

# Title Solutions Special Reports

## *Sponsored Content*

Lenders and title companies are always looking for ways to streamline workflow and communications in order to make processes more efficient. In addition, they also need to ensure that the documents they work with are hosted and transmitted securely. In our Title Solutions, we're focusing on six companies whose services and solutions are improving pipeline management, enabling better decisioning and helping lenders work more cost-effectively.



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ADEPTIVE SOFTWARE  
[adeptive.com](https://adeptive.com)

## Adeptive Software's ResWare enables users to connect to providers and clients in a secure environment

### THE EXECUTIVES:



**BRYAN BUUS,**  
PRESIDENT AND CTO

Bryan Buus and his team determine what customers really need, build it, and support it with outstanding customer service.



**GORKEM KUTERDEM,**  
SENIOR VICE PRESIDENT,  
STRATEGY

Gorkem Kuterdem is responsible for the strategy and long-term sustainability of the company's signature title and escrow platform, ResWare.



**TERRI HANSON,**  
VICE PRESIDENT, ACCOUNT  
SERVICES

Terri Hanson loves the customer-facing side of the business and will do what is needed to ensure customers are using Resware to its fullest.

**B**e efficient, save money, protect data, deliver electronically but attended by a personal experience; these are the asks for today's digital real estate transactions.

In 2003, when Adeptive Software started developing its title and escrow production platform ResWare, the goal was to automate repeatable tasks and create customizable workflows for a national real estate services company. Fast-forward 17 years and Adeptive continues its customer-first focus to provide the platform of choice for automation, innovation and efficiency.

ResWare enables customers to seamlessly connect to their providers and clients in a central environment to securely share the data and documents necessary to close transactions.

The power of ResWare enables customers, whether iBuyers or traditional title companies, to configure it based on their business needs, and then optimize and scale conditions. Today, more than one in four U.S. real estate transactions pass through ResWare, accounting for \$500+ billion in value in 2018.

Users can automate all aspects of their business, create vendor profiles, rank and score vendors, and enable dynamic actions to kick off other tasks without manual intervention or prompting.

They can connect and transact with banks and service providers, accept orders directly into the platform, initiate electronic document signing, facilitate remote online notarization and much more.

"Having a well-designed workflow to keep the whole process consistent and moving along makes teams and service providers more productive. They appreciate the time savings and the efficiencies gained," Adeptive Software president Bryan Buus said. "You can also monitor workflows, statuses, outcomes and

audit trails, thus managing your business in real-time."

In a third-party customer experience survey, respondents recorded an average of 72% uplift in productivity due to the available automation and process centralization in ResWare.

ResWare's functionality and service provider integrations reduce human error, eliminate duplicate and manual data entry, and remove email and phone tag delays. Productivity ultimately increases, and thus minimizes the need to re-disclose or delay closings.

"Customers can serve their clients the way they want, do business the way they want, and route transactions and services the way they want thanks to the flexibility and power of ResWare," said Terri Hanson, Adeptive's vice president of account services.

With ResWare, title agencies can connect with customers throughout the real estate transaction, whether through the ResWare web portal or asking questions, such as file status, via text or web chat whenever they want. ResWare enables customers to choose from multiple touchpoints for their clients to connect and stay informed about their transactions.

"As a leader in the automation of the title and escrow production process, we are working on understanding and automating based on semi-structured and unstructured data, especially those received digitally from other sources," said Gorkem Kuterdem, senior vice president of strategy at Adeptive. "We look to provide greater value to our customers through our APIs and machine learning aided implementation of document routing, processing, and data extraction use cases."

As industry collaboration accelerates for digital closings to be the norm, market leaders rely on ResWare as their tech foundation for innovation.



**ResWare®**  
powered by **adeptive**

## Amrock provides clients with personalized, hands-on service backed by nationwide coverage and tech solutions

**A**mrock was founded in 1997 with the goal of delivering a smarter title insurance process.

More than 20 years later, the company is a leading national provider of title insurance, property valuations and settlement services.

