



**SURVEY:  
How Title  
Companies are  
Using Net Sheets  
in the Digital Age**

# Introduction

An unanticipated digital transformation is forced upon the title industry right now. Those who understand the mechanics of this challenge have handpicked their toolset to overcome the challenge and digital net sheets is one of them.

A significant number of title companies have employed digital net sheets for an elevated customer experience to drive lead generation while making the process much easier to handle on their side. However, a large number of title agencies are yet to embrace this change.

These companies seem unaware that digital net sheet can make their lives much easier while supplying them with leads at the same time to make them self reliant as well. This is when we decided to conduct a survey to numerically assess the implications of their old schools practices when it comes to net sheets.

This survey features 156 title companies and a set of 9 questions that uncovers multiple aspects such as sharing, creating, redoing, ROI Tracking pertaining to net sheet. We hope you find this survey insightful for your business.

Team [Elko](#) !

# What did our survey cover?

## Requesting a Net Sheet

We wanted to know if title companies allow customers to ask for net sheets and how.

## Net Sheet Format

Do they send spreadsheets/word docs or provide third party digital net sheets to customers?

## Net Sheet Delivery Method

Are they sending hardcopied via courier or Emailing spreadsheets and word docs?

## Co Branding

Do title companies allow co branding net sheets with logos and pictures from the partner company?

## Turnaround Time

How long does it take for the company to process and send the net sheet to the customer?

## Frequency of Change

How many times customers request changes in the net sheets on an average?

## Custom Fees

How many customers receive net sheets with custom rates to attract and convert them?

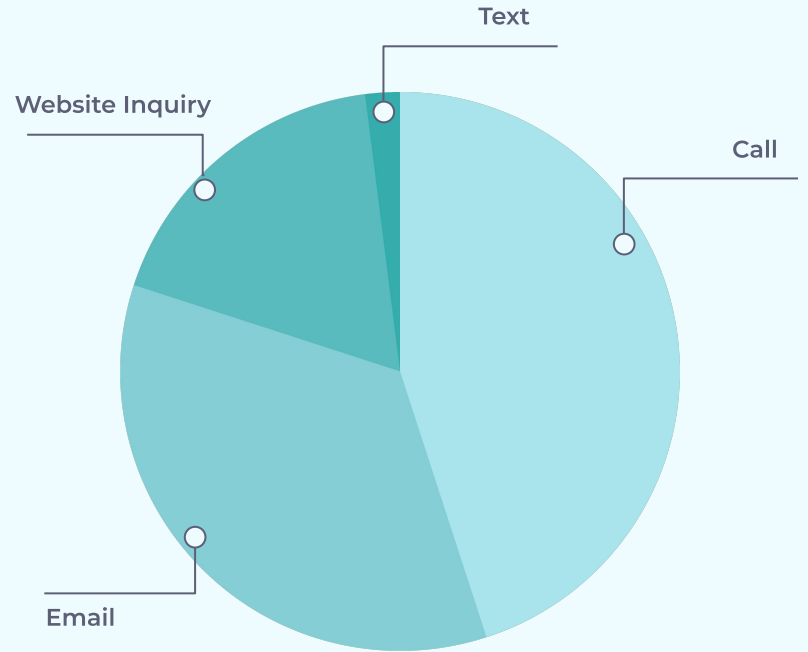
## ROI Tracking

Do they count the number of net sheets sent in a month and/or idle customers who don't return despite providing them net sheets?

# Requesting a Net Sheet

We discovered that a majority of the customers would prefer to call or send Email to the title agency to request a net sheet.

This concludes the fact that majority of people prefer to strike a one on one conversation with another person. Additionally, the sizable portion for Email suggests the presence of internet savvy customer as well.

