

# From Quote to Close.

Insider Tips for Mastering Your Title Agency's  
Quoting and Pricing Strategy.





# Introduction

Title agencies operate in a highly competitive market where real estate agents have multiple title agencies on speed dial, especially in hot markets like Florida, New York, California, Texas, Maryland, DC, Virginia and others.

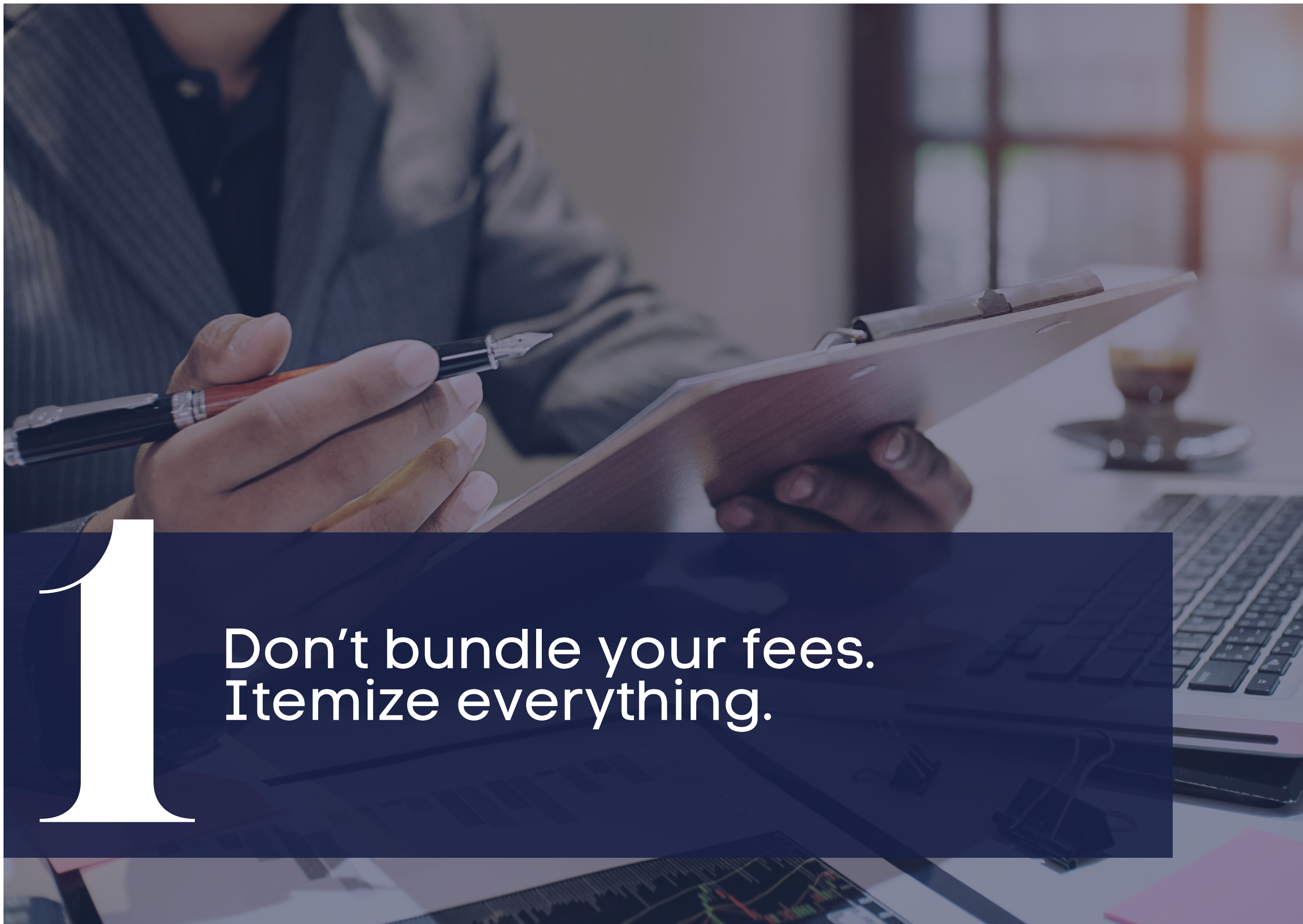
Regardless of the real estate market, title agencies need to present their services in a way that sets them apart from their competition. The way title agencies present their rates and fees to their agents and consumers is a key factor in repeat business and client loyalty, which ultimately drives growth for the agency.