Today, Amrock's goal is to streamline the real estate experience, making it simpler and more efficient for everyone involved.

Amrock is an authorized agent for the largest and highest-rated title insurers in the industry. In 2019, 96% of all digital closings in the country were Amrock closings, according to the company's volume as registered with the Mortgage Electronic Registration Systems (MERS) eRegistry.

Amrock operates as a trusted partner for its clients, providing solutions that use its proprietary technology, seamless data integrations and full web portal. The company is a tech-forward provider aiming to create innovative solutions to transform the closing experience for all parties.

Working with Amrock includes benefits such as real-time access into order details and transaction documentation. The company offers dedicated teams, easy and reliable communication, dependable signing agents across the country and the freedom to close anywhere at any time.

Amrock's team provides clients with personalized, hands-on service backed by nationwide coverage, which includes an extensive partner

network equipped with its proprietary technology, such as mobile applications that allow users to accept and update order details on the go.

"We value the importance of our client relationships and aim to partner with each one of them as individuals," said Brian Hughes, CEO of Amrock.

"Each client we work with is offered technology solutions tailored to their needs and nation-

wide coverage that includes a robust partner network with local expertise."

Clients and partners appreciate the per-

sonalized experience provided by Amrock's passionate team members, more than half of whom have been with the company for longer than five years.

"At the end of the day, we're a tech company developing proprietary technology to support the real estate experience," said Sherry Dukic, COO of Amrock.

"Technology is essential, but our biggest differentiator is our people. Their passion ensures our tech is cutting-edge and our clients are successful."

Amrock is flexible in the face of a constantly changing industry.

The company is dedicated to adapting and scaling to meet the needs of its clients regardless of the current climate and remains focused on making the real estate experience faster and easier for everyone.

*"We value the importance of our client relationships and aim to partner with each one of them as individuals..."*

AMROCK

[www.amrock.com](http://www.amrock.com)

### THE EXECUTIVES:



**BRIAN HUGHES, CEO**

Brian Hughes is CEO of Amrock and one of the company's longest-serving team members. Hughes is known for his natural curiosity, passion for client service and obsession with process improvement. He loves challenging the norms of the title industry, learning from his team members and asking the simple question, "How could this be better?"



**SHERRY DUKIC, COO**

Sherry Dukic is COO of Amrock, with more than 20 years of experience at the company. She holds Six Sigma green belt and black belt certifications and is an active member of the Property Records Industry Association (PRIA), American Land Title Association (ALTA) and the Michigan Land Title Association (MLTA).

# AMROCK

CORELOGIC  
CoreLogic.com

## CoreLogic's Title and Closing Solution moves title professionals into a systemized process flow for increased efficiency

### THE EXECUTIVES:



**VICKI CHENAULT,**  
EXECUTIVE OF COLLATERAL  
VALUATION SERVICES

Vicki Chenault transitioned into her current role at CoreLogic after leading enterprise-wide strategy and transformation initiatives.



**SAGE NICHOLS,**  
EXECUTIVE OF CLIENT AND  
BUSINESS DEVELOPMENT

Sage Nichols is responsible for generating organic revenue growth through leadership of the collateral platform technology sales team at CoreLogic.



**MICHAEL MARINO,**  
PRINCIPAL, INDUSTRY  
SOLUTIONS

Michael Marino joined FNC in 2013. Since its acquisition by CoreLogic in 2016, he guides the CoreLogic expansion within the title and closing space.

The title industry currently faces frustrating communication challenges. Agents often have to receive and communicate orders from lender partners through a combination of emails, phone calls, faxes and even traditional mail. It's difficult to transmit documents securely, and vendors want a standard, systematic way to receive orders from lenders.

The CoreLogic Title and Closing Solution eases these pain points for lenders and settlement providers by syncing order acceptance and management while securing vendor communication and document transfer. The encompassing solution supports retail origination, home equity and default servicing lending channels. These benefits culminate in an improved borrower experience and peace of mind during the home ownership experience, regardless of the lending channel.