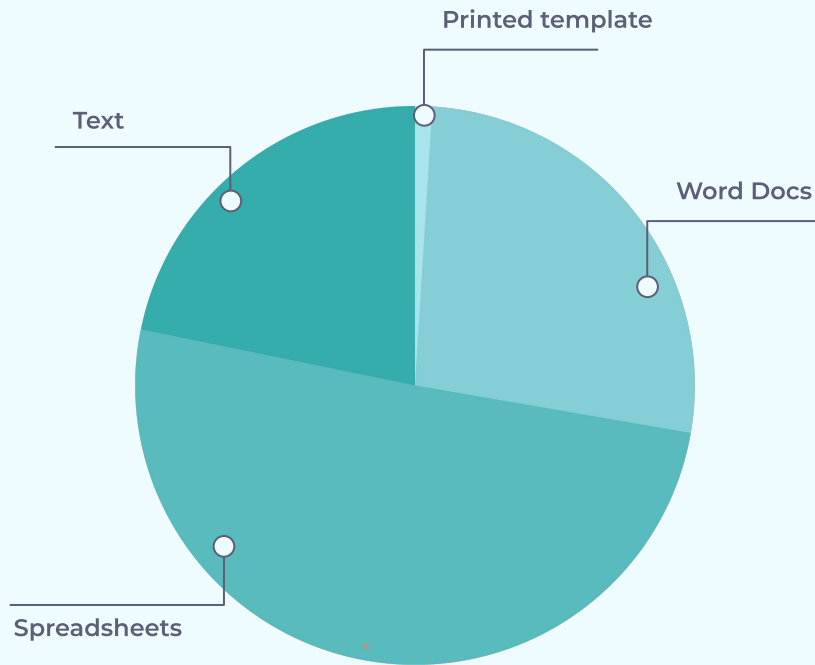


**How can your customers request a net sheet from your business?**

# Net Sheet Format

Our findings suggest that majority of title companies still rely on spreadsheets to create and send net sheets.

It can be conclusively said that the customers receiving spreadsheets or word docs may not be having the best **experience on mobile devices**. Spreadsheets are also not the best option when it comes to ROI tracking as well.

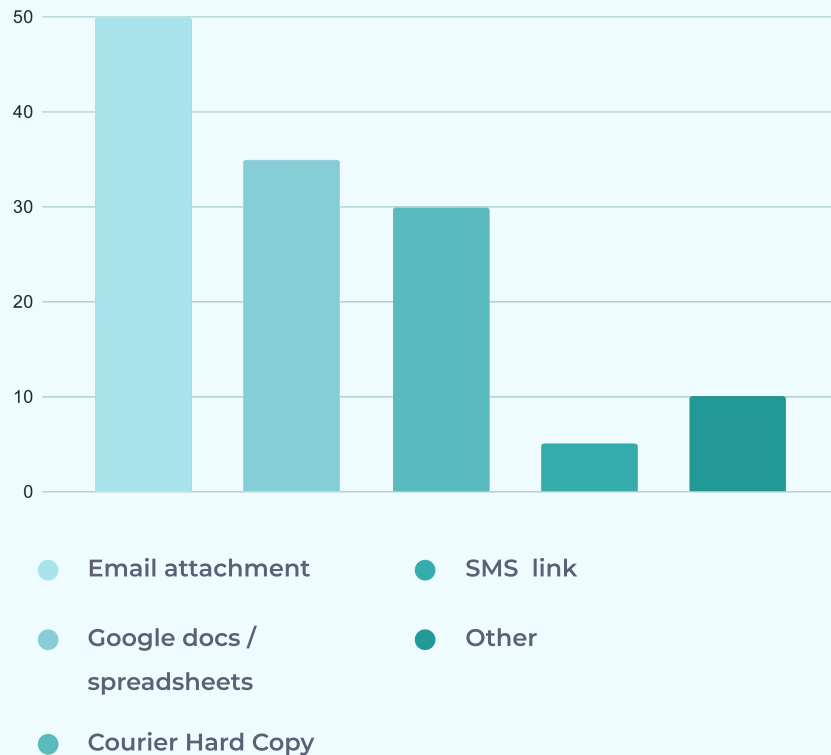


How do you provide a net sheet to your clients?

