

 Qualia

+

 OPCITY

Staying Ahead
of the Customer
Curve in 2019

Nate Baker

Nate is the CEO and cofounder of Qualia, the leading title, escrow, and closing platform. On track to become the U.S. real estate industry's default closing platform, approximately 10% of all real estate transactions nationwide currently close on Qualia through the 1000+ title companies on the platform.

Ben Rubenstein

Ben founded Opcity to improve the end-to-end homebuying experience through the use of data and technology. After just 2.5 years, Opcity was acquired for \$210M by News Corp, operator of Realtor.com. More than 700 title companies use Opcity to meet agents, loan officers, and consumers in their area.



Qualia by the Numbers

10%

of U.S. real estate transactions are already powered by Qualia

\$40M

invested by Menlo Ventures, Formation8, Bienville Capital, and real estate investors Barry Sternlicht and the LaFrak family

1000+

title agents use Qualia to manage their business and close real estate transactions

100,000+

Loan officers and real estate agents have already closed a home using Qualia

Opcity by the Numbers

#1

Lead buyer in the nation

4.1B

In home sales transactions

6,500

Brokerages partner with Opcity

2M

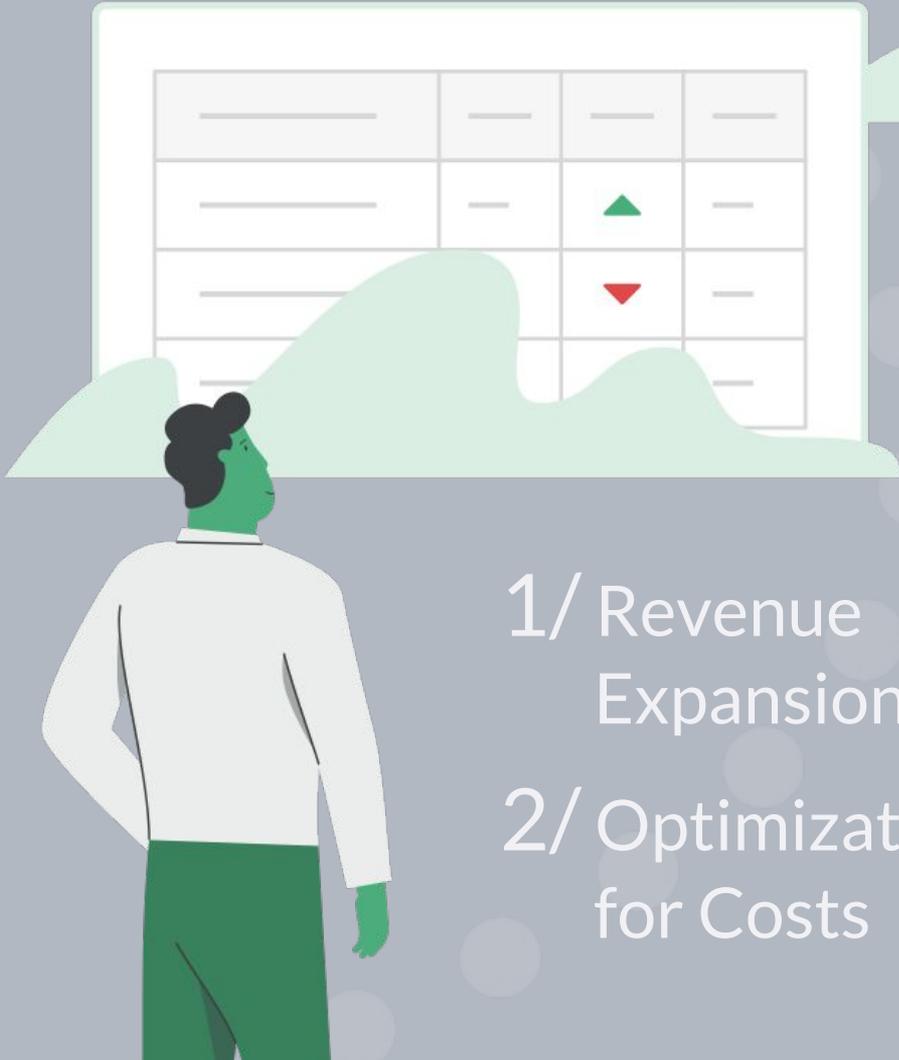
Calls every month

50,000

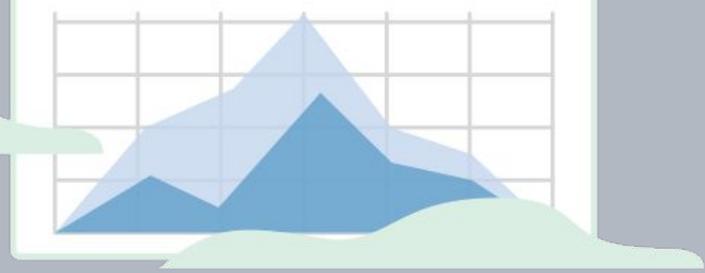
Agents use Opcity to
improve their close rate

