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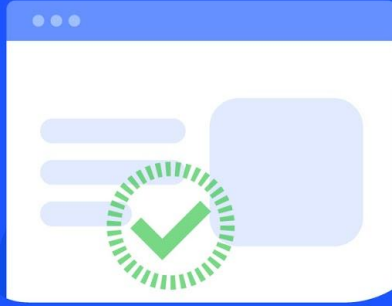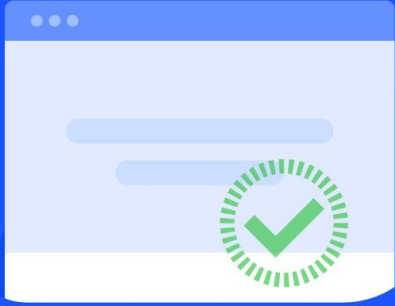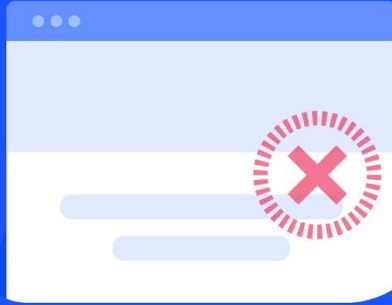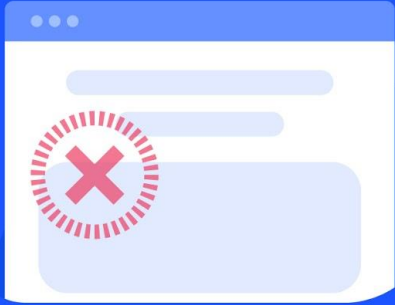
The Ultimate Title Agency Website Playbook

Introduction

With title and settlement rates largely being regulated, more and more title agency owners are looking to win business by offering a **better customer service experience** than that of their competitors. Over the past decade. customers have warmed to, and sometimes come to expect, an increasingly digital closing experience prompting title agencies to recruit the help of their websites in providing a better customer service experience.

But what separates a *great* title agency website from just a *good* one? What steps can you take to equip your title agency website with the features and tools it needs to help you win more business? We put together this guide to help you answer these questions.

We spent all of last month (May 2020) carefully analyzing **352 title agency websites** to identify **nine important features** top title agencies are incorporating into their websites to help them compete and differentiate effectively within their markets. We start off by identifying the top nine features that should be part of every single title agency website and analyze how commonly used each feature is across our title agency website sample.

We hope you find this playbook useful in informing future changes to your title agency website!

- Team **Elko**

9 Most Important Website Features for Title Agencies
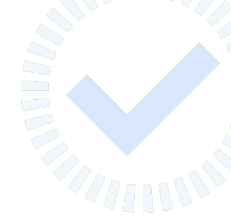
The best title agency websites anticipate the needs of their customers and proactively provide resources and tools to help satisfy those needs. Here are 9 important features we found on the best title agency websites we visited.

Instant Quotes
Allow visitors to instantly get title quotes and estimates without requiring contact

Closing Cost Calculators
Allow visitors to calculate seller and buyer net sheets, loan estimates etc.

Order Capture Form
Web and mobile-friendly order forms allow visitors to instantly place an order

Customer Resources
Links to important customer resources like county recorder sites, forms, etc.

Mobile Friendly
Visitors can easily access your website on their mobile and tablet devices

Testimonials
Prominently featured candid customer ratings and testimonials

Google Maps Listing
Contact information is discoverable and listed on Google Maps

Services Offered
Simple breakdown of all title, settlement, and escrow services offered

Team Member List
Team member names and contact information is easily searchable

Instant Quotes

Most orders start with a quote. The best title agency websites recognize that. They make it easy for their real estate agents and lenders to *instantly* pull accurate and up-to-date quotes 24/7 without having to call or contact your staff.

Based on our survey, only a **third of title agency websites had the ability to provide instant quotes**. The vast majority of title agency websites still require visitors to place a call during business hours or submit an inquiry to receive a quote, adding friction to a potentially simple sales process!

Services like **Elko** can help your title agency website offer accurate, instant, and up-to-date quotes and settlement fees 24/7.
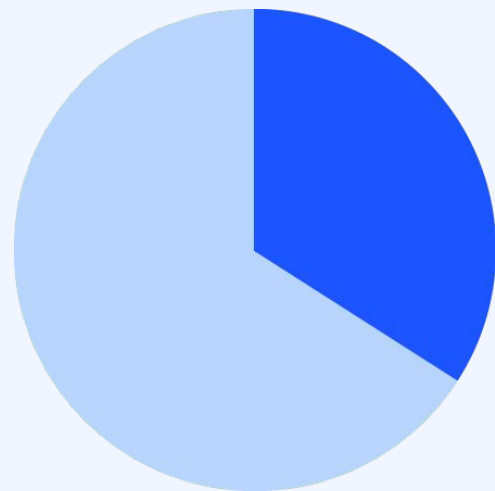
34.1% Have Instant Quoting

**65.9% Do not have Instant Quoting**

Cost Calculators

For real estate agents, title quotes are only useful in context of the bigger picture for their clients. Specifically, net proceeds for sellers, and cost to close for buyers.