# Delivery Methods

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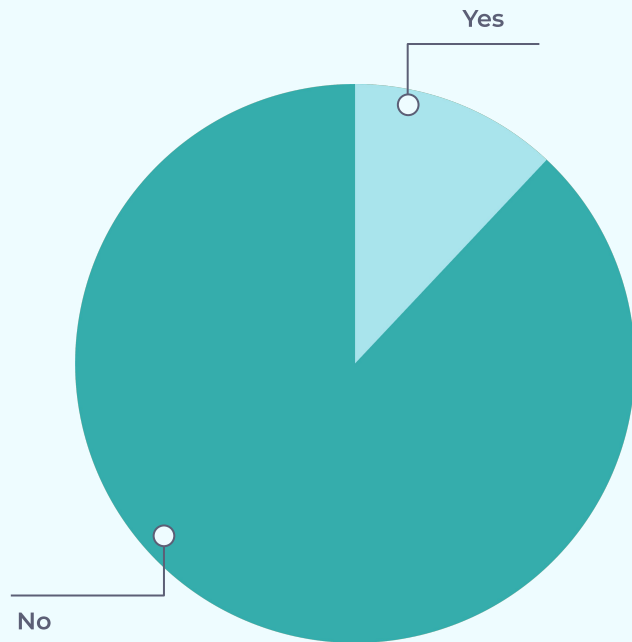


How do you send the net sheets to your customers?

# Co-Branding

Our findings suggest that majority of title companies do not provide their partners an ability to co brand themselves.

Agents want to throw their number around as much as possible and co-branding is one of the best ways to achieve that. However, due to most title agencies relying on spreadsheets, it becomes difficult to provide Co-Branding to partners.

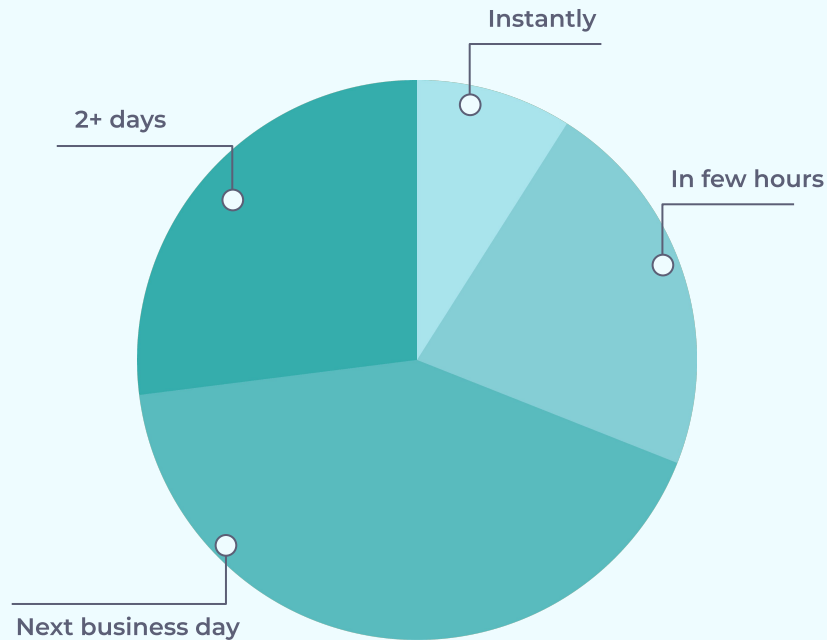


How do you incorporate the logo and branding of your partner's company into your net sheets?

# Turnaround Time

Our findings suggest that majority of title companies do not process the net sheet until the next business day.

