

Vista Title & Escrow LLC

Type: Title and Escrow Company

Location: Spokane, WA

Service Areas: Washington

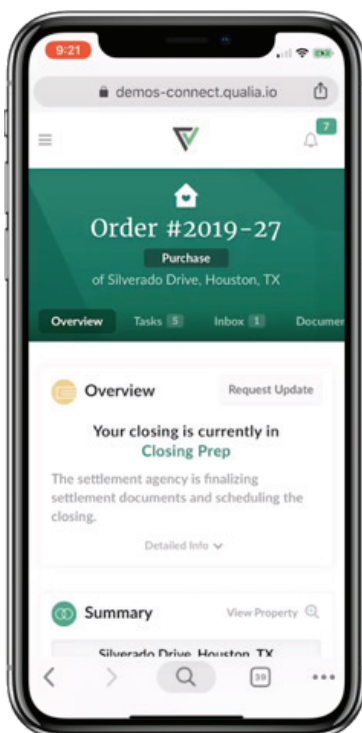
After an overwhelming 95% of potential clients said lack of communication was their main point of frustration, Vista decided to bring on Qualia Connect to add transparency, communication, and collaboration to their business.

Challenge

Founded in October 2017, Vista Title & Escrow aimed to build its business on providing the best customer experience. To do so, Vista sent out a survey to over four thousand real estate professionals in Spokane, asking them to identify the gaps in the closing process. An overwhelming 95% of the respondents answered that a lack of communication was the main point of frustration.

Solution

Vista decided to cure that frustration with Qualia Connect. With Connect, the Vista team has been able to communicate with their clients in real time, provide up-to-the-minute milestone tracking, and send automatic updates to inform clients on key progress points. And with Qualia's lifetime document storage and sharing capability, Vista's clients are able to permanently access all documents in one central location. Vista also wanted to transfer all wiring information away from email, as wire fraud is a constant risk. With Connect, Vista is able to send messages on a secure, cloud-based system, which dramatically reduced wire fraud risks.



Results

Vista has grown over 40% in the past year with Qualia empowering the team to process its closings more efficiently and seamlessly while providing the client experience they hoped for. Sandi S., a real estate agent who partners with Vista immediately saw the unparalleled closing experience for both herself and her buyer with Connect.

“Vista’s new closing platform has transformed my transactions. It’s all much more organized and I love that my clients can see what is going on. The status update bar and notifications keep us on target and on the same page. I especially appreciate knowing if there is no update—so I can tell my clients that!”

—Sandi S., Real Estate Agent