Anticipating this need, around **39% of title agency websites offer online cost calculators** to allow customers to easily put together seller net sheets and buyer closing estimates incorporating their title agency fees.

Services like **Elko** can help your title agency website offer accurate and branded seller net sheets, buyer estimates, loan estimate quotes, and closing disclosure quotes to your customers 24/7.
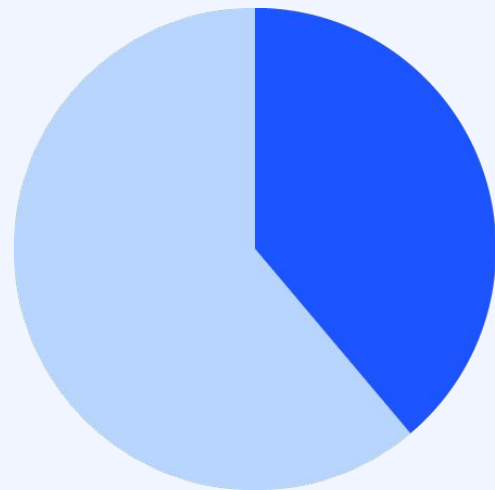
39.0% Have Cost Calculators

61.0% Do not have Cost Calculators

Order Capture Forms

While many title agencies accept orders via email, our research shows that **email orders often require more back-and-forth** due to often incomplete information supplied by customers and ultimately, eroding the customer experience.

Adding an order capture form to your website allows your customers to submit ALL the information necessary for your team to start an order and reduces unnecessary back-and-forth!
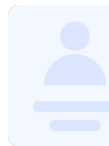
Services like **Elko** can help your title agency offer a 24/7 safe and secure order capture portal. Alternatively, you can also use a variety of different form building services like Google Forms, Typeform, and FormStack to capture orders directly from your website.
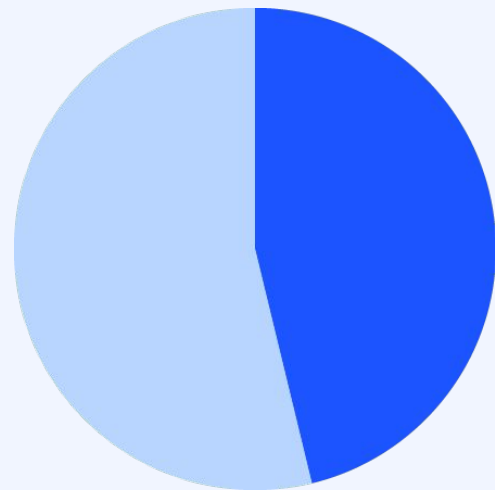
46.3% Have an Order Form

**53.7% Do not have an Order Form**

Customer Resources

The closing process can be quite complicated. Your team and your customers need quick access to local government resources and guidelines to successfully navigate each closing.

Anticipating this need, some of the best title agencies provide a resources page on their website allowing their customers and staff to quickly access key information.

Providing a resources page enables your customers to **bookmark and frequently visit your site** increasing the likelihood of your title agency capturing their business when the time is appropriate.

Popular website platforms like Wordpress and Wix allow users to create and add new pages to their site.
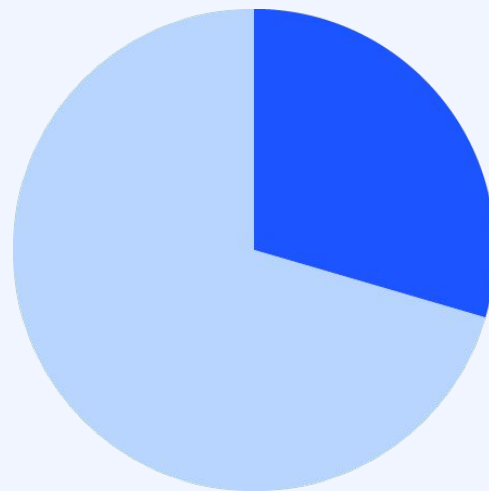
29.3% Have Customer Resources

70.7% Do not have Customer Resources

Mobile Friendly

No matter how great your title agency website is, if it cannot be easily accessed on a mobile device, your website will provide limited results.

With the vast majority of consumers accessing websites on their phones, it is crucial to allow your website to be mobile friendly.

A common question we get asked is whether title agencies should invest in a native mobile app? Mobile apps are expensive, hard to keep up-to-date, and provide limited marketing benefit compared to that of a website.

