



How to Develop a Winning Marketing Strategy in the Title Industry.

White Paper

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Overview of the Constantly Changing Market:

The Title Industry is constantly changing. Real Estate Agents have more choices as to which Title Company to refer consumers to, and meanwhile, consumers expect more from any company that they spend money with.

Big Point: The title company down the street from you is no longer your competition.

Your “*new competition*” has nothing to do with title, but rather with the customer experience that the customer receives from other industries and companies such as *Amazon, Zappos* and *Apple*, or the last visit to their favorite hotel or restaurant, which have not set the standard for how they expect to be treated.

What this means for you:

The Bar has been raised to stay relevant in today’s ever-changing business environment, so the challenge for Title Companies is not to simply to *close on-time* or to *have accurate closings*, but to stand out and create an experience that the customer (Consumer, Real Estate Agent and Mortgage Professional) cannot imagine you not being a part of, because ***the Cost of Entry is having accurate, on-time closings.***

The question remains, how do you ***Stay the Center of the Transaction?***

Simple: Standing out and creating a the best experience for the consumers, real estate agents and mortgage professionals.

My friend Geoff Bray, the Co-Founder of Engel + Volkers Minneapolis has a phrase that he tells all of his real estate agents so frequently that it should be engraved above the door to on the way out of their office. Geoff says it like this...



“Spend less time focusing on how many people are on your ride, and more time focusing on how to make it the best ride the people who have already gotten on have ever experienced.”

The title companies that truly stand out are the ones that don’t merely close on time or have accurate closings (simply getting by and doing the bare minimum is the cost of entry in the industry); the ones that stand out are the ones that do it with Excellence.

How should this affect your Marketing?

One question that we typically hear from Title Companies is *“What should be doing to market my company?... and how do I market more on Google, Facebook and Twitter?”*

While that is a great question, I'd like to step back and make one HUGE observation by asking one more GIANT question:

Question: *Where do most of your current orders come from? Are they referrals from real estate agents and mortgage professionals? Or have you been getting consumers actually find you without the referral?*

If you are like 99.9% of title companies that we talk to, most of your business comes from referrals, so here's our biggest takeaway (so far)... stop focusing so much on trying to win new customers, and instead, focus on what your current customers see/experience when they have chosen (or might choose) to work with you.

That breaks down into two areas:

1- What they will see when they do a Google Search of your Title Company.

2- What they will experience when they are closing with your Title Company.

Once you have covered these two bases, then we can focus on actually marketing to people that have never heard about your title company- but from our experience, most title companies jump to trying to market to new customers, before realizing there are some huge missed opportunities to maximize their current customers, or optimizing what newly referred customers see/experience when they come to you or Google you right now.

So, here are the 11 things you should do:

I. Google Yourself

Have you *Google'd* yourself lately? I'm serious. Have you Googled both your name and the name of your title company? You might be shocked at what you find.

Typically when I speak to title companies about marketing, I have them pull out their phones right there and google themselves. It's never fun to think that a *Better Business Bureau* or some past customer who's complaint on *Yelp* is outranking your

own website (*especially if you had no idea about it!*).

When's the last time you looked at what a potential customer might see when they Google you. Because chances are, if an average consumer ever will Google you, it will be once they have been referred by a Real Estate Agent. Do you know what they will see? Go ahead, Google yourself now and let's see what you find.



If you don't like what you see, no worries, there's hope. You can create more content to push down the bad content, or you can contact the sites that feature bad content about you (if it's actually wrong), but you'll never know what consumers, Real Estate Agents and Mortgage Professionals are viewing unless you Google yourself.

Need help in this area? Let us know and we'd love to setup a quick 15-30 minute call to review your Google Search Results and come up with a strategy to get them better.

Takeaway: Google Yourself before someone else does.

II. Make sure you have a Responsive Website

Wanna appear more relevant to your best referral sources and to Google?

Make sure your website is responsive; which basically means that it will resize to fit whatever screen size it is being viewed on (mobile, tablet, desktop).

Google rewards Responsive sites over non-responsive sites and if you need to redo your site to make it responsive, you can either call a web developer, or go to [Squarespace](#), [Wordpress](#), [WIX](#) to build your own.

