

Accurate Title

Accurate Title, one of New England's leading real estate closing and title companies, reduces paper and simplifies document storage and retrieval with Treeno's Global Content Management system.

"They did not try to change the way in which we were accustomed to working which was a huge factor in our decision to partner with them on this project."

Susan Contos, general manager, Accurate Title

Company:

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Industry

Real Estate and Title

Service Area

New Hampshire, Massachusetts and Maine

Operational Impact

Improved customer experience — Customer files can be easily accessed by any customer service representative regardless of location.

Reduced costs — Accurate Title has reduced annual document search and retrieval costs significantly since the Treeno deployment.

Simplified regulatory compliance — Documents can be rendered non-modifiable using the Treeno system which simplifies the Real Estate Settlement Procedures Act (RESPA) compliance process.

Expanded business — The flexibility to centrally store, access and manage critical closing documents has enabled Accurate Title to expand its business with two new offices.

Eliminated lost documents — Since the Treeno implementation, important documents from previous closings are securely maintained and easily retrieved.



TreenoGCM™ benefits:

- ▶ Instantly and easily finds any document
- ▶ Makes content centrally available to all – anytime and from anywhere
- ▶ Allows familiar workflow processes to remain intact – *we work the way you work*
- ▶ Keeps sensitive documents secure; available only with assigned access rights
- ▶ Automates document tracking and auditing
- ▶ Simplifies records management
- ▶ Prevents lost records
- ▶ Saves storage space



The Client

Accurate Title has been providing real estate closing and title services to lenders, buyers, sellers and realtors throughout New Hampshire, Massachusetts and Maine since 1984. Recently, the company began to feel the pressure of increased customer demand for immediate access to business-critical information—without delays caused by searching through volumes of paper. The company had plans to expand its business with additional locations throughout the New England area, but those plans were hindered by the inability to centrally store, access and manage important title information.

As Accurate Title began to search for a solution to this content management challenge, the company had a number of criteria to examine. First, the solution had to simplify access to electronic and paper-based information while reducing the amount of physical documents being processed and stored. The new solution also needed to operate within the company's multi-server environment, which supports 52 employees. Further, the company required seamless integration with existing software applications used by its property closing workgroup.

The Challenge

Accurate Title contends with hundreds of pieces of paper for every individual transaction it performs. Multiply that by thousands of transactions each year, then factor in regulatory compliance requirements mandating the storage of copies of these files for many years, and the degree of this paper-management challenge becomes apparent.

"We obtain closing documents from lenders around the country; prepare them for the closing to meet individual guidelines, we search titles, research mortgages, taxes--all the specifics to do with a piece of property," said Susan Contos, general manager of Accurate Title. "Essentially, the problem was paper overload. With each purchase transaction of real estate that we handle, 100-250 pieces of paper are generated and stored in our office. We were trying to keep two year's files on site and 10 years off site." Literally overwhelmed with active and archival files, Accurate Title needed to find a better way to manage its documents and to better serve its clients.

"With our new system in place, we can process important files and email them versus mailing or delivering them which is a tremendous operational efficiency improvement..."

Susan Contos, general manager, Accurate Title

Physical space wasn't the organization's only concern. It found that clients increasingly expected immediate, real-time access to information. "When we met with Accurate Title, they were overwhelmed with paper," recalled Jim Krzywicki, Treeno's CEO. "They needed to control this problem internally, but they also needed to improve the quality of their client's experience and increase business efficiency by having information instantly accessible."



Leading real estate and title closing service provider Accurate Title selected TreenoGCM as their enterprise-wide, content and document management partner. This decision helped the company to increase productivity, reduce operational costs and expand its business.

Staff acceptance was another priority. Not everyone in the company was anxious to implement an unfamiliar technological solution. New systems typically spell disruption, exhaustive training efforts, and ultimately lost productivity due to slow ramp up time. In order to ensure company-wide acceptance, whatever solution Accurate Title chose needed to allow them to continue to work within existing closing software applications and it needed to be easy to learn and use.