The Title and Closing Solution replaces the outdated and unorganized methods of receiving and communicating on title and closing orders by moving title professionals into a systemized process flow.

As a result, the Solution establishes a convenient connection with their lender partners and facilitates secure communication and document transmission, helping to keep orders moving forward more effectively. And because these features are incorporated within the application, the potential risk of wire fraud is reduced over traditional practices.

Automating and standardizing communication and secure document transmission means both parties can gain efficiencies in their workflow. More organized workflows allow for the automation of many tasks in the underwriting process and free up resources to focus attention on more important tasks that require human

interaction. The Title and Closing Solution also removes delays that existed in prior delivery channels, giving lenders more time to perform a full review for accuracy and increasing the likelihood of closing time guarantees.

In addition, by removing all the channels that are unmanageable in terms of data security, the Solution allows for controls to be put in place to protect the borrower's non-public personal information (NPPI) data.

Through the Title and Closing Solution, lenders can automate vendor selection and allocation, and may also consolidate vendor onboarding and management within a single application. The Solution provides all tools necessary for title and settlement agents to accept and manage title orders, improve communication and more easily adopt information security practices.

The expanding settlement agent network at CoreLogic encompasses the most prominent names in the industry, allowing lenders to assign orders – at a local, regional and national level – directly to title companies, escrow agents, attorneys and settlement providers. Users of the CoreLogic Title and Closing Solution appreciate that it allows them to handle their orders and transactions in a consistent, systematic way, even across multiple lenders.

CoreLogic is committed to pioneering tech-focused advancements in the mortgage and underwriting process, and its Title and Closing Solution is part of its efforts to build an end-to-end workflow process within the industry. The Solution is also a critical piece of the AutomatIQ Collateral vision of bringing all necessary collateral solutions used by lenders into a more fluid, automated workflow.





## DataTrace's TitleIQ solutions suite leverages the industry's largest, most advanced network of real estate title plants

**D**ataTrace is modernizing the title industry with advanced title automation solutions built by title production industry experts.

The DataTrace suite of TitleIQ solutions creates unmatched efficiency and productivity with the leading, all-purpose TitleIQ Search Automation system as well as TitleIQ Streamline system, optimized for multiple types of transactions.

Both solutions leverage the industry's largest, most advanced network of real estate title plants including property data, tax data and publicly recorded document images.

DataTrace TitleIQ Search Automation – available for multiple property types, geographies and title report products – retrieves the property and general name indexes, analyzes the chain of title, tags the appropriate images and returns a complete search package based on each customer's unique business rules.

TitleIQ Search Automation also leverages county tax collector and assessor websites, assessor maps, bankruptcy records and the DataTrace Starter Xchange prior title policy consortium.

TitleIQ Search Automation's proprietary optical character recognition (OCR) and extraction engine provides a seamless, fully integrated movement of all data and documents, property coded and matched to the

customer's own title production system for final examination.

For expedited production of transactions, TitleIQ Streamline by DataTrace provides a specialized solution specifically for refinance orders. With the ability to lookback from the current refinance to the original purchase and analyze all transactional events, TitleIQ Streamline enables routing of refinance orders to the customer's most efficient production workflow.

"TitleIQ is the single most powerful title automation solution suite, built on the industry's most comprehensive foundation of data assets, customizable business rules and industry underwriting guidelines. TitleIQ enables our

customers to embrace technology to fuel their business growth," said Jim Portner, vice president of product and strategy for DataTrace.

The DataTrace suite of TitleIQ automation solutions reduces common errors, standardizes workflows, enhances adherence to underwriting guidelines and mitigates risk by allowing examiners to focus on more complex underwriting activities.

Title and settlement service companies rely on DataTrace automation solutions to improve their service delivery, reduce labor constraints, lower production costs and improve turn times.

