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CREATING AGENT LOYALTY:

5 Ways Title Companies Can Dominate 2024

Featured guest:

Wade Vander Molen

Senior Vice President of Business Development @ Pruitt Title



Nurturing loyalty can be tricky, in any business. And then there's our business... Realtors can be finicky. They say they'll commit to doing business with you and then, poof, they disappear. It's disheartening.

The plus side? You're here! You're reading this guide brought to you by an expert in the realtor space – [Wade Vander Molen](#). He will give you the tools to create the right value proposition to keep customers returning.

So, are you ready to create better habits and learn strategies that will help you cultivate more business opportunities? Let's dive in!

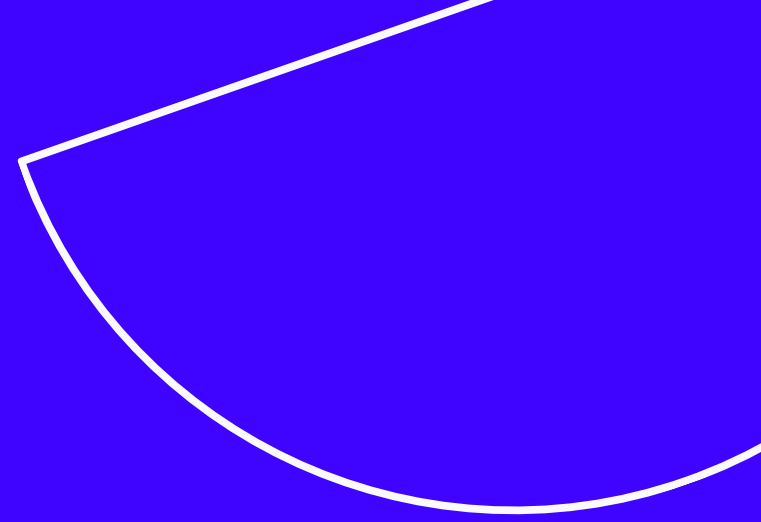
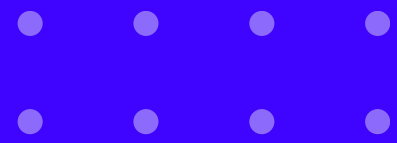


Wade Vander Molen

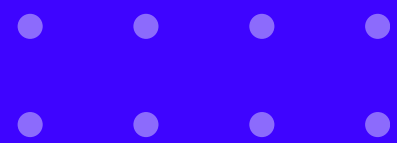
SVP of Business Development

Pruitt Title





What You Need to Know About **Wade Vander Molen**



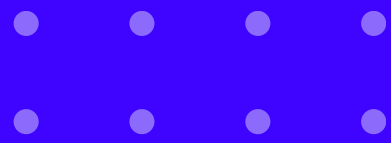
What You Need to Know About Wade Vander Molen

In the business since 2005, Wade is currently the Sr. Vice President of Business Development at Pruitt Title, based in Northern Virginia, Washington DC.

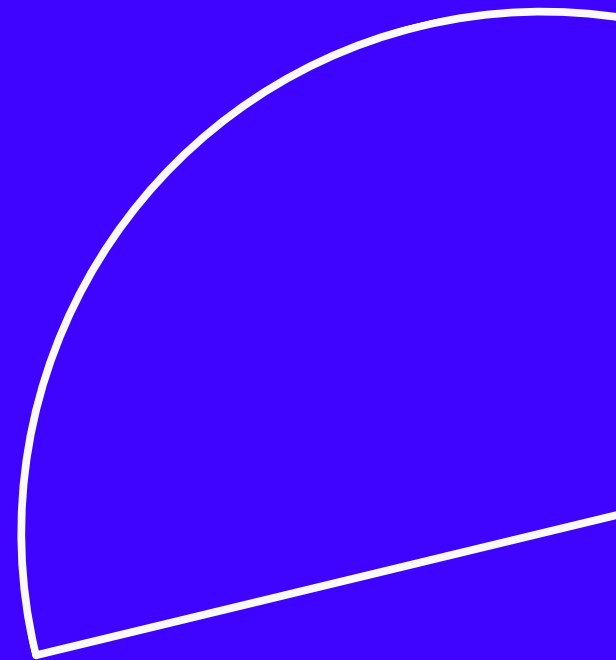
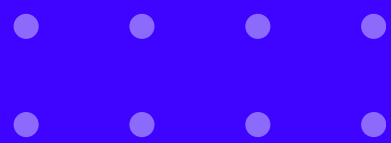
Wade's been helping Realtors and Mortgage Lenders with all facets of their marketing, alongside teaching a new sustainable business model to help them grow their business. As for his success rate? Wade has closed over \$24+Million in Title revenue to date, spanning two major real estate markets.

A contributing writer for NOVA and DC Metro Producers Magazine since 2017, Wade has several articles published on [Inman.com](https://www.inman.com). For further details, check out his website, [DCTitleGuy.com](https://www.DCTitleGuy.com), or [his YouTube](#), where he's been keeping realtors informed for over a decade.





Let's Address The Current Market...



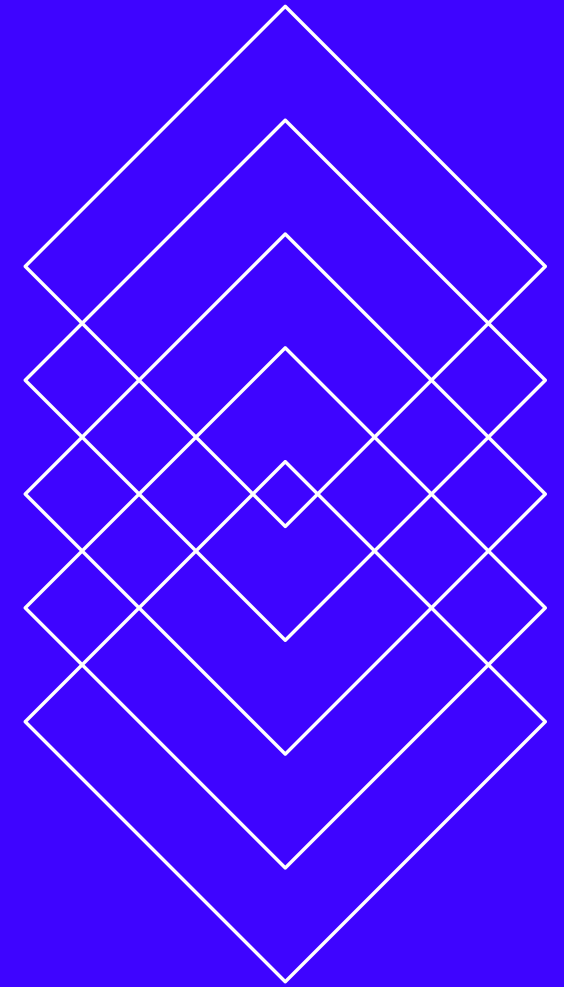
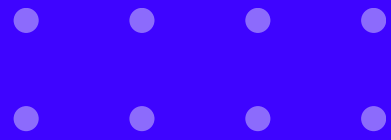