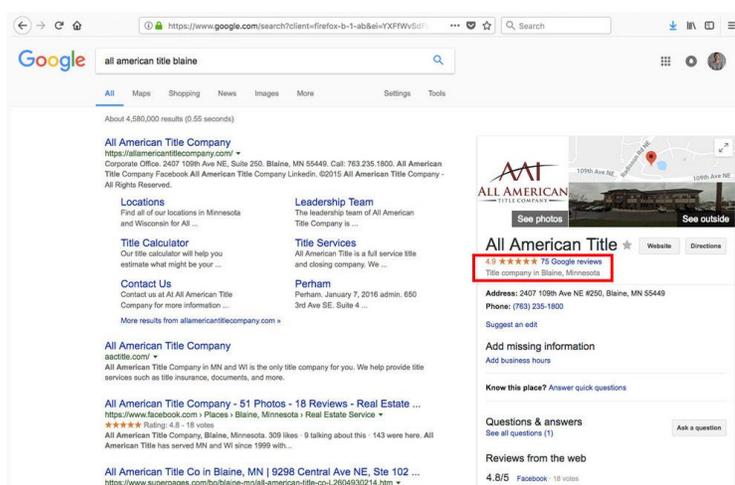
With how search engines work today, it's no use paying for ads online and trying to drive more visitors to your site if it's not responsive.

Takeaway: Get a Responsive Website.

III. Get a Google Places Account Setup

This way people can review you on Google. If you have multiple locations, you will probably need to do it per location as well. An example of what that will look like is below.

With a [Google Places Account](#) setup, you can also drive reviews by asking for a review in a follow-up email after the closing. Then, in the case a new customer does Google you, they will see loads of reviews compared to title companies that don't have any.



Sure, you might get one or two bad ones, but those people will 100% go to Google anyway... the goal is to even them out with positive reviews.

Takeaway: If you're not asking for Reviews, don't be surprised when all you get is bad ones. Ask for Google Reviews, which will also help your Google Ranking.

IV. Get a Google Analytics Setup

This will allow you to see what is actually happening on your responsive website.

You'll be able to see where people are when they view your site, how long they were on your site, what content they viewed and even what type of web browser or device they were on. This will help you know where/how to spend your marketing dollars.

Takeaway: You need analytics to know if any marketing campaign is working,

so before throwing money into marketing, put time into setting up how you will measure success.

V. Talk about what new technology you're about to invest in.

We have one customer that is about to launch CloseSimple™ and right after signing his contract, began to tell his favorite Real Estate Agents & Mortgage Professionals about what CloseSimple is & how it will help his company communicate with them.

It gave him a great opportunity to share a cool new idea with them, and to his surprise, they started throwing more new orders his way. It's also given him a reason to talk to potential referring Real Estate Agents and Mortgage Professionals who hadn't given him referrals lately.

Yet again, to his surprise, more orders came in from those people!

Takeaway: Software or any new business investment should never only be about what it will do for your business, but about how it will impact your best customers and referral sources. Make sure to tell them about any new & cool things before you even launch them. It will give you a great opportunity for a new conversation with a faithful friend, and maybe even rekindle a conversation that has gone cold.

VI. Collaborate with Lenders.

I just mentioned one customer who is using CloseSimple to actually spark new conversations with old friends, but we also have another client that has used CloseSimple and our Closing *Pizza Tracker for Title*™ Timelines to unlock new lender partnerships by collaborating on what the closing process and timelines should look like.

Have you asked your best referral partners (or potential partners) for advice on how to run your business more efficiently? And have you looked for creative & cost effective ways to partner with them to put both of your brands in front of potential customers?

In the words of the Godfather, this is a great way to *"keep your friends close."*

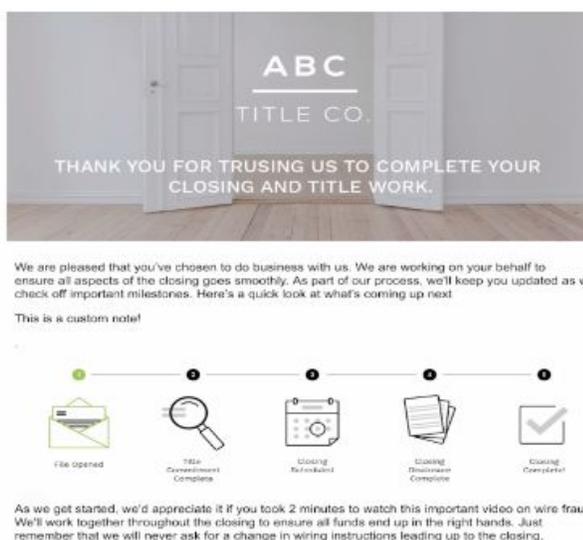
Takeaway: The Smartest Man/Woman in the room is often the one who asks for help and keeps their friends close.

VII. Send a Welcome Email to the other Side.

How often do you think about the other side of the transaction?

Consider sending a Welcome Email* (or Auto-generating one through CloseSimple) to the Real Estate Agent on the other side of the transaction when the Welcome Email from your title company goes out. Invite them into the process and explain what the referring Real Estate Agent is getting by choosing you, and what they're missing out on.

Here's an email that each party in the transaction would see through CloseSimple, but if you don't have CloseSimple, you can just send a regular email.



(We set this up to send a unique email to each party in the transaction, so the opposite side Real Estate Agent can get a unique email to them without any extra work for you.)

