



CASE STUDY: Canyon Title Company

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-Robert Lindley, Owner

PAPERLESS

FLEXIBLE

SIGNIFICANT
EFFICIENCY GAINS

DETAILED REPORTING

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Background

Canyon Title was formed in 2001, and currently focuses on serving the Colorado market, processing approximately 500 title orders each month. Canyon Title was acquired by sales, marketing and business management professional Robert Lindley, whose focus on team, process and people has made him an ambassador of the new title industry.

Losing time and productivity to the file shuffle

When Lindley acquired Canyon Title Company in 2006, the first thing he did was watch his employees. In two months of observation he noticed that staff would spend 20-30 percent of their time looking for, recreating and merging paper files. Turnaround time was running two days or more, with outsourcing. Thanks to his background with large corporate title agencies, Lindley knew big gains in service and efficiency would follow simply by improving productivity. Lindley set to work creating a methodology for evaluating software vendors that would help him manage workflow. Among the requirements: the solution had to be paperless, powerful, offer complete file histories and integrated communications (i.e., send emails and faxes from within the program). After a lengthy evaluation process, Canyon Title Company selected ResWare.

“We understood its power immediately,” said Lindley. “It met all the requirements and offered a large degree of features and flexibility. We found during process mapping that the average transaction has 75 steps from end to end, and 97 percent of that process revolves around three key steps: request, receipt and creation. ResWare’s Action Items™ offer the ability to measure exactly how long various requests take. Their automation and reporting is unparalleled among the vendors we evaluated.”

\$150K in savings through man hours

Having completed a full migration to ResWare, Lindley saw total turnaround time drop from an industry-standard two business days to just four hours—an immediate competitive advantage. With ResWare’s efficiency, his current staff handled a significant growth in business that would have forced him to add roughly three people with the prior process. Canyon Title was able to function with less people; Lindley’s conservative estimates place first-year man-hour savings at \$150,000 with ResWare.

Market changes shifted focus from refinance to resale, so Lindley and his team once again looked for ways to optimize their service and process, and in some cases, even de-automated steps where they deemed more customer contact was necessary. ResWare’s customizable system allowed Canyon Title to easily adapt to the changing market.

“We essentially want to have the best and most standardized way of doing things at our fingertips,” added Lindley.

“Technology and superior processes are giving our industry a chance to really step up the game; I know that with ResWare’s power and flexibility, and the support of their team, we’ll continue to be ahead of the curve.”

*For more information visit
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