Let's Address The Current Market...

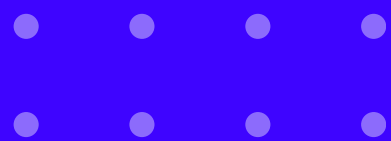
Right now, the market is anything but easy. And here's the thing; it's going to be like this for a while. We're going to have a housing shortage for several more years. Interest rates will remain in the region of sixes and sevens for the foreseeable future, probably through 2024.

So, if you're sitting in your office, waiting for your next Title order to come in, that's your first mistake. This is not a market where you can sit behind your desk and wait for people to send business. You must go out there and make the wheel turn.

You need to create value propositions and talk to people. Why? To decipher what their pain points are. Then, you need to set about solving these problems for those agents. Naturally, this will depend on you thinking outside the proverbial box.



Market Shift = Mindshift



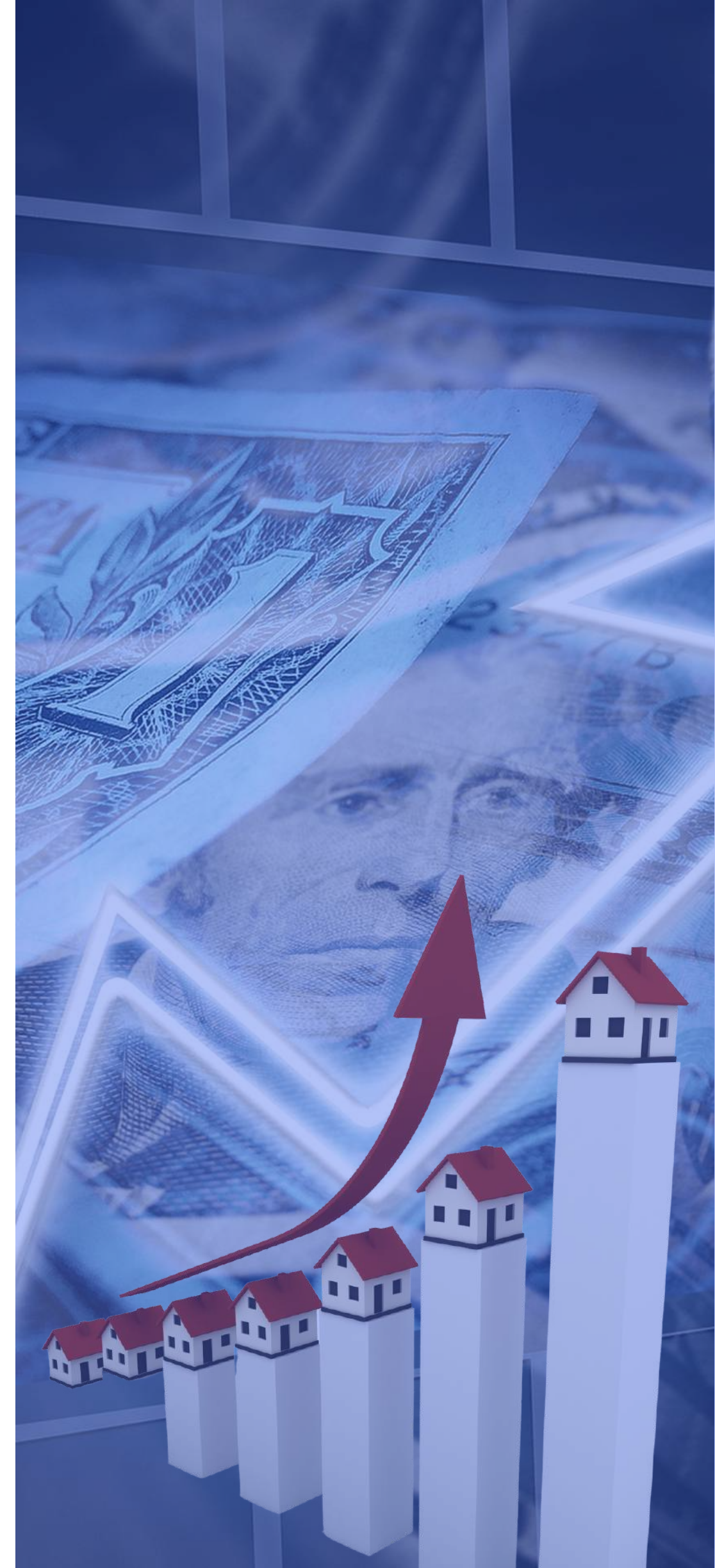
Market Shift = Mindshift

Being in contact with Title companies across the country on a regular basis, Wade can report on the most common issues. The most prevalent of which seems pretty obvious...

If you're thinking "It must be the market. I mean, I'm still doing business the way that I've always done it!", that's Issue Number One. Why? Because the market is constantly changing. The market from 2021 is wildly different to that of 2023.

So when the market shifts, you must shift your mind. That means thinking laterally, and creating habits that maybe you hadn't considered before. As for what that might look like? Perhaps its...

- Doing more events at night
- Getting in front of a camera
- Becoming better at social media
- Doing more classes or presentations



Either way, it's going to require getting out of your comfort zone. Tough. But necessary. Creating new habits can be hard, but it's better than the alternative.

So when the market goes sideways, go with it. The Title companies and salespeople that learn to shift are the ones that will make it.