In response to this challenge, TitleCapture conducted a survey of over 100,000 real estate agents to better understand their preferences when it comes to title agencies' pricing and quoting. Furthermore, TitleCapture analyzed over 1.5 million quotes generated during an average year to identify patterns and trends in the industry.

By combining these insights with interviews of title reps working for over 1,500 title agencies signed up with TitleCapture, we have identified the top 6 pieces of advice to help title agencies optimize their pricing and quoting process.

This whitepaper will delve into the six strategies that title agencies can adopt to differentiate themselves in a crowded market and increase repeat business.

By following these recommendations, title agencies can streamline their quoting process, enhance their client experience, and foster long-term relationships with their clients. Let's explore these strategies in detail.



1

Don't bundle your fees.  
Itemize everything.



# Don't bundle your fees. Itemize everything.

One common mistake that many title agencies make is bundling their fees. This means that they group various fees for different services, such as title search, document handling, document preparation, wire fees, lien search, and more, into one single line item, usually named "Closing Fee". While this may seem like an easy way to simplify the pricing structure for customers, it can actually be a missed opportunity for several reasons.

Firstly, bundling fees makes title agencies look less transparent to customers. Customers want to know exactly what they are paying for and why, and bundling fees can create confusion and mistrust.

Secondly, bundling fees puts a burden on the closer or the title sales rep to explain what goes into that bundled closing fee. This can take up valuable time that could be spent on other important tasks, such as prospecting and selling.

Thirdly, by itemizing fees, title agencies can actually make it look like they are doing meaningful work rather than just "closing". By breaking down the fees and showing customers exactly what they are paying for, title agencies can highlight the value they provide and differentiate themselves from their competitors.

So, what should title agencies do instead? The answer is simple: itemize everything. By itemizing fees for each service separately, title agencies can increase transparency and provide customers with a clear understanding of what they are paying for. This will also give title sales reps more time to focus on selling and less time on explaining bundled fees.

Additionally, itemizing fees can help title agencies optimize their pricing strategies by identifying areas where they can adjust their rates for maximum profitability. For example, if a title agency finds that they are charging significantly less for title searches than their competitors, they may want to consider increasing their rates for that service to increase profitability.



2

Let your closers send out quotes. Even if you have sales reps.



# Let your closers send out quotes. Even if you have sales reps.

As a title agency, one of the most important aspects of your business is pricing and quoting. However, many agencies still bundle their fees, which can make them look less transparent and create a burden on sales reps to explain the fees to clients.

To optimize your pricing and quoting, we recommend that you itemize all fees and avoid bundling. This approach not only makes it easier for clients to understand the fees but also highlights the meaningful work that you do.

Another key strategy is to let your closers handle the quoting process, even if you have dedicated sales reps. This ensures that your sales reps can focus on prospecting and nurturing leads while your closers can answer any questions the client may have.

Whenever a quote is requested from a sales rep, simply CC your closer on the email and let them take over the conversation. This will not only save your sales reps time but also give your clients a better experience by having a dedicated closer to answer their questions.



3

Treat your quotes like they're marketing collateral.



# Treat your quotes like they're marketing collateral.

Title agencies know that the process of providing quotes to real estate agents and lenders is crucial to their business success. However, many agencies make the mistake of treating their quotes as just another technical document, with no attention paid to branding, marketing, or design. In today's competitive market, this approach is simply not enough.

First and foremost, it's essential to make your quotes look visually appealing and professional. The problem with many title agency quotes is that they look technical and spreadsheet-like, which can be boring and uninviting. Instead, aim to create a quote that looks like a brochure or marketing material. Use colors, fonts, and imagery to make it visually appealing and easy to read. This will make a lasting impression and help you stand out from the competition.

Another key aspect of optimizing your quotes is to include your agency's branding. This includes your agency name, logo, and any other relevant branding elements. By including your branding on your quote, you're making your agency more memorable and building brand recognition.

