



United Title Company:

Serving Customers Effectively with Simplifile



Marian Curry - Untited Title Company

Formed in October of 2004, United Title Company is a full-service title insurance provider in Colorado offering residential and commercial title and escrow services. The hundreds of years of combined experience that teams throughout the state bring to the table have helped the company grow and prosper rapidly. A firm commitment to customer service plays a central role as well. But as the company, and thus the number of documents handled, increases, meeting the needs of customers becomes more challenging.

Challenge:

Slow and Expensive, Manual Recording Also Frustrates Customers

Processing a large number of paper documents, mailing out these documents and making trips to County offices to submit them, waiting sometimes days thereafter for documents to be recorded, resubmitting documents to adjust recording fees or correct small errors the County found, and finding one's self waiting once again for a response.... While the natural order of real estate transactions prior to eRecording, nevertheless all of this was also a continued drain on United Title Company's time and money, and an equally frustrating process for their customers left waiting in the wings. What's more, while statutes require that only original documents get recorded, when customers did not want the original to leave their sight, United Title had yet another obstacle to navigate while attempting to deliver the best in customer service. *(continued >)*

Solution: *Simplifile Goes the Extra Mile for Customer Service*

From the beginning, Simplifile has designed and built solutions that address real customer needs—the needs of Simplifile customers, and the needs of their customers’ customers as well. For United Title, Simplifile replaced courier and express mail services with the far more efficient services of electronic recording. Faster transactions translate not only to higher productivity and lower costs, but also to greater customer satisfaction.

Once scanned by United Title employees, title documents are sent directly to the County via the Internet. Patent-pending technology within the Simplifile software certifies to the County Recorder that the document is indeed the original. Thus, statutes are upheld, while at the same time the original paper document never leaves the presence of the customer. And once the County records the electronic document, United Title can retrieve an image that includes the recorder's stamp, issue title policies, and return these files to lenders the very same day. Customers could not ask for faster service.

Simplifile also offers United Title the mortgage industry's most comprehensive eRecording network. “I appreciate how fast Simplifile has been able to get the Colorado counties signed up and operational,” says Title Assistant Marian Curry. An embedded Internet architecture, low pricing structure, and intuitive interface enable counties across the United States to install and use Simplifile with ease.

In addition, “because the counties that accommodate Simplifile eRecording can be so timely in their recordings,” says Curry, “we are able to correct any problems on the spot.” United Title is more than happy to remain in the office while, remarkably, obtaining copies of recorded documents from even distant counties the same day they were submitted. “We are saving three days in delivery time alone on regular recordings. And because of Simplifile’s billing procedure, our recording fees are always correct.”

Result: *And Everybody Wins*

Simplifile streamlines and enhances the recording workflow at United Title, saving them time and money by providing simple, automated, nationwide electronic recording services. And most important, they now have the ability to respond to their customer’s needs much more quickly. Says Curry of the service United Title now provides, “Having happier and more satisfied customers enhances our image in our local real estate community.” The counties benefit as well. In fact, with United Title committed to Simplifile services now and well into the future, everyone they work both with and for is sporting the Simplifile Smile. United Title wears it daily, too. •

ABOUT SIMPLIFILE

Simplifile provides innovative, simple, and secure eRecording services for a wide variety of customers, including title companies, banks, attorneys, and county and state government jurisdictions. Our eRecording services accelerate document recording and simplify document workflow processes, significantly reducing costly overhead associated with traditional submission and recordation methods while improving client service levels dramatically.

Simplifile is focused on building the industry’s de facto eRecording network. As such, we provide a streamlined yet scalable approach to electronic recording tailored to customers of all shapes and sizes. For more information on how Simplifile can help you succeed, visit simplifile.com or call 800.460.5657.