For instance, if you're learning to shift mindsets and habits, thus implementing new things, you can take that to your market. Go show your agents how to do the new things you've just learned!

If they're learning from you, this in turn creates a ton of loyalty. Why? Because they'll remember that you helped them.

"You know when you've not gone to the gym for a long time and then you go there? It's awkward. You don't feel right. Maybe you're sore the next day. But guess what? After you went there over and over again, it got easier. You got to know people there. You knew what to do. You got in better shape, right? It's the exact same thing."e vacation.

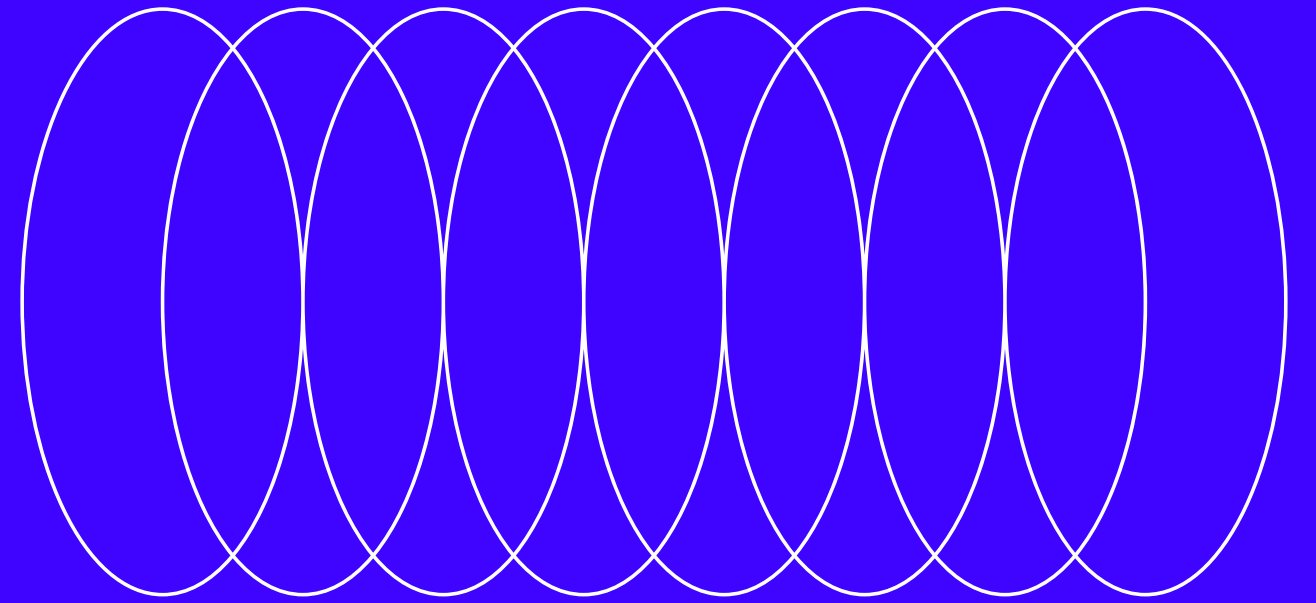
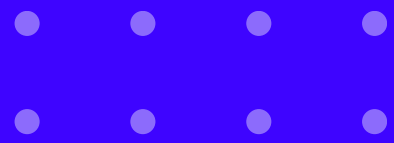


Wade Vander Molen

"They want someone like you to help provide information and solutions and be their true partner – beyond someone who will just do a closing or a settlement, right?"



Wade Vander Molen



Value Without Selling

We hear the word ‘Value’ bandied about a lot. “Add the value”, “Bring the value”. So here's what value really is. Value is something that you're doing to help someone – without selling them anything.

What are your value propositions?

What value propositions do you want to add or create? The answer to these questions will only become clear when you know what's most important to your clients. And you're only going to find that out by asking them.

Ask them, what's the one thing that keeps them up at night. Then, offer a solution to that thing. Even the most successful agents in your market have pain points. We've outlined some here:

1. They have turnover in staff
2. They might have an issue with a buyer's agent
3. Or a software problem
4. Perhaps they're experiencing a CRM issue
5. They need a better transaction coordinator
6. Maybe, they're so busy that they haven't had any time to beef up their video presence
7. They sold all their listings and now they need more

They all have problems. So, you must find out what those problems are and how you can alleviate them in some way. Hone in on what's important to them.

"Then, mix it all together and say, 'Look, I can't solve all your problems because I'm not all things to everyone. But that one thing you told me you're having an issue with, I think I really can help you. And I'd love to talk to you about it. Can you give me 30 minutes of your time?' Then, you sit down with them and show them that you care."

Wade Vander Molen



01

Adopt a Consultative Sales Approach

Wade is big on structure in terms of his appointments and how he gleans the necessary information from prospective customers. When you're meeting with clients, agents, and people you want to do business with, don't bang on about yourself. Instead, get them talking, ask the right questions, like the ones outlined below!



Referral Led Business Generation: If you're generating the majority of your business by referral (and we hope that's not the case, but that's a question for another session) what are you doing to keep the referrals coming? Do you have a solid plan? Is there a system in place? Do you do client events? Are you following up with people properly?

Address Additional Lead Source Funnels: Do you get business from open houses? Do you get any organic leads online? What about Facebook ads? Do you pay for [Zillow](#) leads? What else are you doing to help create more funnels?

Nail your CRM: If you're talking to a realtor, what CRM are you using to manage your business? Do they even have a CRM to manage their business?

Transaction Goal for Closings: Do you have a transaction goal for closing between now and the end of the year? Do you have a transaction goal for closing over the next 90 days. If so, what is it? If they do, is it a number that makes you excited? Or is it a really low number that tells you you're not going to obtain much business from them.

Define Your Top 3 Things: What are you looking to implement for business improvement that will help you become a stronger realtor?

Where do you direct your Title Business? When you have the opportunity to direct your Title business, where do tend to send it? Let them tell you who they primarily like to use. What do they do that's so great?

If they're telling you the person/company they primarily use isn't helping them with their pain points – that's where you can come in and take market share. You can say, “Well, let me help you with this.” Perhaps you can introduce them to a new CRM? Next thing you know, you're their new Title partner!