This is particularly important when competing for new business, as you want potential clients to associate your agency with positive experiences and high-quality service.

In addition to branding, it's important to include the contact details of the closer or sales rep on the quote. This will help potential clients to get in touch with the right person if they have any questions or concerns. It's also a great way to build rapport and establish a relationship with potential clients. By including your contact details, you're showing that you're accessible and ready to help clients whenever they need it.

Finally, it's important to treat your quotes as part of your overall sales process. This means that you should treat them like marketing collateral and use them to create an emotional connection with potential clients. Use language that speaks to their needs and concerns, and highlight the benefits of working with your agency. By doing so, you're not only selling your services but also building a relationship with potential clients.





4

Use technology to make quoting a huge part of an awesome client experience.



# Use technology to make quoting a huge part of an awesome client experience.

As a title agency, you want to ensure that your clients have a positive experience from start to finish. One way to achieve this is by using technology to make quoting a key part of an awesome client experience. Quoting is not only a part of the sales process, but it's also an important aspect of your clients' experience with your agency.

To optimize your pricing and quoting, it's essential to be customer-centric and think about your agents' needs. Many agents work when title reps or closers are not available, such as on weekends or after business hours. This means they may need to access a seller net sheet or quote on the fly. If they have to wait until the next business day to get the information they need, it can be frustrating for them and may even cost you the deal.

That's why smart title agencies delegate the quoting process to their agents using an app like TitleCapture. By providing your agents with the tools they need to generate their own net sheets and quotes whenever they want, you're putting their needs first and making their job easier.

By using technology to make quoting a key part of your client experience, you can create happy clients who become fans of your agency and refer you to their colleagues. Additionally, this approach streamlines the quoting process for title reps and closers, allowing them to focus on other important tasks.



**Integrate and be part of  
your clients' daily  
workflows.**



# Integrate and be part of your clients' daily workflows.

As a title agency, winning large institutional clients like banks and brokerages can be a game-changer for your business. However, to maintain these valuable clients, it's essential to integrate your services into their daily workflows.

Investing in building custom software integrations with the platforms your large institutional clients use can be a game-changer. This means delivering quotes automatically and directly within their tools, eliminating the need for them to reach out to you for quotes.

By integrating with their workflow, you become a valuable part of their daily operations. This creates stickiness, making it more likely that the large client will remain a repeat customer for the entire lifetime of the title agency.

In addition to creating a seamless experience for your clients, integrating with their tools also benefits your title agency by reducing manual labor and increasing efficiency. Automation means quotes can be generated and delivered more quickly, allowing your team to focus on other areas of the business.

Investing in technology and integration with your clients can be a significant differentiator in the title agency industry, helping you to stand out from the competition and attract more large institutional clients.



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Order



Make it easy for agents to go from a quote to actually ordering.



# Make it easy for agents to go from a quote to actually ordering.

One of the most important considerations is making it as easy as possible for agents to go from receiving a quote to actually placing an order. Here are some tips for achieving this goal:

**Ensure clarity and simplicity:** All quotes sent out should have a clear and simple way for agents to follow through with next steps, which is submitting an order. The instructions should be straightforward, leaving no room for ambiguity.

**Use a quoting app:** Using a quoting app like TitleCapture makes the process even easier. With the app, the "Order" button is always available, leading the agent directly to a secure and easy-to-use form. This approach helps eliminate any confusion that may arise during the ordering process.

**Provide links to your order form:** If you're not using a quoting app like TitleCapture, make sure that your quotes contain a link to your order form. This ensures that agents can quickly and easily access the necessary form and submit an order without any unnecessary delays.

**Make your order form comprehensive:** Your order form should be comprehensive and allow agents to attach the contract and fill out all necessary information on the file. The more comprehensive the form, the fewer back-and-forth communications will be needed between the agent and the title agency, resulting in a smoother and faster process for everyone involved.

Overall, the key to optimizing pricing and quoting is to eliminate as much friction as possible for agents and clients. By making it easy for agents to go from receiving a quote to placing an order, title agencies can create a better client experience and increase the likelihood of repeat business.



# Ready to take your quoting to the next level?

Let us show you how your branded title agency app will help you stay competitive and drive more agent loyalty.

Schedule a demo to learn more