*One thing to note though is that this is assuming you are sending a Welcome Email.

Takeaway: Welcome the other side to the party and don't be surprised if they wanna join the next one without an invite.

VIII. Get Social.

Choose one social platform that your best referral sources (*not necessarily consumers*) are on, and dedicate yourself to 6 months of learning and using it.

I emphasize the platform that your best referral sources are on because I want you to begin by following them, then liking and commenting on what they post. From there you can start posting some of our own content once a week, but be more interested in them and you'll find that they might just start becoming more interested in you- and getting you more leads.

Then, when you do post, see if you can creatively tag them in a post to make them look good. This is a great action point that you can take to the bank right now: Next time one of your favorite Real Estate Agent closes a big listing, feature a picture of the listing in a social media post and then tag the Real Estate Agent and Mortgage Company.

Maybe talk about how great it was to work with them and how they went "above and beyond" to make sure that the buyer got the best care and attention during the process; then use a creative hashtag like #titlekeepslandsafe and #titleinsurance.

I'd be shocked if they don't "like" that post and then show you some love back by giving you more business, because in the world of social media, "*do unto others as you would have them do unto you.*"

Takeaway: On Social Media, it's not about being everywhere, but being where your business gets the most leads. As a general rule, be *interested* in others and create *interesting* content for others to enjoy.

IX. Stop sending Thank You Notes.

Thank You Notes have started to become cliché and overused in business and almost obligatory; losing the "soul" or purpose why someone should send one.

Example 1:

"Jim, thank you for closing with XYZ Title it was great helping you close on your new house and we look forward to serving you again! ~Dan"

You know where a note like that goes? Right in the circular filing cabinet called the trash basket; **so instead of writing Thank You Notes, try sending Appreciation Notes**, which go something like this:

Example 2:

"Jim, just wanted to say how great it was to meet you and your wife Stacy. It was a pleasure meeting you two, hearing a bit about your story and playing a part in helping

*you move into your new home. There are lots of title companies in this area, but as the owner, I wanted to personally let you know how much I appreciated that you choose my company to help with your closing. I hope you feel like we added value at each step of the process and should you ever know anyone else looking to buy or sell a home, I'd love to help your friends through the process too. Enjoy your new home and talk to you soon!
~Dan"*

Sure, a note like that takes a bit more time and thought, but what's a customer worth to you? Do you simply see them as a transaction, or a customer-for-life? Do you simply see them as a dollar amount in your checkbook, or as someone that will lead to many more referrals?

Doing this for consumers, real estate agents and mortgage professionals (maybe not each transaction for real estate agents and mortgage professionals) could be the thing that changes everything about your business.

Takeaway: A little Appreciation can go a long way from having a note thrown into the wastebasket, to getting hung up on the wall.

X. Give some love to the other side.

Beyond sending the other side Real Estate Agent a Welcome Email to begin the closing (point 7), what are you doing to make sure the other side Real Estate Agent remembers you after the closing?

If you view each transaction as the beginning of a beautiful relationship, you will also look at each person in the transaction as a potential future client; including the Real Estate Agent and Consumer on the other side of the transaction.

To make this easy, consider sending them a Hand-Written Appreciate Note following the closing; chances are, they've never received a note from the "other side," and while it may only be applicable to do the first time they close with you, occasionally showing them a little love won't hurt your chance of winning a referral in the future.

Consider it a long-play; or consider it as just the way you should treat everyone that you have the opportunity of working with.

Takeaway: Treat every person that comes in contact with your company as a client, even if they never actually give you money; they might just turn into an actual client in the near future.

XI. Own your block.

When a Real Estate Agent or Mortgage Professional thinks about title companies in your area, are you the first one that comes to mind? If not, why?

Before you try to earn the respect of consumers, what do you have to do to earn the respect of the people that should be thinking about you already. Own the handshake in front of you instead of trying to win the sale or admiration of someone thousands of miles away.

Become dedicated to Excellence and constantly be active in your community- not talking about title, but about what people in your community care about, then you should not be surprised when they start caring more about you in return. This will also give you more to talk about on Social Media.

Takeaway: What do you have to do to make your name synonymous with “title closing” in whatever cities you have an office?

Thanks for reading!

If this has helped you in any way, or if you wanna chat about how to implement any of the things I outlined, please let me know, because I don't just wanna see you win, I wanna see you win, BIG!

Wanna schedule a 30-minute call to run over any of these strategies and brainstorm creative ways you can do them? Drop me an email and let's figure out a time to chat.

Although I'm the co-founder of CloseSimple and love talking about how our tool can help you drive your business forward and gain efficiencies, I also love being a resource for anyone in the title industry to help you drive your business towards your goals (whether you use CloseSimple or not) through talking about how to market your business more.

So please let me know any way I can help!



~Bill Svoboda
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