02

**It's ALL in the
Follow-Up**

How many times do you show up to a prospect appointment with a real estate agent and they have a ratified contract in their hand ready to go? It probably happens about 1% of the time. The point is, you need to follow up with them to get the business.

Be it emails, calls, texts, invites, follow-up calls – all these necessary things help strengthen the relationship. It builds trust and guides things to culminate towards actual contracts.

Part of creating loyalty with agents in your market is being super active on your follow-up. For instance, sometimes agents won't send you business because they're going to test you. They want to see if you're going to follow-up with them. As for what the optimum follow-up looks like?

“Here's what I do. When I'm in a meeting and I close, I say, 'Hey, I'd love to earn your next two or three transactions to make sure we're a really good fit. Is that something that we can do?' And they will say, 'Yeah, sure. I'd love to give you my next two or three transactions.' Then say, 'Fantastic. Thank you for that commitment. I really appreciate it. Also, I'm really big on follow-up. So you'll be hearing from me periodically.' I let them know that I will be following up with them so that when I do it, they're not shocked that I'm calling them!”

Wade Vander Molen



To clarify, you're not just calling them to bug them incessantly and wear them down. On the contrary; you're calling them because you have tons of advice to impart!

1 In short, here are three possible follow-up conversations:

Don't call to "just check in", call them to provide valuable insights. Educate them on a new tool that will make life easier and offer to introduce them to it. Always close the call with "Is there anything you're working on right now I can help you with?"

2 Open the call with a value-leading question, such as: "What can I do right now to help you gain more clients?" Remind them that, at your last meeting, you discussed doing business together, so there's a commitment there.

At the end of your conversation, remember to say: "Hey, I'd love to earn your next two or three transactions to make sure we're good fit to work together." Refrain from saying "Your next deal". Why? Because that's what Wade describes as a WalkAway Deal; they might just give you that one next deal and that's it. If they ask you "Why the next three?" Tell them it's the best way to get to know you, your team, your process, your closing strategies, and your success rate.

3 Remember, Agents like the chase. This is the type of call you make at around the six-week mark, when the relationship is feeling rather one sided. What do you do? You say you'll no longer pursue them. In Wade's experience, this line in the sand works.



What does Follow up look like?

1. "Hey, I wanted to give you a call to chat with you about xyz (your farm, online presence, new tech, article, etc). I thought this might be valuable to your business. Is there anything you are working on right now that I might be able to help you with?"
2. "Hi, reaching out to see what I can be doing right now to help you gain more clients? I recall the last time we met we discussed doing business together (the commitment they gave you) so I want to make sure I'm not missing out on anything."
3. "Hey (name). I keep following up because earning your business through value is important to me. My goal is to create the win/win relationship. It has been 3 months and we haven't the opportunity to work together. Can I ask [redacted] my time following up with you?"



"Ask 'Am I wasting my time following up with you?' More than likely, the answer is 'Yes'. But I've had instances where I said this and the agent immediately backtracked and said, 'No, you're not wasting your time. I'm sorry, I was on vacation. Let's get together for coffee and discuss working together.' Trust me. This black line works. And if you talk to an agent and they tell you, 'You know what, yeah, you kind of are wasting your time. I'm sorry.' Then, at least you know!"



**Wade Vander
Molen**

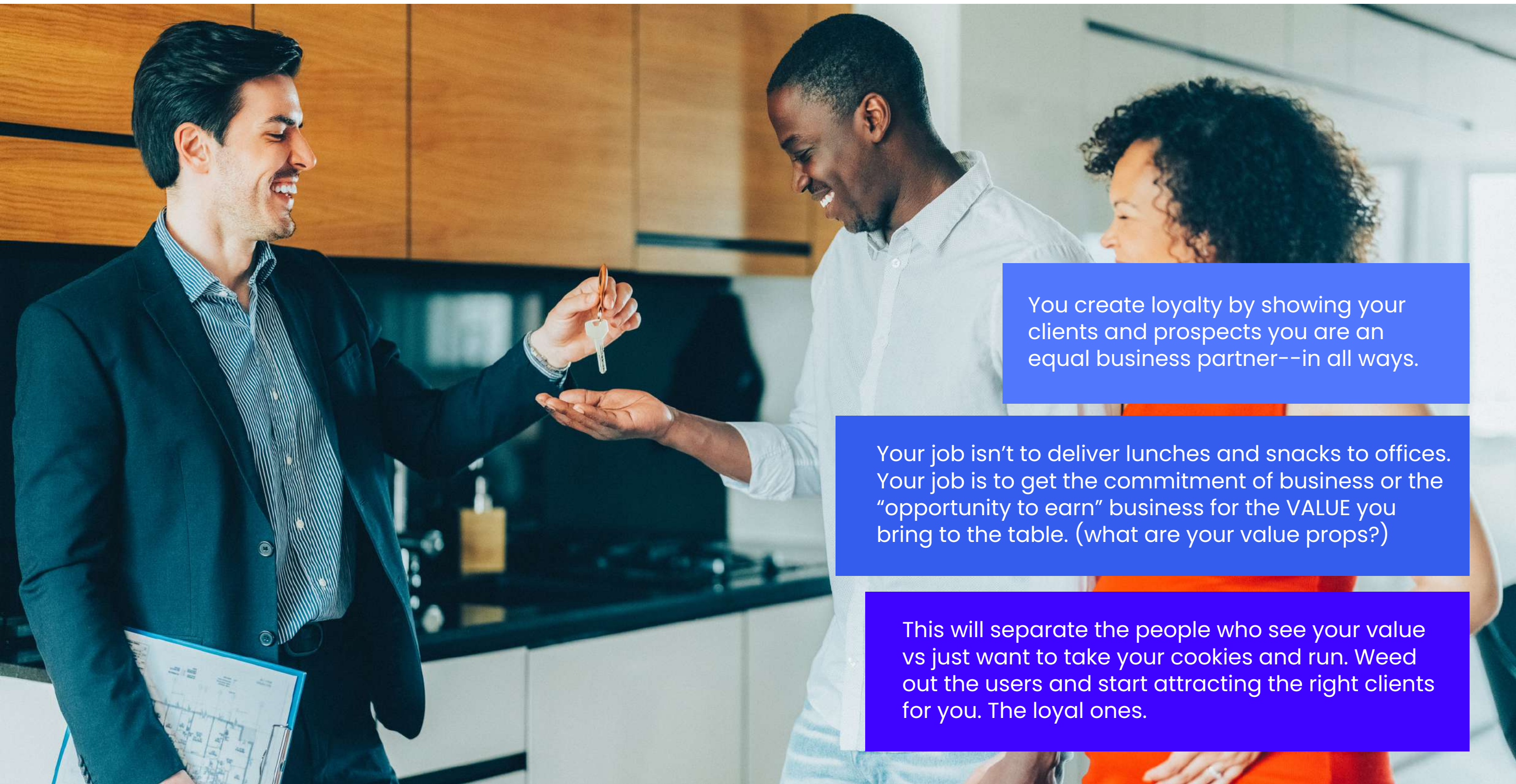
Don't wing it: Language and structuring is so important. This is not a market to wing stuff.