Working out the net sheets on spreadsheets and word docs takes time. Do not forget that the title company is parallelly working on other customers to help them close at any given time. It is not surprising to see more than one day of turnaround time.



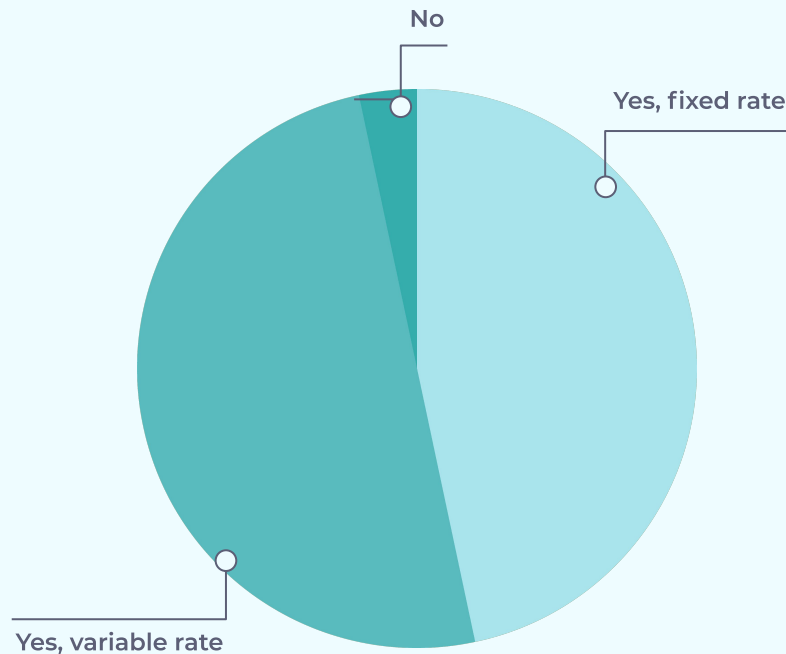
How long does it take to process your net sheets?



# Custom Fees

Our findings suggest that almost all title companies provide discounts to customers. 45% of title companies provide discounts that varies from one customer to another.

With more than 95% of companies offering discounts, it is probable that these companies are not able to easily track these discounts using spreadsheets and word docs. However, those using third party digital net sheets do not face this challenge.

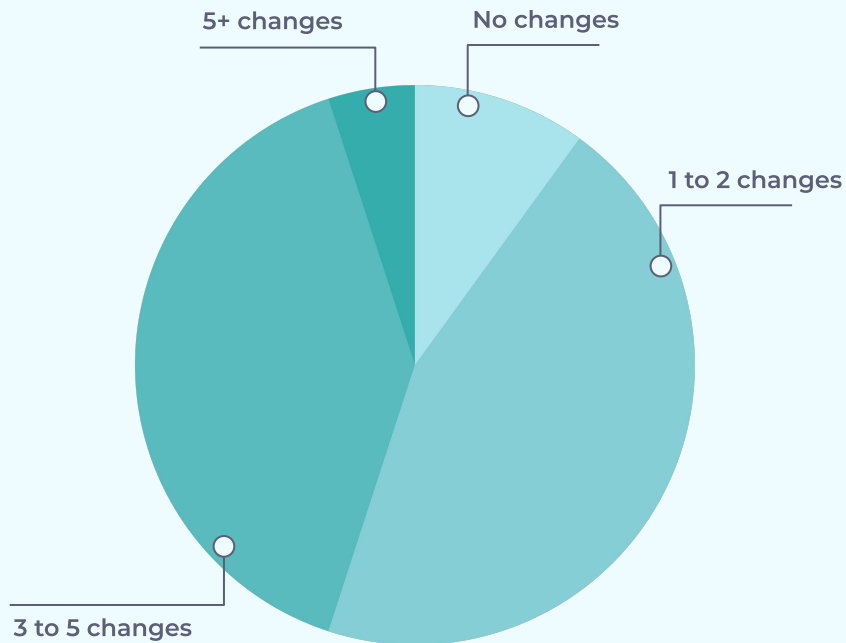


**Do you offer discounted fees to some customers?**

# Frequency of Change

In addition to custom rates, a majority of title companies make changes and redo the net sheets. 45% of the companies says they make 1-2 changes. Another 40% accept that the number of iterations could go up to 5 times in many cases.

