



## CASE STUDY

# Alliant National Title



### INDUSTRY

Title Insurance Underwriter

### FOUNDED

2005

### HEADQUARTERS

Longmont, CO

### WEBSITE

[alliantnational.com](http://alliantnational.com)

### ABOUT

Alliant National is the largest underwriter in the U.S. with no direct or affiliate operations that compete with independent agents.

## Alliant describes Qualia as one of the most innovative software platforms in the market.

Alliant National, founded in 2005, has grown to become the largest independent title insurance underwriter in the nation with no direct or affiliate operations. As the Vice President of Business Development, Mike Rubin focuses on developing new partnerships with title companies to help them expand their business.

To best support partnering title agents, Rubin has always made it a priority to learn about the latest software platforms and digital trends in the industry. While attending the ALTA One conference in Austin, Rubin had the opportunity to sit in on Qualia's title and escrow closing platform product demonstration. Within an hour, Rubin recommended Qualia to one of his title agents, who was looking to change platforms.



MIKE RUBIN  
VP, BUSINESS  
DEVELOPMENT

“I called my title agent in Minneapolis immediately after watching the demo, and I told him to stop everything and take a look at Qualia. He called me back in 30 minutes and ended up making the switch to Qualia.”

**Working with title companies on Qualia for the past two years, Rubin describes Qualia as one of the most innovative tools in the market.** Created as a cloud-based software, Qualia provides cutting-edge automation tools and an intuitive workflow that enables title companies to increase productivity and attract more customers. Rubin stressed the importance of equipping title companies with the leading software platform.

“We want our agents to have the best processes and systems available to them because it makes their company more efficient and financially sound in the long term, and Qualia does a great job at that.”

### The best thing about Qualia is the quick learning curve

For many title companies that partner with Alliant, Qualia has also proved to make the onboarding and hiring process much easier and cost-efficient. The intuitive user experience, designed to provide a clear and streamlined workflow, has allowed both new and experienced processors to transition smoothly onto Qualia. For many title companies, this has allowed them to shorten the training needed for new hires and, at times, eliminate the need for costly and distracting

on-site training sessions, which can require weeks on other platforms.

“My title agent once told me that one of the best things about Qualia is the learning curve. With a new hire, they’re working full speed in about half a day when it used to take them a week or two for them to even learn the system and be at full capacity. And to be up and running at full speed in half a day is game-changing for a title agent.”

### Change happened. How do you now keep up with the times?

Alliant recently sent out a survey to gauge how many of their agents were looking to change software platforms in the future, and over a third expressed interest in switching over the next two years. What was even more insightful was the fact that this included title companies who had been using the same closing platform for over a decade. For Rubin, this only indicates the need for title companies to explore and research new solutions the market has to offer.

“The real estate transaction ecosystem is really changing. And for anyone who hasn’t looked at what’s available in the past 5-7 years, I recommend that they see what’s available, and that definitely includes Qualia.”