03

**Be More than a
Nibbles Dispenser**

If you're one of the many outfits that bring food to the open house, please stop doing that. Your job isn't to deliver lunches and snacks to offices. That's not what you've been hired to do.

Your job is to get the commitment to business, or the opportunity to earn that business for **the value** that you bring to the table. Again, focus on those value propositions.



You create loyalty by showing your clients and prospects you are an equal business partner--in all ways.

Your job isn't to deliver lunches and snacks to offices. Your job is to get the commitment of business or the "opportunity to earn" business for the VALUE you bring to the table. (what are your value props?)

This will separate the people who see your value vs just want to take your cookies and run. Weed out the users and start attracting the right clients for you. The loyal ones.

We need to address another way you may currently generate business; debt repayment.

What is this Debt Repayment you speak of?

It's effectively a tit-for-tat scenario, which involves such sentiments as "Well, they took me to the baseball game, they brought in lunch. I think I owe them a deal."

This form of superficial relationship is not going to create loyalty. Again, it will result in (at best) that one singular deal. Not deals two, three, four, and beyond. You just get the one because they feel compelled to pay you back for that lunch you sprang for.

Don't be seen as merely a form of debt repayment. Be seen as a value generator. Let's face it, no agent wants to lose a business partner who is more knowledgeable than they are!

So, to reiterate, elevating yourself as an expert in your field will separate the people who see your value, versus those who want to take your cookies and run. Weed out the users and start attracting the right clients for you, the loyal ones.

"I don't give people my lists unless I get a commitment that we're going to work together. Why would I give away company resources and my time to have them take it and run? Get them to commit... I can tell you this: in your market, if you are the delivery food person, you will be seen as delivery food. That's it. You don't want to be seen that way."



**Wade Vander
Molen**

04

**Out Educate, Out
Inform, Out Empower**

Wade has a business mantra – you guessed it; “Out Educate, Out Inform, and Out Empower.” Your job is to become the company that educates the most. Be at the forefront of informing your agents of what's happening. You have to empower these people. Why? Because they're scared.

They're at a loss and they need the tools to bolster their business. They want to be empowered, so help them with that. If you don't, someone else will. Again, by helping them, you're showing them that you care. This builds that all-important loyalty. For example, they might need help building their online presence.

Given there is no hiding in this current real estate market. So, where are YOU posting your educational content? People want to be informed. If you don't like being front and center, or if you insist Insta isn't your bag, this will become a problem. In fact, it already is. Why? Because you need to create visibility.

Visibility creates credibility, which creates profitability, but you can't be credible and you can't be profitable unless you're visible!

“I didn't even know what I was doing when I started YouTube in 2012. I just knew that I needed to create videos and start educating people because I needed to get clients in a new market. Now it's turned into a lot of opportunities.”

Wade Vander Molen





No Hiding in this Real Estate Market

Where do you post your content? Wait... don't want to create content? Are you part of the Title Company/Sales Rep witness protection program?

If you address a pain point in a quick video on Instagram (or your platform of choice) you will get engagement. For every “like” you get, simply follow up with a DM saying: “Glad you like my content and found value in it – Is there anything else that I can be doing right now to help and support your business?”

View every “like” as a client appointment opportunity. So, now that you have their attention, how are you going to educate them? For instance, you could ask them: “Can I show you how you can get inbound people to talk to you?” Or...

“Do you mind if I talk to you for 30 minutes about how you can get a 1,000+ people to see you online and learn from you?”

We know what you’re thinking. It’s something along the lines of “But, I don't know how to do that”. Don’t worry, we'll get to that imminently.

For now, remember: you must create value. Then, you must get yourself to the point where you can be visible, credible, and profitable. Lean into what you know and talk about it. And then, let it work for you while you’re on vacation! Or, as Wade puts it:

“Create the 24/7 wheel of eyes to you. Use the power of social media and video to create valuable content that allows you to be seen and heard 24/7.”



Wade Vander Molen

Use the power of social media and video to create valuable content that allows you to be seen and heard 24/7.

If you are saying “this isn’t for me” then know other Title Reps (like me) will be leveraging these tools to get in front of your customers and gain their interest.

Want loyalty? Stay in front of your clients and prospects with information that makes them smarter and adds value back to you.

