



CASE STUDY

LemonBrew



LemonBrew

INDUSTRY

Real estate technology

FOUNDED

2018

HEADQUARTERS

Hoboken, New Jersey

WEBSITE

lemonbrew.com

ABOUT

LemonBrew is a real estate technology company that provides real estate, title and mortgage services.

How LemonBrew grew from 3 to 19 States with Qualia

National Expansion with Local Expertise

LemonBrew Technologies is an innovative, full-service real estate platform that streamlines the real estate process from start to finish with offices in New Jersey and North Carolina. By providing real estate, mortgage and title services, LemonBrew is an end-to-end digital solution that connects home buyers and sellers to local real estate agents, finds the perfect mortgage, and closes seamlessly. When buyers and sellers come to LemonBrew, they're matched with a LemonBrew Partner Real Estate Agent. Then they're connected to a lender that pre-approves them for a mortgage while the LemonBrew Abstract team performs the title searches, issues the title commitment and handles the preparation for the closing. LemonBrew Technologies provides an ecosystem for all parts of the transaction to occur and clients can enjoy one-stop shop closing experience for all of their residential and commercial real estate needs.

Ready to see a demo of Qualia? Contact us at qualia.com/vendors



JEFF MEDLEY
HEAD OF OPERATIONS
LEMONBREW ABSTRACT

The ability to share documents, collaborate with clients and partners, and receive real-time updates with county recording offices and our underwriter during these difficult times continually provides us the ability to ensure excellent service to our clients. Qualia's workflow design allows us to mobilize our team quickly and support one another throughout the process. Our ability to create documents, store and search digitally and collaborate using file notes allows the team to remain connected.

The LemonBrew team has demonstrated innovation and flexibility as they have pivoted to accommodate their clients' evolving needs during the COVID-19 pandemic. Through a partnership with Qualia, LemonBrew Abstract, the title division of LemonBrew Technologies, has been able to streamline the closing process and optimize communication between the real estate brokerage, title, and mortgage departments of their company, all while safeguarding the health of their team and clients.

Challenge

Before launching the Qualia platform, LemonBrew Abstract had ten employees working within one office in New Jersey, hosting operations in two additional states. With their previous software, closings were complicated and required fourteen different handoffs from start to finish. The outdated technology limited expansion for the company and required more hands on deck to complete each closing. Additionally, the LemonBrew Abstract team wanted to expand nationally, but they didn't have the local expertise and partnerships to do so. The LemonBrew Abstract team needed software that would enable its business operations to expand nationwide while maintaining a top-notch local customer experience.

Solution

Qualia Platform: Workflows, Accounting and Reporting

The LemonBrew Abstract team viewed a demo of Qualia in 2019 and determined that Qualia was the software needed to scale their business. A Qualia dedicated onboarding specialist stepped in to guide them through the Platform and ensured that the LemonBrew Abstract team was prepared for success. A LemonBrew Abstract operations manager partnered with Qualia in this effort to ensure that workflows and administrative settings were optimized for the LemonBrew Abstract team.

"The minute we saw a demo of Qualia, we said this is exactly what we need to grow our title division into a national title agency"

Amit Doshi, COO of LemonBrew Technologies

Since the onboarding, LemonBrew Abstract has raised efficiency and almost doubled the number of orders every month. These efficiency gains occurred because the team was able to decrease the internal handoff of tasks from when the title order comes in to when the final binder is prepared from 14 to 4 per closing transaction. With streamlined workflows, documents and information in one cloud-based location, the team can complete work more efficiently and quickly, while greatly reducing the risk of human error.



Qualia Marketplace — Turnkey Local Expertise

With growth comes the added challenge of knowing laws and regulations in different states. The LemonBrew Abstract team uses the Qualia Marketplace to identify local, knowledgeable vendors for their transactions across the country. The remote accessibility to these vendors, coupled with the ease of use of the Marketplace, has allowed for the LemonBrew Abstract team to expand operations across the United States.

“Every state has its nuances. It’s nearly impossible to be fully knowledgeable in every state. So with Qualia’s Marketplace, we’re able to interact digitally with local vendors in each of the states who have local knowledge and expertise - while still maintaining a national footprint!”

Amit Doshi, COO of LemonBrew Technologies

Qualia Connect—Remote Partner and Client Communications

As part of a full-service real estate technology company, LemonBrew Abstract prioritizes relationships and the closing experience with all parties involved in the transaction. LemonBrew Abstract’s use of Qualia Connect makes it easy for parties to be connected, even if they are sheltering-in-place in different parts of the country. From messages to collecting information, to e-signing closing documents, everything occurs within the Connect App, allowing the LemonBrew Abstract team to experience efficiency gains in their workflow while maintaining connectivity with their customers.

“The transparency that Qualia Connect provides lets the transaction parties see exactly where their transaction is... The interaction from all parties is amazing. Qualia fits well into our entire organization’s mission to deliver full transparency!”

Amit Doshi, COO of LemonBrew Technologies

Results

The full-suite of Qualia products ensured that the LemonBrew Abstract team had access to everything they needed to remain connected with their vendors, and clients while maintaining a safe social distance. The Qualia platform not only provides teams with the tools they need to scale but also a software that is ready to mobilize with them.

“The Qualia portal allows us to provide closing packages electronically to our clients and notaries, enables us to deliver final title policies and recorded mortgages digitally to our lender partners, and gives us the ability to create/adapt our closing process for clients quickly and without the need for additional technology builds.”

Jeff Medley, Head of Operations for LemonBrew Abstract

Through their partnership with Qualia, LemonBrew Abstract has expanded from 3 to 19 states and has nearly doubled its monthly orders in less than a year. Their team has experienced immense growth while maximizing their efficiency and creating a top-notch customer experience. Through this partnership, LemonBrew Abstract’s customers can experience a seamless and secure real estate experience.