350+

Full time sales agents



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1/ Revenue
Expansion

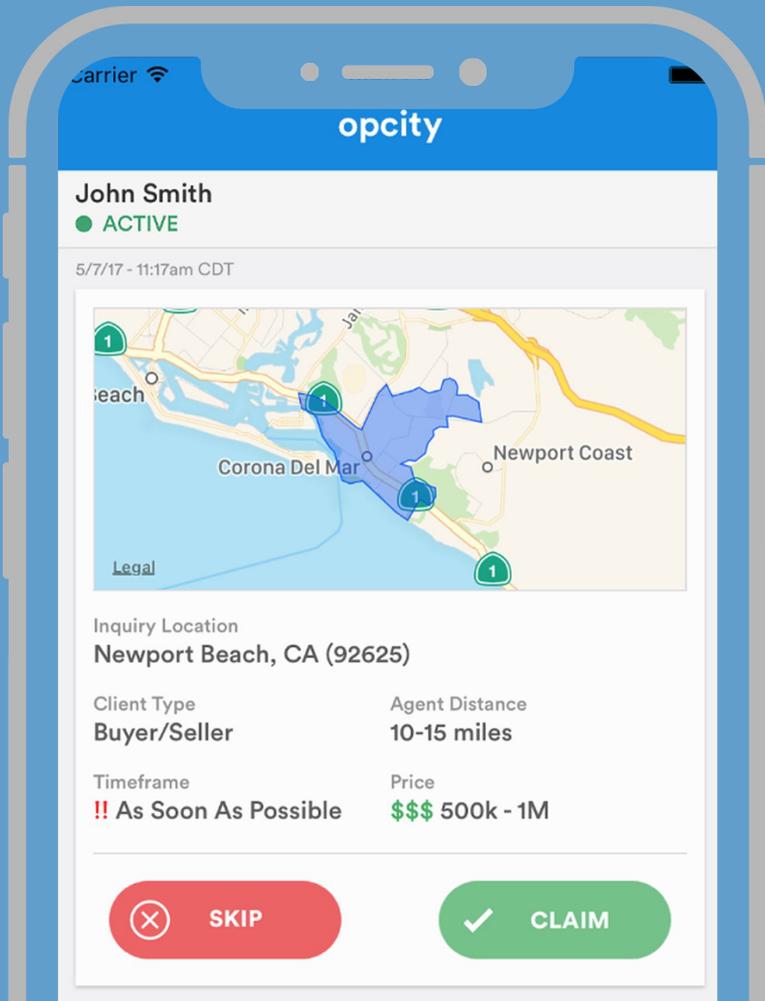
2/ Optimization
for Costs



1/

Optimizing Revenue Growth by Focusing on Realtors





Title companies must think differently about engagement



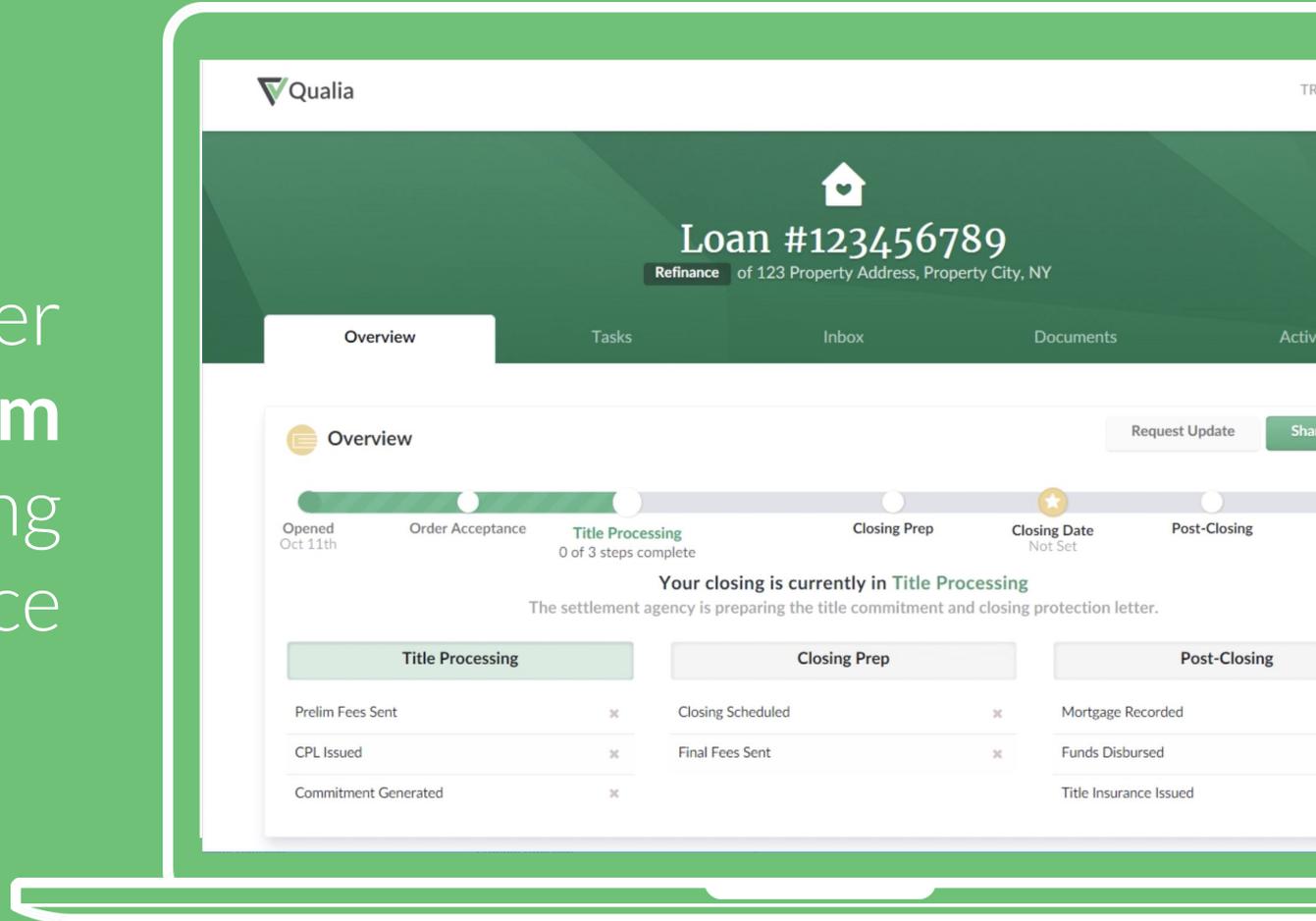
4 seconds

Median time for Opcity agent to contact
an online lead

94%

of leads contacted in 90 seconds or less

Deliver A Premium Closing Experience



Adopt E-Signature

Customize how you would like to sign your documents

Confirm Name

Issue with your name? [Send a message](#)

YOUR LEGAL NAME
Evan Drewson

Create Your Signature

You can also [draw](#) or [upload](#) your signature.

Formal Quirky Neat Expressive Classic

Evan Drewson

EVAN DREWSON

I agree to the [E-Signing Consent Agreement](#).

By checking this box, you are confirming that you reviewed and agree to the E-Signing Consent Agreement. You are also confirming that you have an active email address and can access and review PDF files.

Back

Adopt Signature

Adopt E-Signature

Customize how you would like to sign your documents

Confirm Name

Issue with your name? [Send a message](#)

YOUR LEGAL NAME
Drew Evans

You can also [draw](#) or [upload](#) your signature.

