

Alanna is the Answer for REALTOR Success

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This eBook explains how Alanna can boost REALTOR success, leading to success for your title company, too!



Introduction

Title companies get a lot of their business from REALTORS. So if you aren't doing everything you can to make REALTORS successful, then you could be missing out on more clients. The challenge title companies need to navigate is making sure every party to a real estate transaction is taken care of and happy. You might not have the resources to do this now, but Alanna can help.

What if you could provide REALTORS with instant information about a client file without picking up the phone or answering an email? This is where Alanna enters the picture. Alanna can eliminate the back and forth interactions between title agents and REALTORS. Providing answers immediately around the clock makes the REALTOR look good in the eyes of his clients, which in turn makes title companies shine!



A man in a blue suit is looking at his smartphone outdoors. The background is a blurred green and blue, suggesting a park or a building. The text is overlaid on a semi-transparent green rectangle.

1

REALTOR Reputation is Dependent on Title Company Responsiveness

As a title company, you always want to provide the best possible service to clients, lenders, and REALTORS. But when you think about it, you should be particularly partial to going out of your way to ensure REALTORS are happy with your service. Lines of communication should always be open to ensure a smooth closing with everyone on the same page. Without effective communication, a REALTOR's reputation might take a hit, which could directly impact your title company.

Why A REALTOR's Reputation Impacts A Title Company's Business

REALTORS are often the ones who recommend their clients use a particular title company. So the client trusts the REALTOR and the REALTOR trusts the title company. If your title company doesn't deliver the best possible services and you don't communicate effectively with them, then their reputation could be damaged with their clients. And when that happens, you risk losing business from referrals from that particular REALTOR.



What Is Considered Responsive?

Being responsive is one of the most important things REALTORS want from a title company. But what exactly does that mean? Having an assistant with knowledge about everything dealing with a particular closing would be valuable, but that's not always possible. Instead, you might have to call the REALTOR back with the information they requested, which might not sit well with them. REALTORS are juggling many different responsibilities and need their answers immediately.

Allow Alanna To Improve Communication With REALTORS

Having an assistant like Alanna on your side can significantly improve your communication with REALTORS. With conversational AI skills, Alanna can answer simple, file-based questions and even provide more information than the REALTOR needs. Having Alanna is much more cost-effective than hiring a full-time assistant and you can provide 24/7 assistance to REALTORS at the same time. This is the type of “above and beyond” service that REALTORS will appreciate. And when you can boost their reputation in the eyes of clients, you’ll benefit from it as a title company by receiving more referrals from them.



2

Top 3 Complaints From REALTORS When Dealing With A Title Company

No matter how busy your employees at your title company are, they have to prioritize communications from REALTORS. In many ways, REALTORS are the backbone of a title company since they often dictate which title company their clients work with.

With that being said, it's important to understand the most common complaints REALTORS have when dealing with a title company so you can avoid mistakes. The right title technology can help ensure you don't hear these complaints from REALTORS.



Title Companies Are Too Slow Returning Phone Calls

Simply answering the phone timely isn't good enough for REALTORS. They want to hear the answer right away or within a few minutes if it takes time to look up the information. The problem is title companies often don't call back quickly enough for various reasons. REALTORS have clients constantly asking them questions, so they need to have answers. The easier time they have getting the answers from your title company, the better it will be for everyone involved.

Phone Calls Never Get Returned

Title companies often get so busy that their note to call a REALTOR back gets misplaced. This is a huge mistake that should never be made under any circumstances, especially when closing day is near. You shouldn't wait for the day this happens to take action. Get ahead of the problem by incorporating title technology that includes conversational AI so you can ensure REALTORS get the answers they need timely and you won't have to worry about misplacing notes.

The Wrong Person Calls Back



When a REALTOR asks for an Escrow Officer to call them back, that's who they want to talk to. They will get frustrated if they have to wait several hours for a callback, only to hear an Escrow Assistant on the other end of the phone. With the right title technology, you can quickly direct REALTORS to the person they wish to speak to. When they get the answer they need from the person they want to talk to, then everything else will fall into place much more efficiently.



3

Push Ahead Of The Competition With Alanna's Always Available Assistant

Have you ever wondered how you can stay ahead of your competition in the title industry? Many title companies use the same outdated procedures and tools instead of looking for cutting-edge title technology to take their company to the next level. With Alanna's always available assistant, you can stand out as being an innovative and proactive company real estate agents, lenders, and clients can appreciate.

Benefits Of Offering 24/7 Assistance

The great thing about Alanna's always available assistant is you can offer 24/7 assistance without lifting a finger. People often have questions after business hours, which means they have to wait until the next day to ask. This can lead to lots of delays in the process. Alanna uses conversational AI to answer both general and specific questions about a customer's file at any time. Customers will feel like they are talking to an actual human either via SMS text or web chat to get their questions answered.

No Need To Hire Another Full-Time Employee

Some title companies believe hiring another full-time employee to handle workloads is the most effective way to get ahead of the competition. The reality is this can often be counterproductive since you have to train the person, not to mention putting them on the payroll. Alanna doesn't require any training to get the job done right the first time. Once you implement Alanna into your organization, she will have almost all the answers needed to take care of your customers.



Create A Stellar Experience For Everyone Involved

Alanna's always available assistant can help you create an experience that everyone can appreciate. No one likes waiting on hold or having to wait for a callback to answer file-based questions. Alanna can simply answer the questions via SMS text or web chat so everyone can continue with their days. And when you create a stellar experience like this, who wouldn't want to work with your title company more often? Your title company will distinguish itself from the competition and could earn more business at the same time.



A group of diverse people in a meeting, smiling and engaged in conversation. The background is a blurred office setting with windows and a plant.

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Help Your REALTORS Achieve Success Today

When REALTORS have to wait on a title company for information about a client file, no one wins. The REALTOR might not blame the title company when talking to a client, but you can be sure they will hold it against you at some point. Alanna can help you avoid these issues and make REALTORS look like they are on top of their game at all times. And as a result, you'll increase your chances of earning more business from those REALTORS.

Learn more about all of the advantages Alanna can bring to your title company by clicking the button below.

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