



Title referral network launches Web site

Through its referral network, The Independent Title Agents Network has already placed 77 orders worth more than \$55 million in 20 states to independent agents. Read on to see how this business model works.
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Principals of The Independent Title Agents Network (TiTAN) announced the launch of their nationwide title insurance referral network site last week at the American Land Title Association annual conference in Chicago.

Although the referral network's Web site officially launched live Oct. 10, members had been pre-signed in the states of Michigan, Illinois, Florida, Indiana, Ohio and Arizona. Seventy-seven orders have already been placed through the referral network totaling more than \$55 million in liability limits in 20 states. TiTAN has also proved useful in assisting agents with value added services such as placing searches for members as well as finding attorneys for deed preparation in various states. If a member has an outbound referral where TiTAN does not currently have coverage, an agent that meets TiTAN's standards is located to handle that referral. TiTAN placed two referrals directly from the ALTA conference. TiTAN's goal is to have members in every county of all 50 states.

TiTAN showcased its program at the ALTA conference held Oct. 10-13 in Chicago. The convention marked the 100th anniversary for ALTA, and companies like TiTAN highlighted the significant technological advances made in the business during the past century.

"The Web site allows agents to find fellow agents with whom to place their orders, upload documents such as commitments and recordings, and track the transaction from start to finish," said **Judy Sasfy**, managing partner of TiTAN. "When accessing the network a member simply inputs the target state and county, and the names of all members servicing that county are displayed along with associated business biographical information. In addition, the information includes feedback from other agents who have previously used the agency, so that orders can be placed with confidence."

Just as with any other industry, referrals are the lifeblood and they must be handled properly to insure that the client has the best service possible, Sasfy said. The TiTAN tool kit provides members with that ability, plus enhances quality control and accountability through its sophisticated tracking system. The Web portal has "built in alarm clocks" to notify the administration if a commitment has not been uploaded timely or if a transaction has not closed within a specified time period.

Sasfy is a former agency representative for Chicago Title. Other principles of TiTAN include: The Philip Greco Title Co., which is one of the largest independent title agents in the metro Detroit area for more than 35 years; Liberty Title Co., which is based in Ann Arbor, Mich.; Huron Title, which is located in Port Huron, Mich.; and Bell Title, which is located in Okemos, Mich. and has several branch offices in the mid-Michigan market. Combined, the principals write for Chicago, Commonwealth, First American, Land America, Old Republic, Security Union, Stewart and Ticor.

Cost to join TiTAN is \$500, with an additional \$150 for each additional county the independent company covers.

Agents participating in the referral program will receive an automatic e-mail notification when a referral has been made. The agent then may accept or decline the order. The referring agent will then get an e-mail response as to what work-share fee is being offered for assistance with the order.