

# Alliance Property Transfer

**Type:** Title and Escrow Company

**Location:** Pennsylvania

**Service Areas:** Nationwide

## Challenge

Founded in 2015, Alliance Property Transfer was focused on growing their business capacity to support its growth objectives for the upcoming years. But with their initial closing software, it was difficult to streamline processes and improve closing efficiency due to the constant system delays and immense lack of automation. The user interface was antiquated, making it time-consuming to train new users, and customer support took weeks to respond. Alliance needed a reliable, automated, and modernized closing platform that could help increase its operational productivity while maintaining a premium client closing experience.

## Solution

After being introduced to Qualia at a regional conference, Alliance transitioned to Qualia's title, escrow, and closing platform. Alliance was not only able to process its closings on a secure and reliable platform but also automated much of their data entry process. Shortly after adopting the core Qualia platform, they began utilizing the full suite of Qualia products, adding on Qualia Connect and subscribing to the Qualia Marketplace. All of these additions were made with the distinct strategy around company growth and increasing operational capacity.



*I wish Qualia existed 18 years ago when I first started working in the industry. I can't believe how fast and intuitive it is - everything I need is in one place. It's different from any other closing software I've ever seen."*

**Bill Thompson, Closing Success Leader, Alliance Property Transfer**

With the Marketplace, Alliance significantly improved order processing and title search turn-around time. This led to an overall decrease in order processing time required per file. In addition, they were able to instantly locate title search vendors for any out-of-state transactions with full price transparency.

Qualia Connect then provided another layer of premium customer experience to their business model while improving the order entry process. Connect offered secure connectivity and communication by bringing every one of their clients onto one shared platform. This allowed homebuyers and realtors to input their information directly, receive automated updates on the closing, and share documents securely. With the full Qualia suite, Alliance has been able to grow its business and take a competitive leap in the market.



## RESULTS



### Increased Business Capacity

Alliance processors are each able to process 4x more closings in the same amount of time



### Cost Efficient

Alliance management reduced its IT expenses by 50% after switching to Qualia



### Faster Order Processing

The team attributes Qualia to a 2x faster vendor order turnaround time