***"TitleIQ is the single most powerful title automation solution suite, built on the industry's most comprehensive foundation of data assets, customizable business rules and industry underwriting guidelines. TitleIQ enables our customers to embrace technology to fuel their business growth..."***

# DataTrace®

DATATRACE INFORMATION  
SERVICES LLC  
[DataTraceTitle.com](http://DataTraceTitle.com)

### THE EXECUTIVES:



**ROBERT KARRAA,  
PRESIDENT**

Robert Karraa is a strategic executive with over 30 years of experience in the financial and information services industries.



**JIM PORTNER,  
VICE PRESIDENT OF PRODUCT  
AND STRATEGY**

Jim Portner provides a deep understanding of the dynamic mortgage and analytics technology marketplace.



**KIM ARMSTRONG,  
VP OF OPERATIONS FOR TITLE  
PRODUCTION SERVICES**

Kim Armstrong is a 34-year veteran of the title insurance industry. Armstrong drives DataTrace National title production teams.

SERVICELINK  
svclnk.com

## ServiceLink provides a full range of title services for purchase, refi and home equity loans through its EXOS Title solution

### THE EXECUTIVES:



**DAVE STEINMETZ,**  
DIVISION PRESIDENT,  
ORIGINATION SERVICES

Dave Steinmetz is the division president of origination services for ServiceLink. In this role, he is responsible for the overall management, performance, and financial responsibility for all of ServiceLink's origination-focused businesses, including title and close, valuations, joint ventures, and flood.



**DAVE HOWARD,**  
EXECUTIVE VICE PRESIDENT,  
SALES

Dave Howard is the executive vice president of sales for ServiceLink. In this role, he is responsible for the development and execution of strategies to help the company capture material market share growth opportunities. Howard also oversees sales efforts related to EXOS Technologies.

Lenders understand that title can significantly benefit from an infusion of new technology to help reduce the time and uncertainty involved in the process – like obtaining a title complexity decision in mere seconds and the vast majority of title commitments in minutes.

ServiceLink provides a full range of title solutions for purchase, refi and home equity loans through its EXOS Title solution. Powered by artificial intelligence, EXOS Title performs an immediate title clearance on land records data, delivering a complete clear-to-close commitment in seconds.

Users of EXOS Title receive custom complexity responses to determine the clear-to-close status. These responses include the following:

- **Expedite:** Title information has no material defects and is clear-to-close. Expect to receive the title commitment within minutes and the clear-to-close certification within one day.
- **Accelerate:** Title information has no material defects and is also considered clear-to-close, but due to third-party involvement (i.e., an attorney) for commitment, expect a clear-to-close certificate within three days.
- **Standard:** Multiple items identified on the title, requiring a traditional title and curative process. Expect a clear-to-close certificate within 7-10 days.

Those who use ServiceLink's title services benefit from:

- Reduced cycle times and accelerated title reporting through Fidelity National Financial's title plant and repository data and other electronic delivery methods.
- Reduced operating costs through centralized title production, serving all 50 states and the District of Columbia and providing a consistent process regardless of title product.
- Risk mitigation through more accurate

TRID and GSE quotes, as well as experienced internal examination and QC review of title abstracts.

- Commitment to compliance through dedicated teams focused solely on new and pending regulations, employee compliance education, vendor onboarding, background checks and E&O verification.

For properties in most parts of the country, ServiceLink's Title Services can instantly tell lenders whether a property will have a fast, average or longer than average timeline in terms of clear-to-close status. With ServiceLink technology, originators can confidently provide clients a more precise window in which their loan will close.

On average, ServiceLink lenders who use EXOS Title are able to deliver turn times eight days faster compared to those who do not use EXOS Title. Those who use both EXOS Title and the consumer scheduling tool, EXOS Close, were able to get to the closing table 10 days sooner compared to lenders who use traditional processes.

Depending on the property and its location, lenders using ServiceLink's Title Solution and EXOS technology platform can confidently tell a client that the timeframe from application to closing may be as short as 15 or 20 days, or even sooner if no appraisal is needed. Originators can then assign less experienced processors to more straightforward loans and give more complex transactions to more experienced staff.