05

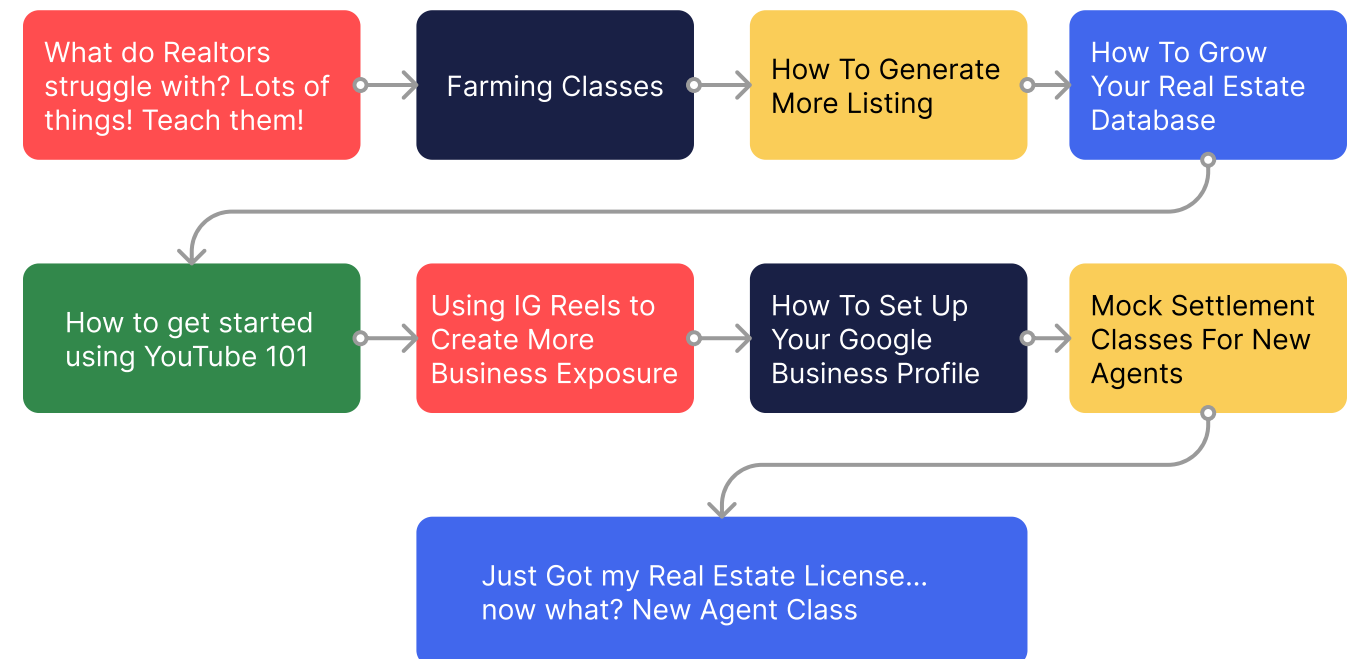
Be the Expert

The fastest way Wade grew his business when moving to the DC area (other than shooting videos and writing articles on his website) was by becoming a teacher.

Wouldn't that make for a nice change? Positioning yourself as an informed expert brings these opportunities to immediately create loyalty.

Knowledge is power. And that's why you need to make your potential students smarter.

Ask yourself, what do Realtors struggle with? Then teach it to them.



"What's really fun is when you teach a class and when it's over, you stand there and Agents get in a line with their business card. They say, 'Hey, here's my card. I really enjoyed your class. It was just so helpful. Can you, can you follow up with me? I'd love to get on your calendar.' It's a lot different!"

Wade Vander Molen



If you don't know a lot about these topics, this is where you take the time to learn as much as you can. If you think you don't have the time, make the time. Get yourself on YouTube for a slew of tutorials. Other great resources include [skillshare.com](https://www.skillshare.com), so get learning – today. That said, you don't need to be the expert on everything. Just know enough to inform the people that you're talking to. Know your niche.



**Wade Vander
Molen**

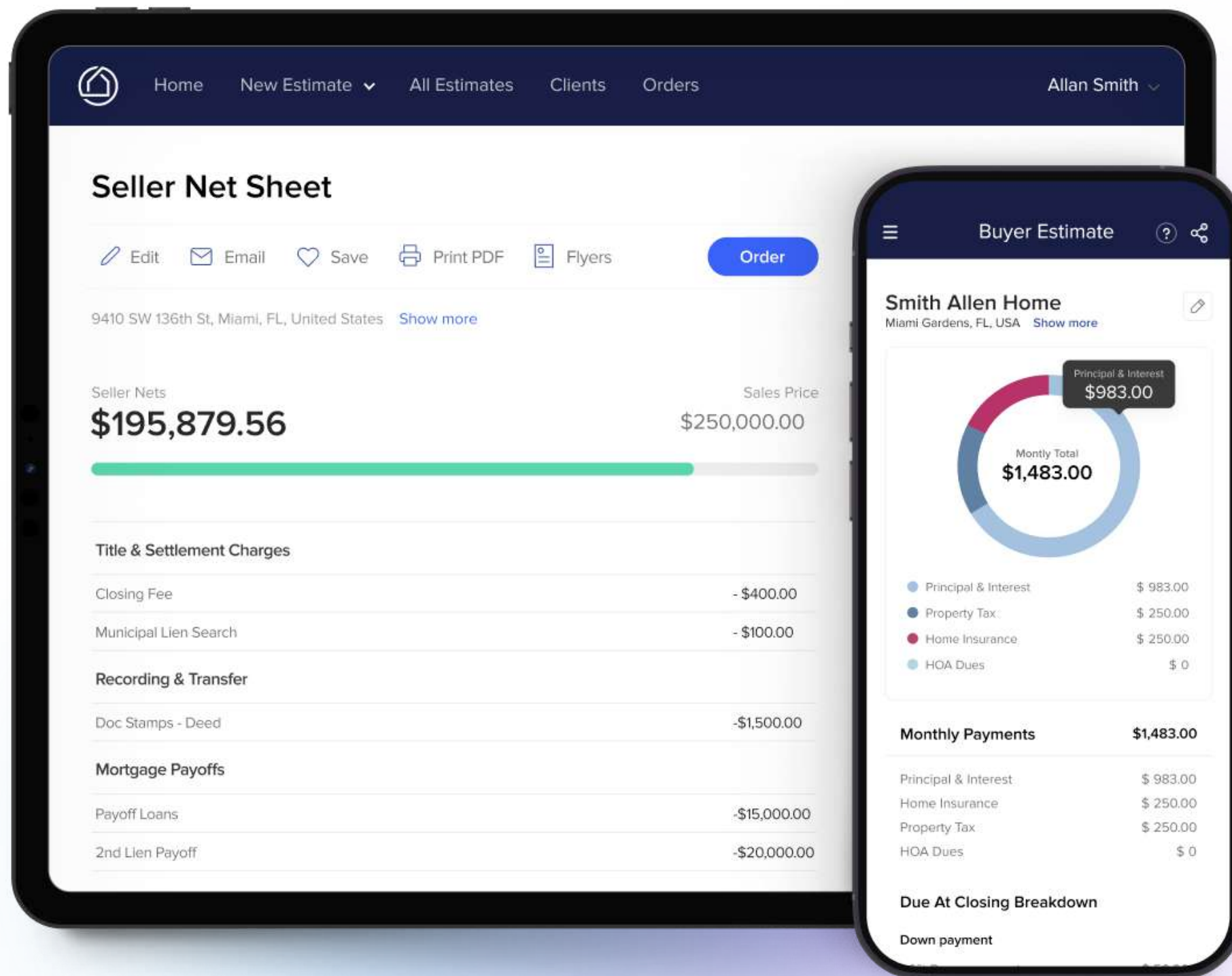
“The fastest way I built my business was by leveraging video websites and teaching to educate, inform, and empower. Being seen as the authority on any level will help create loyalty with clients. People aren't going to leave people that they know can help them put more money in their pocket... This is the time when you take market share from your competitors by doing the things that I'm talking about now.”



