

# How Bluegrass Land Title's Switch to an All-in-One Platform Provided the Foundation for Growth



**Company Name:** [Bluegrass Land Title](#)

**Company Type:** Title & Escrow

**HQ:** Kentucky

**Products:** Core, Connect

## Results

- Consolidated systems into **one platform**
- Enabled **two week onboarding** for new employees
- Strengthened relationships with **realtors and lenders**

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## About

Founded in 2012, Bluegrass Land Title is a full-service title insurance agency with seven offices providing comprehensive closing and title services across Central Kentucky. They are committed to using modern technology to provide exceptional service to their clients and create an efficient work environment for their team.

## Challenge

Before partnering with Qualia in 2018, Bluegrass was limited by technology that created more problems than it solved. Their leadership team knew they needed to move away from legacy systems to find a true technology partner that could support their vision for growth.

## An Unintuitive and Inefficient System

The company's previous software was a source of frustration for Bluegrass employees. "Before moving to Qualia, we went from SoftPro to SoftPro Select. At the time, we were starting to have people who wanted to work from home and weren't able to do so," said CEO John Williams. The server-based program required staff to be physically in the office to access their work. While employees could access the system via VPN, the connection was unreliable and often prevented entry.

## The Search for a True Partner

When looking for a new solution, Bluegrass Land Title wanted a forward-thinking company that would treat them as a partner, not “just a number,” said Williams. He went on, “We wanted to go with something new, somebody that we thought would be more cutting edge, and that we could partner and grow with.”



When you're with some of these other software companies, you're just a number. But with Qualia we feel like we have a voice and that they listen to us. They've helped us grow our business, and we feel like we've helped them develop their product.

John Williams  
CEO, Bluegrass Land Title

## Fear of a Disruptive Transition

The thought of migrating their data was a major concern. “Our biggest fear was what was going to happen to our data,” Williams noted. “We had about 10 years of data on our old system.” The team was worried that a difficult transition could disrupt business operations and lead to lost information.

## Solution

Bluegrass Land Title’s switch to Qualia addressed their fears and met their need for a modern, user-centric partner. The intuitive design, all-in-one functionality, and Qualia’s collaborative approach gave them the confidence to move forward.

## A Platform that “Looks like an iPhone”

The decision to transition became clear after a demonstration of the software. “One of my partners went to a conference and saw a demonstration of Qualia and he came back and said, ‘It looks like an iPhone.’ It’s so intuitive and easy to use,” Williams recalled. This modern, familiar interface was exactly what they needed for a team accustomed to today's technology.

## A Partnership Built on Listening

From the beginning, Qualia proved to be the partner Bluegrass was looking for. Williams noted that Qualia was receptive to feedback and willing to adapt the product to meet their needs. “The best thing that Qualia does, and I can't say this enough, is they listen to their customers,” he said. “That, to me, has been the biggest and best part of our relationship with Qualia.” This two-way relationship confirmed they had chosen a partner invested in their success.

"Any time you make a change in escrow, it's going to be a challenge," Williams added. "Transitioning to Qualia was no different in that we had a few hiccups during the initial implementation process. Qualia partnered with us and sent representatives in person to our offices to help us get through that time period."

### **An All-in-One, Web-Based System to Power Growth**

Consolidating their work into a single platform was transformative. Bluegrass now manages everything from ordering and accounting to closing and client communication within Qualia. "It's a one-stop shop for us," said Williams. "For a company like ours, having one system that does everything is great. It's extremely efficient and allows a company to grow."

Williams also summarized the decision to switch to a secure, web-based system, "Business continuity is my biggest fear. If you look at the expense of [Qualia] and truly look at the time that it saves you, and the security that it has, switching is a no-brainer. The fact that I no longer had servers with ten years of peoples' social security numbers and all their personal data behind my door, that was a great day."

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Qualia has been good not only for our employees but for our clients, and it was really the only software that we ran into that made it a better situation for both.

John Williams  
CEO, Bluegrass Land Title

By partnering with Qualia, Bluegrass has created a more efficient and scalable operation, growing their business from 26 employees to over 100. Added Williams, "Our buyer and seller clients are now engaged throughout the entire closing process—not just at the end. This ongoing communication has significantly strengthened our relationships with real estate agents and lenders as referral sources."

Today, the team benefits from a system that is secure, easy to learn, and supports the company's long-term goals. New hires can get up to speed with minimal software training, allowing them to focus on their core responsibilities after just two weeks of onboarding. For Bluegrass, Qualia is more than a software vendor—it is a foundational partner for their continued success.

## **Results**

For Bluegrass Land Title, moving to Qualia was more than a software change—it was the beginning of a long-term partnership that provided the foundation for growth. By switching from a server-based system to Qualia's all-in-one platform, Bluegrass found a partner that was not only intuitive and efficient but also listened to their needs, helping them build for the future.