communication, collect information, and provide answers to clients and REALTORS. While some of Alanna's abilities may seem small, they are incredibly significant when you think about the time savings and efficiency offered. Alanna can help any title company ease the closing process without even lifting a finger.



1

Smother and More Efficient Closings Can Happen with Alanna's Customer Service

Any successful real estate closing requires effective communication from all parties. If clients aren't responsive, then it can delay the whole closing process. Then everyone has to scramble to ensure closing day remains on schedule. This can become unnecessarily stressful for everyone involved, but there is a solution to improve communication without having to hire a new person strictly to answer the phone. Her name is Alanna and conversational AI is her biggest skill.

Why Proactive Communication Is So Valuable

Proactive communication means sending out text requests for information needed at every step of closing. This could be initial requests to sign a document, reminders, and basic updates about the transaction. Alanna utilizes online forms to make the process easier for everyone. Instead of making clients print, sign, and email or scan documents, they can fill out the information via the online form sent to their phone via text message. This type of proactive communication increases the chances of clients providing the necessary documents back to you quicker and reducing any delays.

Keep Everyone On Schedule Without Becoming A Burden



No one likes to be constantly called and reminded about something they need to do. But title company employees have to do it if they don't have Alanna to handle the task for them. She can text all parties involved in a real estate transaction at the appropriate times to ensure everyone remains on schedule. Many times your employees won't have to get involved until closing day because Alanna handles all other communications and information gathering in some way.

Alanna Handles Simple Tasks So Employees Don't Have To

Calling a client or REALTOR might not seem like a big deal, but it can be a huge burden for your employees. These types of tasks can break their focus and take time away from other important tasks they should be doing instead. Alanna's conversational AI abilities can give you peace of mind knowing you can keep clients on task while also creating a smoother closing process since your employees can focus on other complexities.



2

The Small But Significant Abilities of Alanna

The employees in your title company have various responsibilities that might require communicating with clients, lenders, or real estate agents. This can bring some unique challenges when an Escrow Officer calls a client and doesn't receive an answer. Then when the client calls back, you have to put them on hold while you find the Escrow Officer, and both of your workflows are disrupted as a result. Communication like this is common within a title company, but with the right title tech tools, you can streamline the process significantly.

WORKFLOW

Anyone In Your Title Company Can Text A Client

Alanna is more than just a conversational AI tool. She can give anyone in your title company the ability to send a text to a client, lender, or real estate agent, and it will come from the same phone number no matter who sends it. So then when the other party responds, the right person in your company will see it and can take care of it without anyone else getting involved. It's a much more effective way to keep closing day on schedule and your employees more efficient with their work.



Get Valuable Feedback From Clients Easily

Gathering feedback from everyone involved in the closing is valuable for your future work. But with the other transactions you're working on, it's hard to find the time to call or email clients to gather feedback. This is another simple, yet effective, ability Alanna has to help your company. She can send a text to ask things like "how was your closing experience?" Or "would you recommend our services to family or friends?" This is valuable feedback Alanna can capture for you so you can make improvements to your processes.

Alanna's Small Abilities Can Make A Big Impact



Alanna might seem like a simple title tech tool, but the impacts she can make on your entire company become more evident as you work with her. And not only will your title company employees appreciate her abilities, but clients, lenders, and real estate agents will as well. Everyone should look for ways to improve their company, and Alanna can be the tool to help yours.



3

Alanna is the Answer to Accessibility and Quickness for REALTORS

REALTORS play a huge role in any real estate closing process. Not only do title companies and lenders need information from REALTORS, but the REALTORS also rely on title companies to be proactive about providing them closing documents. Clients always have questions about certain things, and most of the time they will ask those questions to their REALTOR because they are most familiar with them. Many times they will then need to ask the title company, so you have to be ready to answer their questions timely to create a great experience. Alanna can help.

Be Available 24/7 For REALTORS

REALTORS are so busy that they don't always have time to ask questions during normal business hours. This can put some additional stress on them and the closing process when they have to wait until the next day to ask questions. But with Alanna's conversational AI ability, they can text 24/7 to get the answers they need. And if they need access to a closing document, Alanna can provide it to them as well. The 24/7 availability helps REALTORS stay on track around their busy schedule.

REALTORS Are Essential In Creating A Smooth Closing Day

Title companies want to make closing day as smooth as possible, so that means they have to ensure REALTORS are taken care of throughout the process. Open lines of communication are essential, and Alanna can ensure the typical struggles with communication are alleviated. Both title companies and REALTORS strive to be as efficient as possible, and when you have Alanna as your assistant, you can do it without lifting a finger in certain situations.



Alanna Can Help Your Title Company Work With REALTORS Easier

REALTORS appreciate working with title companies that are efficient in everything they do. And since REALTORS often play a big role in choosing a title company to work with for a particular closing, it's important for you to cater to them so you can possibly earn more business in the future. When working with one another is simple and streamlined, it's better for everyone involved since they can do their jobs more efficiently. Alanna is the answer to provide this accessibility, quickness, and efficiency.





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Make Your Workflow Smoother with Alanna

When the closing process is simplified, the chances for mistakes are reduced and everyone's lives are much easier. Alanna is the missing piece to make both of these things happen. Learn more about the significant abilities Alanna has to offer by clicking the button below.

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