Most popular website services like WordPress, Wix, Squarespace, and Weebly provide easy to customize mobile friendly themes.
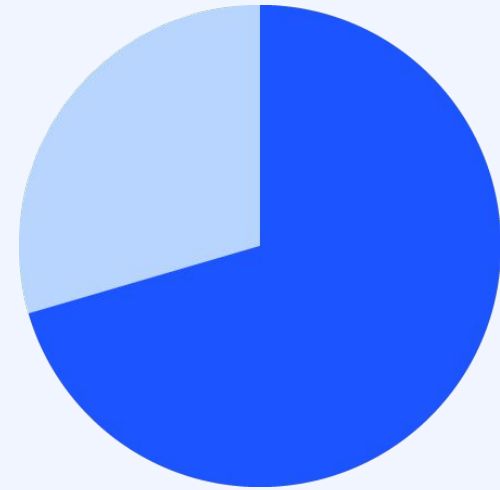
**70.7% Are Mobile Friendly**

29.3% Are not Mobile Friendly

Testimonials

Everyone likes working with a company that is held in high regard by its customers. This is especially important for title agencies since customer service can be a powerful differentiating factor.

At the very least, your title agency website should showcase customer testimonials in the form of quotes or videos. The best title agency websites also link to an independent source of reviews like Facebook, Yelp, or Google to showcase unbiased customer reviews and ratings.

Our research found that **nearly two-thirds of title agency websites do not showcase customer testimonials** on their website.
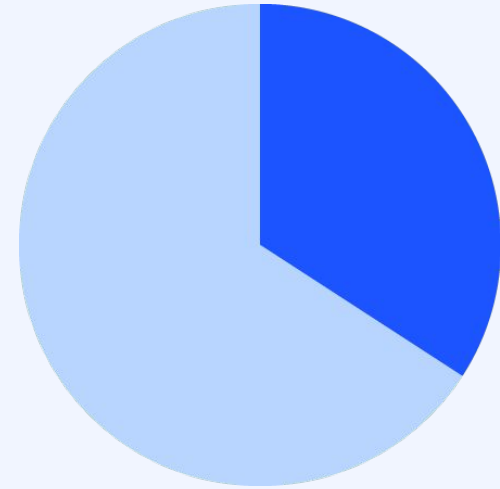

■ **34.1% Showcase Testimonials**

■ **65.9% Do not showcase Testimonials**

Google Maps Listing

A sizable number of closings will, inevitably, require a customer to contact you or meet you at your offices. The first place most consumers search for business contact and location information is, unsurprisingly, Google!

Listing your offices on Google Maps is important because your contact information, business hours, and address immediately pop up on search results. This allows your customers to contact you and, if needed, navigate to your title agency website for more information.

Also, equally as important as listing your business on Google, is keeping your business information up-to-date to avoid any issues with customers trying to get in touch with you.
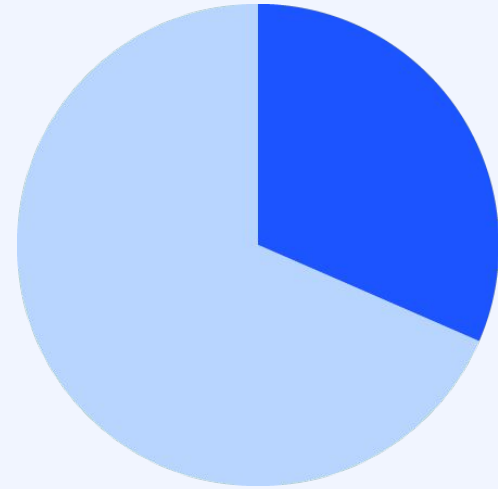
31.7% Are listed on Google Maps

68.3% Are not listed on Google Maps

Services Offered

Title agencies across the country are equipped to offer a wider range of services than their customers are sometimes aware of.

We've heard of numerous instances of title agencies losing out on lucrative commercial deals because their customers did not know the title agency offered commercial services as well.

Advertising a list of services you offer on your website will help your agency be a contender in any future business that your customers can send your way.

Our research shows that **nearly 88% of title agencies do list their services** on their website.
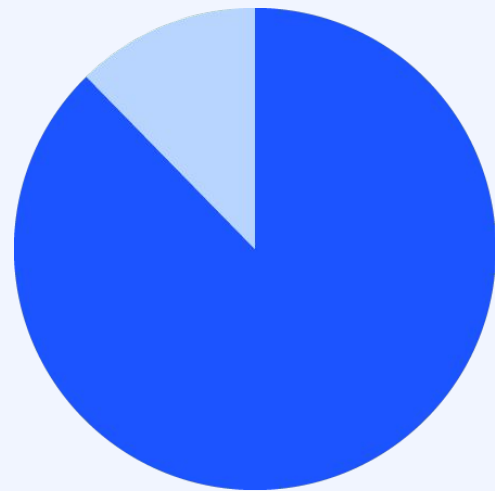
■ **87.8% List Services Offered**

■ **12.2% Did not list Services Offered**

Team Member List

Investing in customer relationships are crucial to building a successful title agency. In line with this goal, your title agency website should make it easy for your customers to find and contact the team member they prefer working with.

