



Success Story:

Peterson Title Company



Customer Profile



Customer:	Peterson Title Company
Website:	petersontitle.com
Type:	Title and Settlement Agency
Founded:	2004

With over 20 years of industry experience, Maria Peterson built Peterson Title Company from a one-person operation in 2004 to over 21 team members spread across 3 offices in Dallas.

In order to continue growing the success of her business, Maria worked with Elko to allow Peterson's real estate partners to quickly pull title quotes and closing estimates without needing to call her staff.

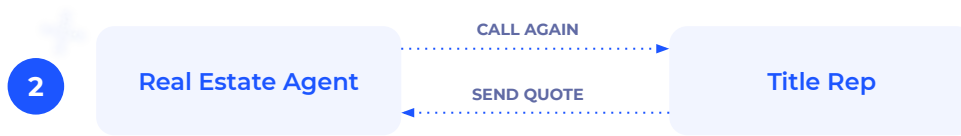
Within 2 weeks of implementing Elko, Peterson's staff noticed a **45% increase in qualified inbound customer calls**, realized a **77% reduction in time spent putting together quotes**, and learned that **94% of their customers preferred using their branded portal powered by Elko** to put together title quotes and closing estimates instead of calling in.

Process at Peterson before Elko

Before implementing Elko, staff at Peterson would, on average, **spend 22 minutes on the phone with a customer for each potential order**. Not all calls resulted in the customer placing an order so some of that time was potentially wasted. Each call involved collecting the necessary information from the customer to put together a title quote using internal spreadsheets and sending it to them via email..



A real estate agent calls a Peterson title rep to request a title quote, the rep would put together the quote and email it to the agent **[9 min per call]**



The same agent might call back and request an updated quote with modified transaction info **[4 min per call x 2 calls on average]**



When the agent is ready to place the order, he/she calls back again and the title rep emails them an Excel order form that they complete and email back **[5 min per call]**

Process at Peterson with Elko

After implementing the Elko Quoting Widget on their website, Peterson's **customers could receive instant title quotes 24/7 from the company website instead of having to call a rep.** In addition, when the customers were ready to place an order, they could head over to Peterson's Branded Portal powered by Elko to turn a quote into an order, thereby eliminating any unnecessary back-and-forth and increasing Peterson reps' ability to focus on qualified opportunities.



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Title is a people business, but owners often forget their employees are people too [...] After putting Elko's platform on our website, my staff spends less time compiling quotes and more time on qualified opportunities. I find my staff to be much happier with Elko in place than before!

— **Maria Peterson**

Owner, Peterson Title Company

Results

77%

Reduction in time spent by reps on each order (from 22 down to 5 minutes)

45%

Increase in inbound qualified customer calls (placing order vs. requesting quote)

94%

Percent of Peterson Title's customers who preferred to pull quotes on the site instead of calling in



Elko helps title agencies provide instant branded title quotes and closing estimates to their customers. Learn more at UseElko.com