



Technology is Transforming Title,
**But is That Always
a Good Thing?**

Technology is increasing efficiency and enabling the delivery of faster, more accurate title services. But are we at risk of erasing the personal relationships that drive title? Here's how to avoid the pitfalls of progress.

Title services are changing with the times. What used to require hours in a county records office has now become digitized and stored in centralized databases for faster access. Data standardization, electronic reporting and automation technology are transforming the way we do business, and electronic communication has become a driving force in title.

Advancements in technology have made the lender's job both easier and more challenging. Despite technology's advantages, some lenders find themselves struggling to keep up with the expectation of accelerated timelines, an evolving regulatory landscape, the increased need for cybersecurity, and their customers' preference for electronic communication—not to mention the pressures of keeping up with the competition.

While there's no doubt that lenders will find ways to adapt to the ever-changing market, there is one existential question about technology and title that remains unsolved: is all this technology threatening to erode the human relationships at the core of our business? And what can lenders do to preserve the relationship equity they've spent years or decades working to build?

Make Technology Work for You

Developing a leaner operational backbone by leveraging the latest and greatest technological tools doesn't have to erase the personal relationship between you and your vendors and customers. Here's how to use technology to enhance the interactions your business depends on.

Embrace the Benefits

Technology is often blamed for reduced social interaction, but there are many ways that it can actually improve the interpersonal aspects of your business and help you win repeat business and develop long-term relationships.

At the end of the day, your customers want an efficient, quality-driven process from title. Accuracy and speed are essential to that—and technology delivers. Powerful title technology will return more accurate results from more sources in less time, clearing the way for faster closings.

Working with a title company that is on the leading edge of technology can make the entire title process more streamlined and simplified, which allows you to focus on communication and customer service.

Consider the Borrower Experience

Title is often the part of the process that consumers understand the least. Technology can help fill in those gaps and ensure a smoother transaction by giving borrowers greater clarity and certainty around title.

Title requires an enormous amount of coordination to synchronize tasks and entities—for example, the transition from title production to title curative, which can be snagged by any number of tie-ups. A title company that has the technology to automate tasks and streamline workflows to ease that transition offers lenders the advantage of a seamless experience for borrowers.

When it comes time to interpret the title report, a simplified grading system with clear turn times for resolving issues—powered of course, by technology—helps the borrower understand where they stand at each phase of the process and lets them know when they can expect to be cleared to close.

And perhaps most importantly, technology-driven title takes human error out of the equation, which helps ensure that you deliver a first-rate title experience every time.

Find the Right Title Partner

It's not just how you do business, but who you do business with that matters. The title company you choose can greatly influence the closing process and can even determine whether a transaction will be completed. It pays to work with a single-source provider that can ensure your success from start to finish.

If you haven't developed a relationship with a full-service title company you know and trust, now is the time to find an end-to-end partner that offers the best technology and delivers superior personal service.

The better the service they can provide to you, the better you'll be able to serve your customers—and keep those all-important relationships intact and thriving.

Conclusion

Real estate was among last major industries to adopt technology, and title is one of the last segments of the industry to fully embrace it. But working with a title partner that has solid technology in place to speed results, avoid mistakes, reduce inefficiencies, and communicate more effectively offers innumerable competitive advantages that every lender should consider.

By viewing technology as a tool for enhancing the holistic title experience, you can keep the focus on the human connections that drive your business and meet each new technological development with confidence.