Roughly, **two-thirds of title agency websites showcase their team members**, but we found that *only half* of those title agency websites also provide team member contact information.

If your team is concerned about sharing personal contact information, consider investing in an office phone system like Dialpad or RingCentral to give each member of your team a work phone number so they can filter work-related calls and texts appropriately.
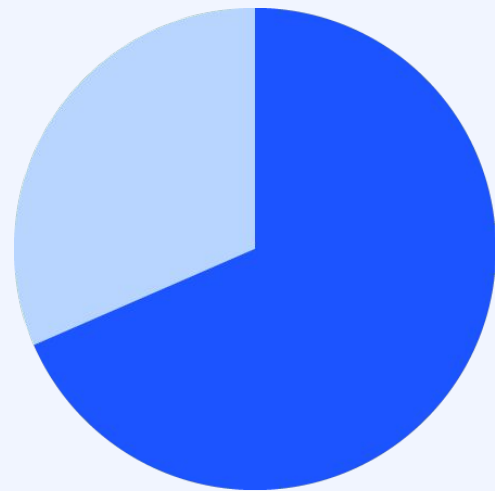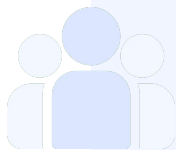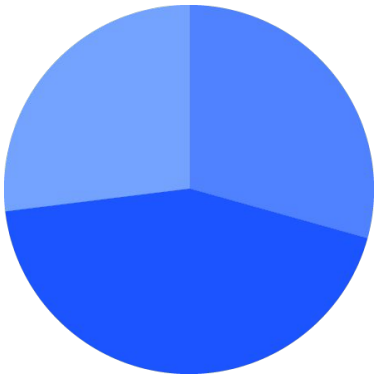
■ 68.3% Have a Team Member List

■ 31.7% Do not have a Team Member List

Survey Sample

To gather our survey data, we use a sample of **352 title agency websites** across 19 states while incorporating a healthy mix of various agency types and sizes.
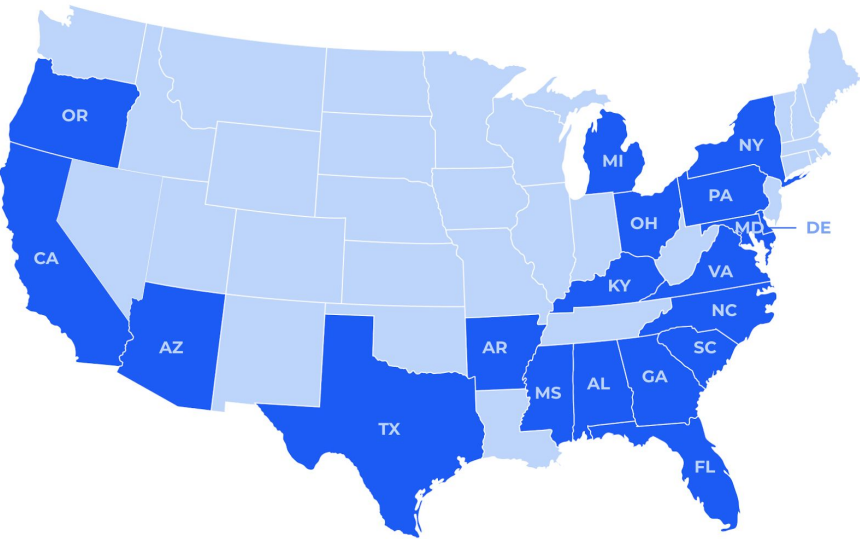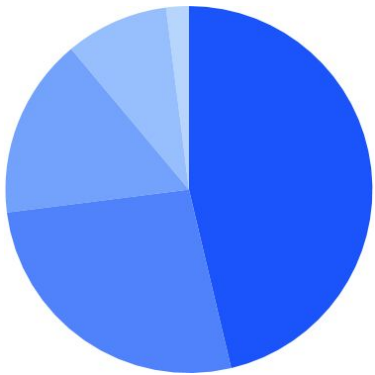

Title Agency Type

- **43.9% Title Agencies**
- **29.3% Attorneys**
- **26.8% Settlement Agencies**

Title Agency Size

- **46.3% - 1 to 10 employees**
- **26.7% - 11 to 50**
- **15.9% - 50 to 100**
- **9.1% - 100 to 500**
- **2.0% - 500+**

Elko

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