**Want a Secret
Weapon to Help?**



Quoting is the first step of the settlement process. It sets the tone for the entire experience. At [TitleCapture](#), we help Title companies improve their agent experience through quoting. Naturally, this brings a boost to your agent loyalty.



How TitleCapture Helps Boost Agent Loyalty

Every Title Company needs to be thorough.

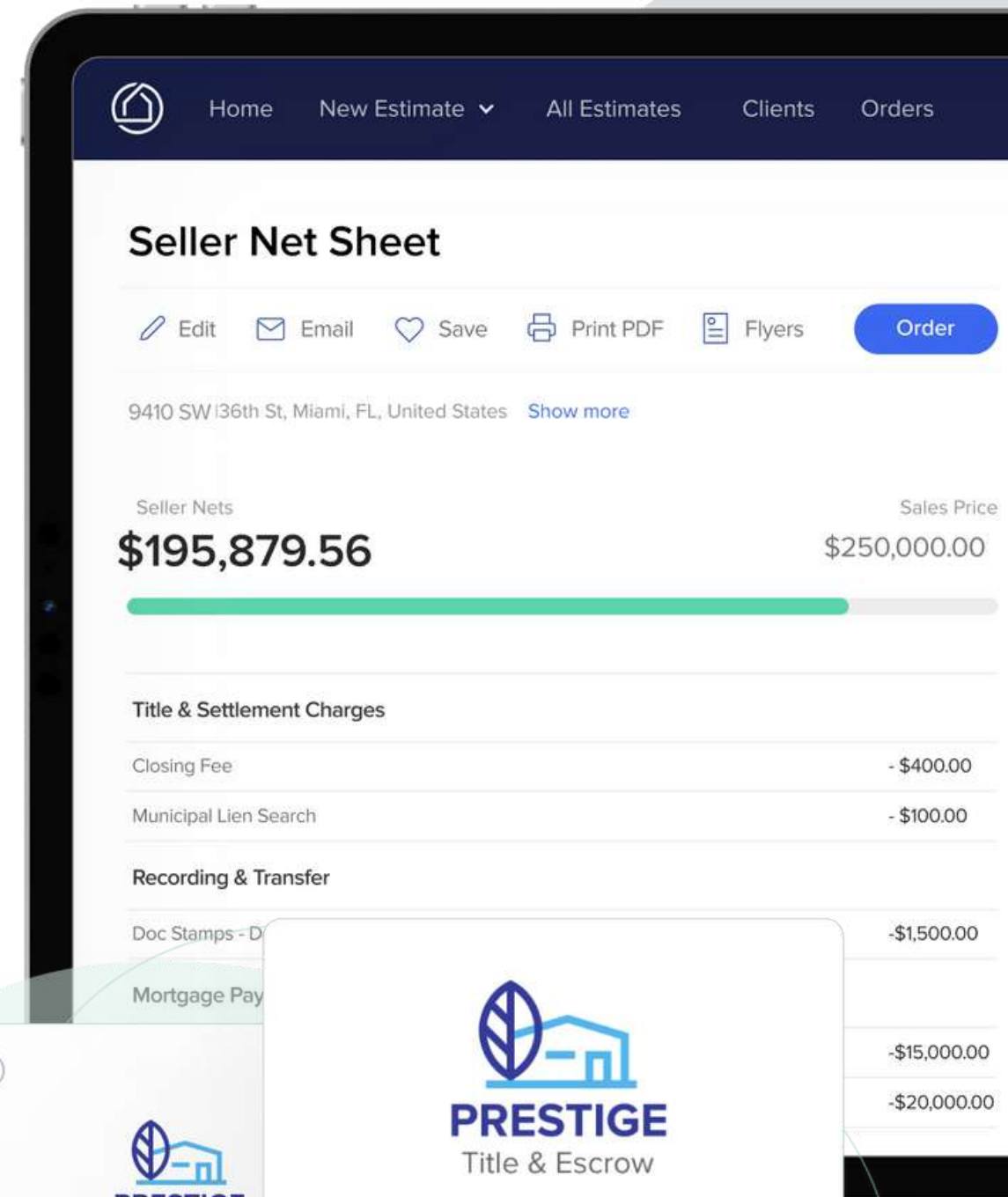
To retain more agents, you need to focus on improving ALL aspects of the process – this includes quoting.

TitleCapture is a Branded Title Company App.

