

HOW TO WIN AT WRITING IT IN



Selection of services is the first and one of the most important choices you'll make. Why write in California Title Company? Teamwork is critical and loyalty to your team of providers is one of the best paths to a successful closing.

THE "WHY'S"

- **Safety First.** California Title Company employs team members who are highly trained, vetted, bonded and background checked.
- **Make Sure the Company Makes the Cut.** California Title Company is one of the largest underwritten Title Companies in the United States. We are also one of the most seasoned, as we've held our license to insure properties since 1965. This means that we are financially stable and have built a reputation based on knowledge of the market and great service, which gives you a competitive edge when selecting closing services.
- **Advocate and Put Your Money Where Your Marker is.** If an escrow company's funds are at risk, your clients' funds are at risk and so are yours. We've all got a stake in this; choose **California Title Company** we are **SOC 16 type 1 and type 2 certified**, an achievement earned by upholding the highest degree of standards and meticulous security controls.
- **Control the Deal to Spin the Wheel.** The transactional wheel has a lot of spokes, so why not control the players? Choose to work with people you know, who have direct access to legal advice, easy to access, and who share a common, team-oriented goal.

THE "HOW'S"

- **Mind Your Mindset.** A small change in mindset is all it takes. Write in California Title Company. Writing in "Seller's Choice" comes with the implication of acceptance to work with a company you may not have confidence in. Take an active role in guiding your clients; show off your knowledge by choosing a proven company.
- **Call Your Crew.** Our teams are available to speak with the cooperating agent to help them understand the benefit of our service. Often times, all it takes is a personal touch and one-on-one assurance to cross the finish line.
- **Start a Conversation.** Communication goes a long way. Start with something like this: "Hello, I'm putting together an offer on your property and have counseled my buyers on the importance of using a trusted title company. We plan to write in **California Title Company** because of their history in the marketplace and commitment to safety of both of our clients' funds."

Take an active role in the success of your title and escrow experience and don't be afraid to advocate for your customers.

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