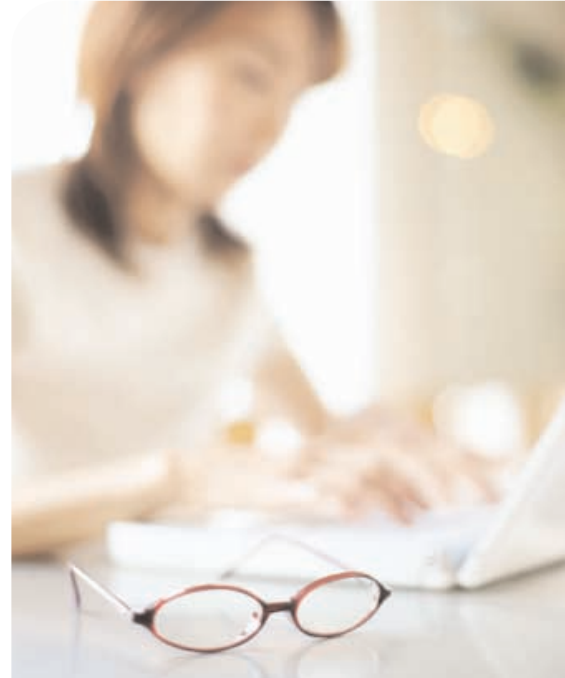
The Solution

After evaluating more than ten vendor offerings, Accurate Title chose Treeno, a Portsmouth, New Hampshire-based software company specializing in easy-to-use yet extremely powerful Content Management (ECM) software solutions that combine integrated document management, business process management, records management, and more in a single easy-to-use application. The company's TreenoGCM™ (Global Content Management) allows organizations of all types and sizes to improve their operational efficiency by capturing, organizing and sharing any type of digital or paper-based document within a secure, central repository. System deployment is effortless, document retrieval is instant, integration with existing applications is seamless, and the Treeno system can scale to support as few or as many enterprise users as an organization requires. With Treeno, employees and customers of Accurate Title can securely access and share up-to-date company information, along with corporate materials including training manuals, employee records and financial reports.

The staff at Accurate Title became intrigued by the Treeno system because it could easily integrate with the company's existing business document closing application and other line of business tools. Changing the way that the NH-based company was accustomed to working was not an option. The TreenoGCM architecture now serves as a central repository where all of Accurate Title's corporate content is stored and managed. To date, over 50 Accurate Title employees contribute content into the Treeno content server using a secure Web browser. Content is saved in its native format, such as a spreadsheet, word processing document, or graphic file, enabling easy updates and indexing. Content includes back-office material such as human resource policies, benefits information, and payroll instructions, along with business-critical title documents. Accurate Title users assign metadata to submitted content, making the documents easy to index and fully searchable.

Accurate Title implemented the Treeno system in May 2004, and the initial implementation took only two days, which including training. "Our content/document management system is highly secure and extremely feature rich and it's completely Web-based, there's no client software to install on each desktop, and when we add new features, the software gets immediately updated," said Will Thibodeau, CTO of Treeno.

To minimize the internal learning-curve of a new system, Accurate Title appointed a staff member as the liaison between Treeno and the company's internal workgroups, which quickly improved communication and streamlined the implementation process. "We communicated with Treeno on a day-to-day basis during the implementation, and within 24-hours, the system was almost completely functional," Contos said. "It's an easy system to use and Treeno worked very hard to integrate



the system into our existing way of doing business. **They did not try to change the way in which we were accustomed to working which was a huge factor in our decision to partner with them on this project.**"

The Outcome

Today, Accurate Title employees and customers are reaping the rewards of TreenoGCM in a variety of tangible ways. Contos has seen a marked improvement in workflow since the Treeno implementation. **Internal processes that once required hours and literally hundreds of pieces of paper are now reduced to a handful of easy steps.**

Additionally, Accurate Title's new-found ability to access company files from anywhere and at any time has enabled the company to expand its business. Since deploying Treeno, Accurate Title has opened branch offices in Portsmouth and Meredith, NH, and access to information is instantly available to team members and clients located in remote locations. "With our new system in place, we can process important files and email them versus mailing or delivering them which is a tremendous operational efficiency improvement," Contos said.

In the near future, Accurate Title plans to give clients the option of receiving a digital copy of their file on a disc, rather than leaving the office carrying pounds of paper. They also plan to develop a digital workflow with lending institutions. "We will continually find new and productive ways to utilize the Treeno system," Contos said. "I feel as though it has made us much more efficient and technologically innovative. We are ahead of the curve with content and document management. The implementation was very quick, the internal training effort was minimal and the integration with our existing applications was seamless. Now we can focus on extending its benefits."

Real Estate and Title companies rely on TreenoGCM to:

- ▶ Simplify enterprise wide access to critical documents
- ▶ Simplify RESPA regulatory compliance
- ▶ Ensure customer file integrity
- ▶ Reduce demand for physical space
- ▶ Improve information security
- ▶ Increase customer service quality

Real Estate and Title companies around the world are increasing productivity and improving client service quality with TreenoGCM. To learn more about how Treeno can help your organization, call us at **1-800-528-5005** (U.S. & Canada), **1-603-570-4317** (outside of U.S. and Canada) or visit us on the Web at **www.treenosoftware.com**

