TITLE 360

INTEGRATED CRM FOR THE TITLE INDUSTRY
BY TOKARA SOLUTIONS

UNLOCKING NEW BUSINESS THROUGH

AUTOMATED OUTREACH TO NON-REFERRAL AGENTS

The Untapped Opportunity in the Title Industry

In most states, selling agents drive the referral process, while in others, listing agents hold that responsibility. Regardless of the market, one truth remains: there is a vast pool of non-referral agents (NRAs) who rarely engage with title companies after a transaction closes. These overlooked contacts represent a significant growth opportunity, yet most title agencies lack the time, tools, and visibility to maintain consistent communication with them.

This is where Title 360 CRM delivers unmatched value.

Automated Outreach that Creates Lasting Relationships

Title 360 makes it easy to ensure that every NRA you work with receives timely, relevant follow-up after the closing. The system automatically triggers workflows designed to:

- Send personalized thank-you messages that build goodwill.
- Schedule future check-ins and reminders to keep your company top-of-mind.
- Create tasks to nurture these agents into referral partners who may not have considered your agency before.

With the real estate market remaining highly competitive and volatile, every missed relationship is a missed revenue opportunity. By automating NRA outreach, Title 360 CRM ensures your agency captures business you would otherwise never see, turning one-time transactions into sustainable growth.

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