



# "So Much Easier": How BesTitle Agency Simplified its Work with Qualia



**Company Name:** [BesTitle Agency, Inc.](#)

**Company Type:** Title & Escrow

**HQ:** West Virginia

**Products:** Core, Connect, Shield

## Results

- Onboarded a 15-year industry veteran in **one week**
- Saved **320 hours per month** on wire management
- Enabled support for **16 office locations** and future growth

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## About

[BesTitle Agency, Inc.](#) is an attorney-managed title insurance agency providing comprehensive services for residential and commercial real estate transactions. With 16 offices across Ohio, Kentucky, and West Virginia, BesTitle Agency is committed to delivering clear communication and fostering strong partnerships with real estate professionals, lenders, and homebuyers. The agency offers a full suite of services, including title searches, closings, and escrow services, all managed by an experienced legal team.

## Challenge

In 2018, President Thomas L Klein sought a modern, all-in-one platform as well as a true software partner to support the company's growth. BesTitle Agency wanted to implement a technology that was easy to use and allowed their team to focus on providing the best possible customer service to their clients. Instead, they were stuck trying to implement a title production system (TPS) that just wasn't working for them.

## A Failed Implementation

BestTitle Agency's initial attempt to upgrade their technology resulted in a failed implementation that had serious consequences for the business. "We were with SoftPro, and then attempted to switch to SoftPro Select. We had a tough transition experience. And it just failed," Chief Operating Officer Tim Jamison recalled.

The process was so disruptive that it caused significant employee distress, with some staff members choosing to leave the company because of the implementation. This painful memory made the leadership team hesitant to try switching software again. "We were a little gun shy to say the least," Jamison said, "to go through that again, especially so soon."

## Fragmented Systems Led to Inefficiency and Risk

BestTitle's previous operational setup relied on a patchwork of disconnected programs to handle day-to-day tasks. This created workflow inefficiencies and increased security vulnerabilities since sensitive data had to be managed across multiple platforms. Jamison described the problem with this approach: "You have to build relationships with various companies that you have to trust with sensitive data, and all the different software programs are interacting together. Sometimes they don't work well together."

In addition to the added security risk of working across multiple systems, this lack of integration made simple tasks more cumbersome and complex, hindering overall productivity. "In our funding department on busy closing days, we had multiple people where the only task they focused on was to watch for wires and credit the files," said Jamison, highlighting the hours of manual work required to manage incoming wires.

## Solution

The switch to Qualia provided a starkly different experience that directly addressed the pain points of BestTitle's previous system. The platform's intuitive design, all-in-one functionality, and layers of protection against security threats gave them the confidence and tools they needed to move forward.

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Qualia allowed us to be more efficient, more flexible, and gave us the ability to grow.

Tim Jamison  
Chief Operating Officer

## **An Intuitive, Modern Platform**

Qualia's modern and user-friendly interface was a breath of fresh air for the BesTitle team, making the transition seamless and stress-free. "Qualia was a fast learn. It was a whole lot easier to use. It was fresh and looked like it was built for today," Jamison emphasized. This ease of use was a critical factor in overcoming the team's initial apprehension and ensuring rapid adoption.

The impact was especially clear when bringing on new employees. "We purchased a company and one of the employees had been working for 15 years on the same software. She had a lot of hesitation to move," Jamison shared. "After the first week, she said, 'I should have done this a long time ago. This is so much easier.'"

## **An All-in-One System**

By consolidating numerous functions into a single, integrated platform instead of multiple point solutions, Qualia eliminated the inefficiencies of BesTitle's previous setup. Jamison likens the choice to a familiar technology decision: "It's similar to picking between Apple and Android. Qualia is one software that wears many hats that all work well together. And that's a big deal."

"The automatic crediting of incoming wires to files with Qualia Shield has saved our funding department 320 hours per month," said Jamison. "It's made everyone more efficient in that they can work forward, and there's just example after example of how Qualia has made our operations more efficient," he added.

This unified system—encompassing secure messaging, wire transfers with automatic file crediting, and client information gathering—simplified workflows across the board. The platform's flexibility also provided customization and adaptability to their specific needs. "Qualia was able to bend to meet our needs, creating a more efficient and responsive operation, from internal processes to client communication", Jamison said.

## **Security and Peace of Mind**

"Qualia Shield has given us the ability to verify who our sellers are and who our buyers are, making sure that we're dealing with real people," said Jamison. "The practice of receiving and verifying wiring instructions for sellers 10 years ago compared to what you can do now with Qualia Shield...it's really easy," he explained.

Jamison went on to highlight the different layers of security offered by the system, saying, "You also have the flexibility of controlling who on your team gets into the system and where, using features like allowed IP addresses and multi-factor authentication. There are a lot of things that might keep me up at night. That's one thing I don't lose a lot of sleep over—the security that Qualia provides."

## Results

By partnering with Qualia, BesTitle Agency has resolved the challenges caused by its previous software and built a stronger foundation for its future. The company is more efficient, its data is more secure, and it is better positioned to grow and adapt in a changing industry. For BesTitle, the move has been more than a simple software update; it has been a strategic business decision that yielded significant returns, including the newfound ability to support a flexible, remote workforce. Jamison credits Qualia with helping them retain a key employee who needed to work from home, stating, "If we didn't have Qualia, we probably would have lost that employee."

The relationship extends beyond the technology itself. Jamison sees Qualia as a true partner that is responsive to their needs and transparent about what's possible. This collaborative spirit ensures that BesTitle will continue to leverage the platform to its fullest potential as they look toward the future.



Qualia has been a true partner with us. They listen to our requests, and are quick to tell us, 'Hey, that's a great idea,' or 'That's not feasible.'

Tim Jamison  
Chief Operating Officer