

Homie Title

How Homie Title Uses Qualia's Flexible Technology Infrastructure to Cut Systems From 3 to 1

Homie is a consumer real estate company that guides buyers and sellers from when they go under contract on their home through their closing. Homie created direct to consumer programs such as Homie Loans, Homie Insurance, and Homie Title with the mission to save homebuyers money and streamline the closing process. Wendy Jeffery, Senior Director of Title and Escrow for Homie Title, sat down with us to discuss how her team creates excellent customer experiences by harnessing Qualia's flexible technology infrastructure.

“ We’re finding that the clients want to be able to buy their home the easiest, quickest and least expensive way possible. ”

—Wendy Jeffery, Senior Director of Title and Escrow for Homie Title



INDUSTRY

Real Estate

HEADQUARTERS

South Jordan, Utah

WEBSITE

homietitleagency.com

ABOUT

Homie is a PropTech company that has created Homie Loans, Homie Insurance and Homie Title. Homie Title handles both residential and commercial transactions for their clients.



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CHALLENGE

Before using Qualia, Homie Title used a combination of 3 systems: a title production software, an online file system, and a software provided by their underwriter. These siloed systems produced a clunky workflow that limited productivity. Wendy wanted a software that was flexible to meet her team's specific needs while providing an efficient and cost-effective experience for their clients.

“ Before Qualia, we were using several different systems. It wasn't very efficient and it took a long time to complete tasks. ”

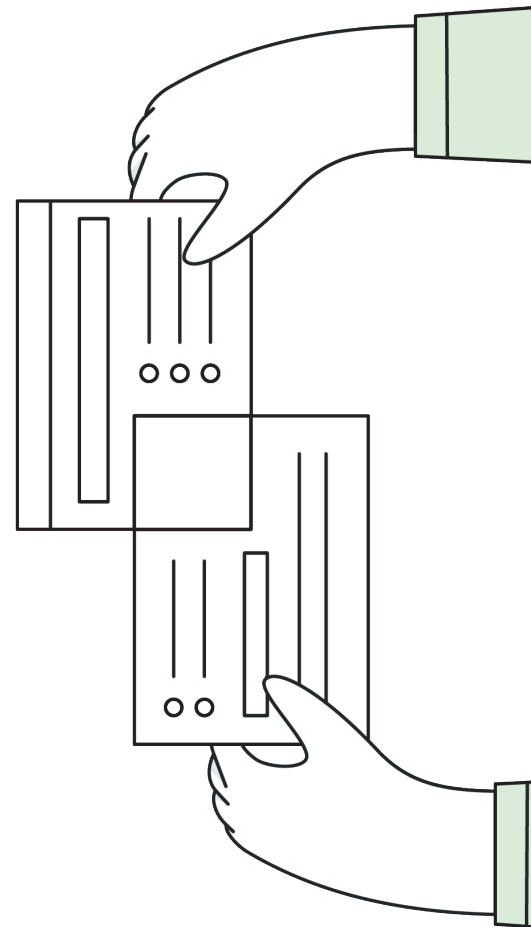
—Wendy Jeffery, Senior Director of Title and Escrow for Homie Title

SOLUTION

After switching to Qualia, Homie Title went from using 3 different systems to 1. This immediately helped Wendy and her team to save hours of time each week previously spent jumping between software systems. Additionally, Wendy attributes her team's efficiency gains to Qualia's Dynamic Workflows, tasks, and Qualia Connect which helped automate many of her team's previously manual processes.

“ With Qualia, we save at least 10 minutes when preparing a document package because we are able to stay within the Core platform. Along with the other efficiency gains Qualia has helped us make, we now save hours of time per file. ”

