



In-depth look at Advantage Title's real-time customer access technology

Advantage Title, a provider of title insurance and escrow services that has long touted its Title365.com platform, just announced a new enhancement that will provide its clients real-time access into the title production process. Read on for more about the capabilities of this latest customer service solution.

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Advantage Title, a California-based provider of title insurance and escrow services that has long touted its Title365.com platform, just announced a new enhancement that will provide its clients real-time access into the title production process. The company said this latest innovation makes all relevant title and escrow order tasks viewable from start to finish, in real-time and makes all documents available exclusively through its Title365.com user interface.

The company said this level of service was made possible through its integration with LPS SoftPro Select, which improved its management, communication and delivery processes to allow clients to gain more transparent, accurate and convenient reports on their open files.

On the client side of the equation, **Peter Richter**, co-chief information officer and senior vice president of software engineering for Advantage Title, told *The Title Report* that the interface and interaction is entirely customizable, from a single real estate brokerage to a large broker with multiple offices, and can "match their structure."

"For example, a large lender may dictate that only their loan processors can open new title and escrow transactions on behalf of one or more loan officers, but the loan officers have full access to view transactions and progress. Title365 can accommodate this structure," Richter explained.

During the transaction process, Advantage said the relevant order information flows between Title365.com and SoftPro Select from the minute an order is opened online. Upon opening an order, the system instantly assigns an order number. Customer information is auto-applied upon opening an order, including all contact information, property information, internal and external relationships, order preferences and fees charged based on order information.

Richter said order status events are broken down by transaction type (purchase or finance) and order type (title or escrow) and segmented into categories: opening events, processing events and closing events.

"During the opening process of a title order, Title365 provides the completed GFE within 1 minute, delivers the Statement of Information to the broker to be completed by the client, alerts order contacts when the searching and examination process begins and completes, alerts order contacts when the order goes from searching and examination to final preparation, alerts order contacts when the final preparation is complete, and finally, alerts order contacts when the preliminary report is complete and distributed online and via email," Richter said.

Other events that can trigger an alert include supplemental reports, document recording, closing, policy of title insurance, escrow instructions, when the earnest deposit is received, opening packages, estimated and final HUD-1, document recording and disbursement of funds. All events trigger email notifications that users can configure to receive whichever ones they want.

Title365 has an email communication capability built into the system, but Advantage Title noted that Title365.com will soon debut other consumer-centric services, including one that would provide a real-time transaction specific commenting feature, in which users could direct specific comments to specific parties. For example, a real estate agent may want to post a comment directly to the escrow officer rather than make the comment viewable and respond-able to all order contacts.

Other possible enhancements include the ability to stay up to date with access to customer property and neighborhood information and property values, secure the title of a property by allowing the system to monitor it in real-time for inconsistencies and garner an extensive array of additional post-transaction services.

Joyce Weiland, president of SoftPro, noted that Advantage Title merely pushed the capabilities of the SoftPro software in order to create this new custom feature.

"SoftPro Select's use of innovative technology continues to drive the most advanced and flexible title and escrow

solutions, thus enabling a new breed of technologically advanced clients like Advantage Title to bring their ideas to life while maximizing the advancement of products and services to the settlement industry," she said.

Within Title365.com, a routing mechanism provides the customer with a single point of secure access to view all transactions and updates as they occur. The real-time capabilities lead to immediate online delivery of order-related tasks and documents as they are finalized.

"Our customers rave about the ease-of-use and efficiencies Title365.com brings to their daily professional lives," Richter said. "From our simple step-by-step, guided approach to opening an order to the nationwide property research tools and now our user tailored 'Where's the order and what comes next?' approach to the status of the order, doing business with Advantage Title has never been easier,"

Back in June, Advantage announced its national expansion with full licensing now in effect in additional 14 states: Colorado, Connecticut, Delaware, Florida, Illinois, Indiana, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, New Jersey and New York, in addition to California.