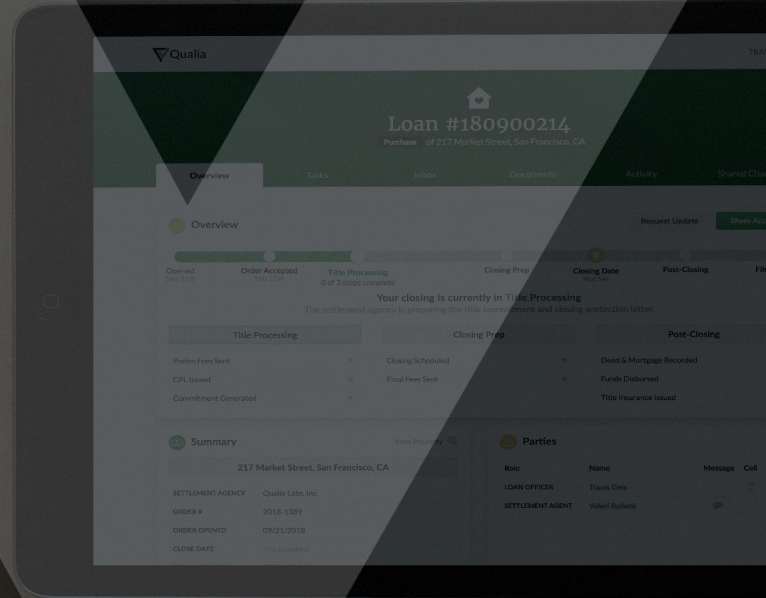




CASE STUDY

# Forward Law



## FORWARD LAW

### INDUSTRY

Legal Services

### FOUNDED

2019

### HEADQUARTERS

Greenville, South Carolina

### WEBSITE

forward-law.com

### ABOUT

Law firm providing services in South and North Carolina in the areas of real estate, taxation law and estate planning.

## How Qualia Helped to Kickstart a New Business

Based in South Carolina, Forward Law opened its doors for business in April of 2019. Charlie Carpenter has worked in real estate transactions, both commercial and residential, and had decided to open his own firm.

### Challenge

When Carpenter began the process of opening his firm, one of the first decisions he had to make was which software to use for his real estate transactions. He wanted software that would keep his files organized, minimize human error, heighten security, and increase efficiency. He wanted to ensure that client information would remain organized and secure while taking on a high volume of transactions.

Ready to see a demo of Qualia? Contact us at [qualia.com/demo](https://qualia.com/demo)



CHARLIE CARPENTER  
FOUNDER / ATTORNEY

*“We’d be working a lot longer hours without Qualia. Because of Qualia, everyone here is able to be much more accessible. It allows me to answer my phone. It allows for quicker updates.”*

Carpenter reached out to his network of colleagues for advice. The first one he spoke to recommended Qualia, but hadn’t switched because his paralegals were versed in an older software. Another contact shared that he used the Qualia to streamline his workflow, but hadn’t yet used the additional products such as Marketplace and Connect. The third colleague was fully utilizing the Qualia platform and was thrilled with the results.

*“There had to be a more efficient way to streamline the entire closing process. I was looking for ways to eliminate all the back-and-forth emails and phone calls that occupy so much time. I wanted software that was location-independent so we could work from anywhere. I also wondered if there was a way to run title searches without emailing as sometimes you’re servicing counties where you don’t know anyone and need vetted vendors or trusted local abstractors.”*

Charlie Carpenter, Founder, Attorney

## Solution

Carpenter scheduled a demo with Qualia and learned about the platform, Marketplace, Connect, and Reconciliation services. With the full suite of Qualia products, Carpenter is now able to realize his ideal software vision. He outsources his reconciliations to the in-house reconciliation team at Qualia. Marketplace allows him to expand his business into new counties without worrying about searching for and vetting local vendors. And Connect allows him to securely message his clients.

## Client Feedback

To encourage his clients to switch to Qualia, Carpenter and his team host regular “lunch-and-learns” to show them how Qualia elevates their business goals. He says to be successful, “You just need to encourage your clients to use it. People are just reluctant to change, even when what they were doing before was painful.”

His real estate agent clients praise the scheduling tool that comes with Connect and are awestruck by the simplicity of scheduling their closings. The status of the closing updates in real time in the Qualia app. Rather than filling out tedious buyer and seller information sheets, real estate agents can use the app anywhere to confirm client and homeowners’ association information, and review commissions. With Connect, real estate agents experience a streamlined workflow and seamless access to all aspects of the transaction. With Connect, real estate agents experience streamlined transactions and seamless access to all aspects of the closing.

## Results

Without Qualia on their side, Carpenter says they’d have to work much longer hours, potentially jeopardizing the quality of their customer service. They now have more time to focus on their clients and marketing their business. With Qualia’s efficiency and the time saved, Carpenter is able to concentrate more on expanding his business to new counties and on being a member of the community.