—Wendy Jeffery, Senior Director of Title and Escrow for Homie Title



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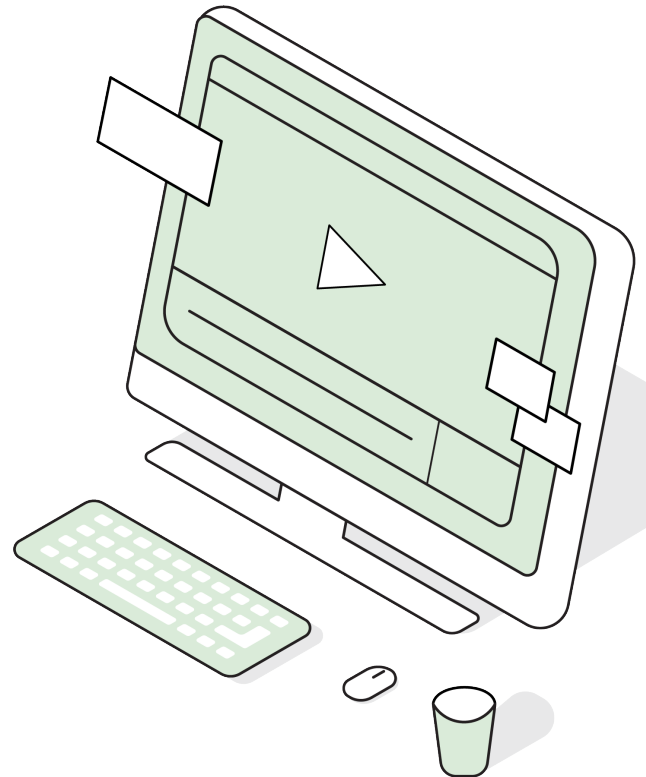


DYNAMIC WORKFLOWS AND TASKS

Qualia's Dynamic Workflows and tasks take the guesswork out of day-to-day operations. Admin-level users can design workflows for each part of the closing transaction with automation built in. These tools support Homie Title's daily operations by enabling them to design custom workflows, reduce human error, and automate tasks. With Dynamic Workflows, Wendy's team has been able to maximize efficiency.

“ We created a whole new escrow process. We have assistants who specialize in different areas and Qualia has made it so easy with the tasks. We can now have someone specialize exclusively in different parts of the file (payoffs, recording, etc.). This really helps to streamline our process. ”

–Wendy Jeffery, Senior Director of Title and Escrow for Homie Title



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QUALIA CONNECT

Qualia Connect powers client relationships with communication and document sharing tools. Wendy shared, “It all goes back to communication. With Connect, we are able to automatically send introduction emails right from the get-go. It’s huge when you can make that first touch so quickly.”

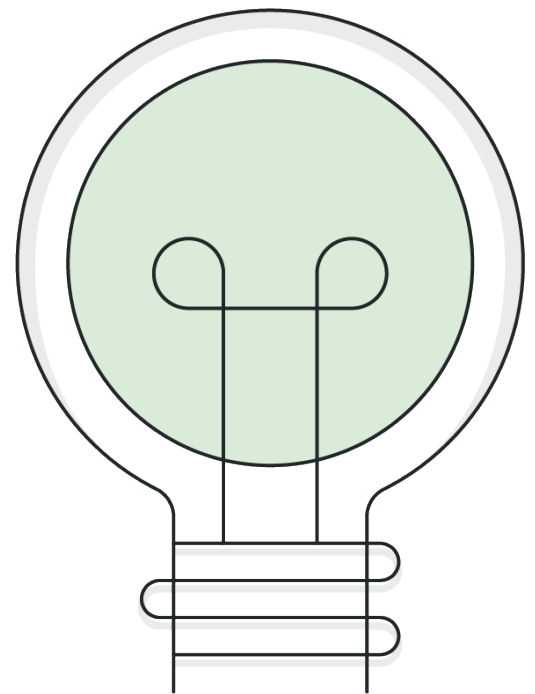
“The key to title is communication with all parties, and Connect makes that so simple for us.”

—Wendy Jeffery, Senior Director of Title and Escrow for Homie Title

Wendy explained how pivotal Connect is to their business because it acts as a self-service portal for her clients. Clients have access to real-time updates on their transaction, open lines of communication with their title agent and realtor, and long-term access to their closing documents. “We don’t get half as many clients calling with questions about their file as we did before Connect,” Wendy said.

RESULTS

Since switching to Qualia, Wendy’s team is reaping the benefits of a flexible technology infrastructure. Instead of using several siloed systems, Homie Title now uses Qualia as an all-in-one solution. The team harnesses Qualia’s automation capabilities and Dynamic Workflows to boost processing speeds. Meanwhile, time spent answering clients’ questions has been cut in half. As a result, Wendy’s team now saves several hours on each file and is able to spend more time focusing on their clients’ experience.



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