The best way to avoid this unproductive step is to rely on digital net sheets that could be generated by the customer themselves, saving a lot of time for the title company.

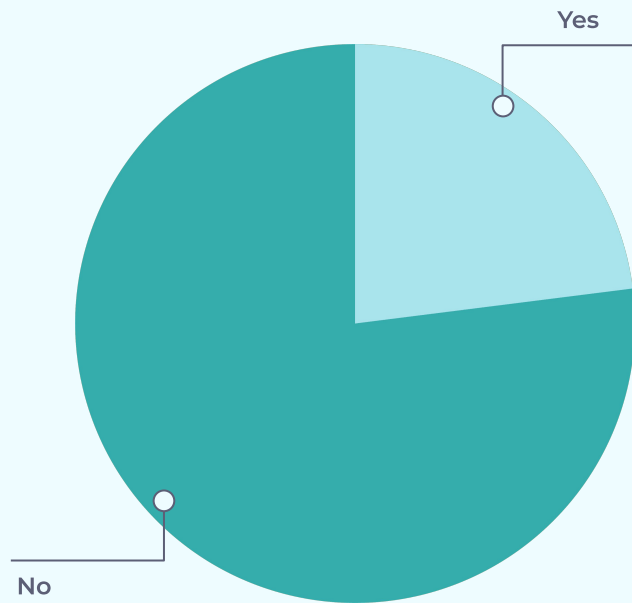


**How many changes do you make to a net sheet on average?**

# Productivity Tracking

ROI tracking is broken when it comes to title companies. More than 75% of the title companies do not count the number of net sheets processed in a month.

This problem stems from the fact that majority of title companies send attachments. You need to manually dig a long trail of emails to find the right file and derive the ROI.

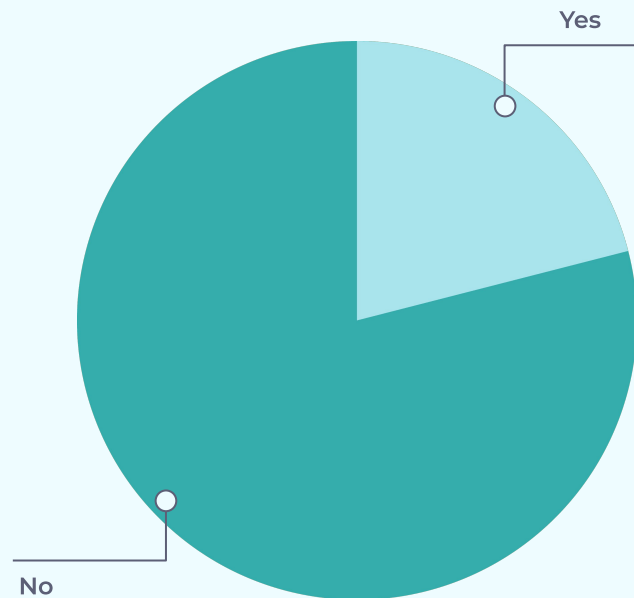


**Do you count the number of net sheets processed in a month?**

# Conversion Tracking

79% of title companies do not track leads if they return and convert after they receive a net sheet.

This problem stems from the fact that majority of title companies send attachments. You need to manually dig a long trail of emails to find the right file and derive the ROI.



**Do you count the number of people who do not place an order after requesting a net sheet?**



Elko helps title agencies provide instant branded title quotes and closing estimates to their customers. Learn more at [UseElko.com](https://UseElko.com)