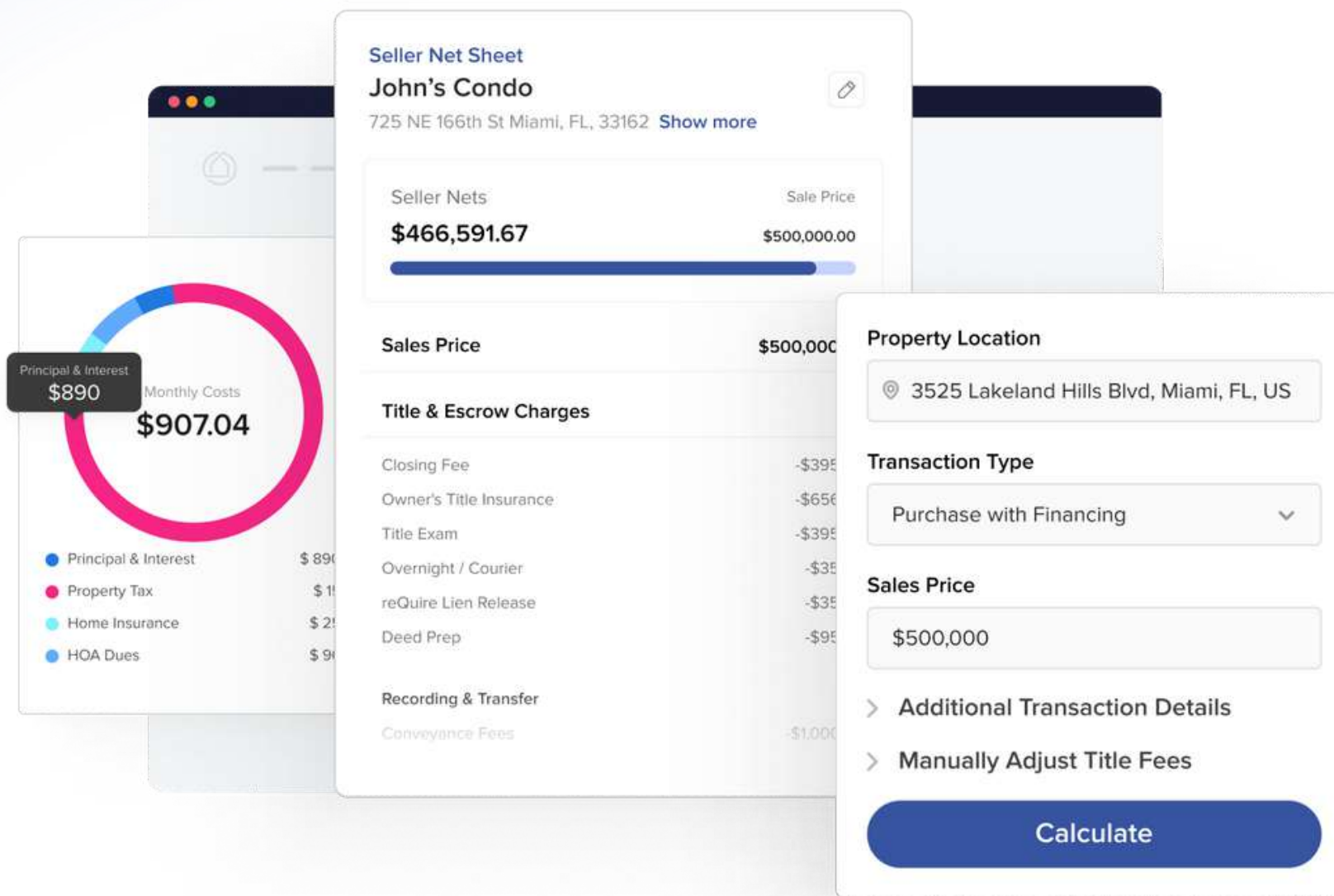
It gives agents instant 24/7 access from any device to the various quotes and estimate tools required. From Title Quote to Seller Net Sheets, Loan Estimates, and more – they're all in your back pocket.

Not only does this expedite the process by negating the need to wait for a response to a quote request, but it also provides your buyers/sellers with attractive and accurate estimates. It shows you're on top of your numbers game! This leads to faster dealmaking.

Fun Fact: a majority of title companies who give their agents access to the app see a dramatic increase in agent retention and loyalty, resulting in more repeat business.



This overlay shows the Prestige Title & Escrow logo and a login form with fields for 'Email:' and 'Password:', a 'Remember me' checkbox, and a 'Log in' button. To the right is the agent profile for Melanie Johnson, a Title Agent, with her contact information: melanie@prestigetitlecompany.net and 305-877-1732. Social media icons for Facebook, Instagram, Twitter, and LinkedIn are at the bottom.



Why TitleCapture?

The numbers speak for themselves

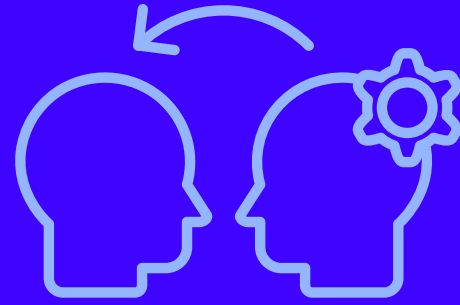
Chosen by more than 1,500 title companies nationwide to date, it's the current market leader and the #1 Title Company App.

It's easy to use.

Tens of thousands of realtors and lenders generate their quotes monthly.

It's the most accurate customizable quoting solution.

Chosen by some of the biggest names in Title, it can accommodate very intricate and complex quoting requirements.



Upskill with Title Sales Coaching



DC TITLE GUY



Picture the scene: a Title rep is hired and launched into the field. Despite having little to no training, they're expected to bring big results to their company. In Wade's vast experience, this absence of training is a repeat offender in terms of sales. It's a major gap that needs filling. Being super successful in this space is tough enough, that's why [Wade created Title Sales Coaching](#).

It involves 10 hours of training, which will help you leverage your existing business or get a fledgling operation off the ground. The course encompasses:

- How to acquire, convert, and retain clients
- Social media training
- Create engaging video content across various platforms
- CRM and effective follow-up strategies

The ultimate goal? After 10 hour-long sessions, you will have the necessary skills to create more opportunities for you and your business. Just hop onto his site dctitleguy.com for more information!



What is Title Sales Coaching?

- 10 Sessions on Zoom for 1 hour each.
- How to get your Title business off the ground. Acquire, convert, and retain clients. Call scripts for NDC and Follow up prospects.
- Use a CRM to manage your Title Sales business
- How to structure appointments with prospects. What questions to ask and how to get the verbal commitment to business?
- Effective follow-up strategies to retain and gain customers
- Public speaking. Learn to be the teacher. Teaching classes and doing presentations on Realtor marketing topics. Get access to my class outlines and learn to teach them effectively.
- Technology-how to use social media to attract and gain clients.
- Website and YouTube training. I will teach you what I currently do to gain online traffic...so you can teach it to Realtors and Lenders!
- Cold and warm calling strategies to non-directing customers and prospects.
- Overcoming objections from Realtors that Title Salespeople see on a regular basis.



To learn more about how TitleCapture
can work for you, why not book a demo?
We're here to help!