"ServiceLink has a tradition of using technology to develop products that solve our clients' unique needs," said Dave Steinmetz, division president for ServiceLink originations services. "Our EXOS product suite is one example of delivering critical third-party services via preferred tech-enabled means. Combining leading-edge technology and industry-leading expertise with a focus on partnership and service is what our clients value most."



## DecisionPoint from WFG Enterprise Solutions enhances lenders' pipeline management to increase efficiency and conversion rates

An estimated 50% of transactions don't close, which means time spent by lenders on those transactions could be better spent elsewhere. DecisionPoint, an automated title decisioning tool from WFG Lender Services, aims to improve that conversion rate.

DecisionPoint analyzes property encumbrances and applicant circumstances to immediately project a reliable title clearance timeframe and a detailed pre-title report summarizing the findings. The tool enables lenders to focus their origination efforts on the loans with clear title, immediately dig into loans that require some form of remediation and avoid spending valuable time on transactions that won't close.

The most valuable feature of DecisionPoint is its ability to enhance pipeline management for lenders, allowing them to spend their time more effectively. Using DecisionPoint, lenders can proactively and immediately identify obstacles that could slow down the origination process, increasing conversion rates and ultimately resulting in improved borrower satisfaction.

DecisionPoint takes the guesswork out of title in that lenders no longer need to wonder how long it will take to get a title cleared. When a successful result is obtained, the tool quickly delivers a pre-title report.

The faster title is cleared, the more quickly a loan can be cleared to close, but not all title transactions are simple.

DecisionPoint identifies title defects at the collateral level and provides those potential title faults immediately, up front. This allows lenders to assign poorly graded transactions

to their more skilled processors, freeing them to move "clear" loans through their workflow in a more efficient manner. This system helps lenders work cost-effectively and reduce drop-out rates without compromising value.

With the ability to provide immediate decisioning for the vast majority of U.S. properties and immediate title clearance for about 30% of processed transactions, DecisionPoint improves lender capacity and enhances efficiency by allowing them to assign the right employee to the right transaction at the right time.

Because DecisionPoint identifies early whether a file needs work to clear title, lenders can obtain critical information from borrowers during their initial engagement, generate a loan estimate and obtain borrower consent, reducing loan application dropout rates.

And thanks to lenders' ability to move loans through the origination process faster, borrowers are able to take advantage of the best interest rate and close their loan within a matter of days, not months.

Borrowers are often concerned that refinancing their mortgage takes too long. Lenders who use DecisionPoint are able to accelerate the title process so that it shouldn't take two months for them to close that loan within all regulatory guidelines, for submission to the GSEs or any other secondary market participant.

"Faster closings help you capture more business and enhance operational efficiency," said WFG Lender Services and Enterprise Solutions Senior Vice President Dan Bailey. "If DecisionPoint is successful in increasing loan conversions by a margin of 10-15%, that's a huge win for the industry and the homeowner."

WFG ENTERPRISE SOLUTIONS  
[wfgls.com/products-and-services/decisionpoint](http://wfgls.com/products-and-services/decisionpoint)

### THE EXECUTIVES:



**DAN BAILEY,**  
SVP, WFG LENDER SERVICES &  
WFG ENTERPRISE SOLUTIONS  
Dan Bailey runs operations for WFG's Lender Services organization and leads the national sales team for the company's Enterprise Solutions group.



**STEVE OZONIAN**  
PRESIDENT AND CEO,  
WILLISTON FINANCIAL GROUP  
Prior to WFG, Steve Ozonian built the world's most successful real estate research portal as CEO of Realtor.com. He serves on multiple boards.



**PATRICK F. STONE**  
EXECUTIVE CHAIRMAN  
AND FOUNDER, WILLISTON  
FINANCIAL GROUP  
A 2019 HW Vanguard Award recipient, Patrick F. Stone founded WFG in 2010.