Create Your Signature

Formal Quirky Neat Expressive Classic

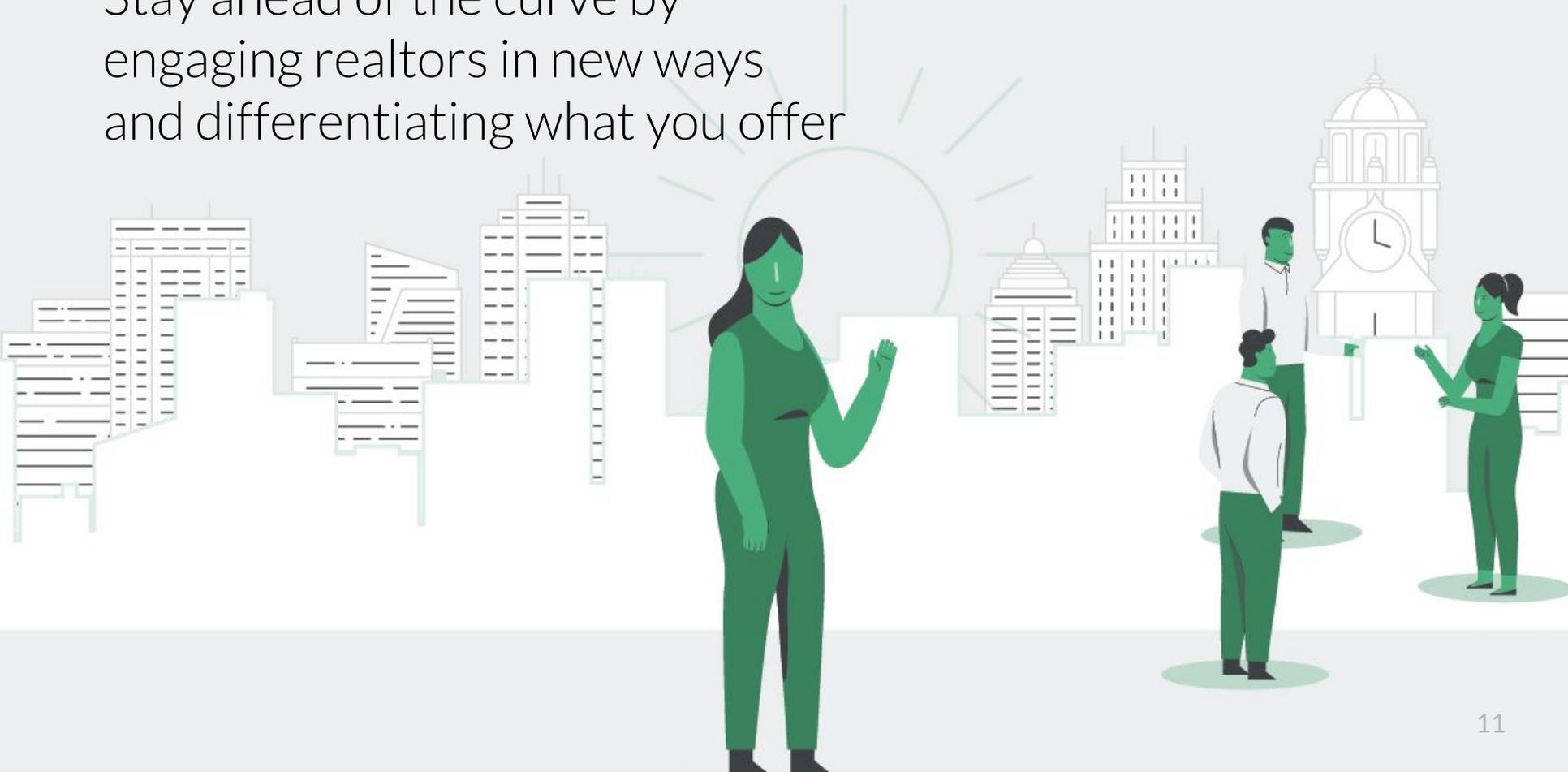
Drew Evans

DREW EVANS

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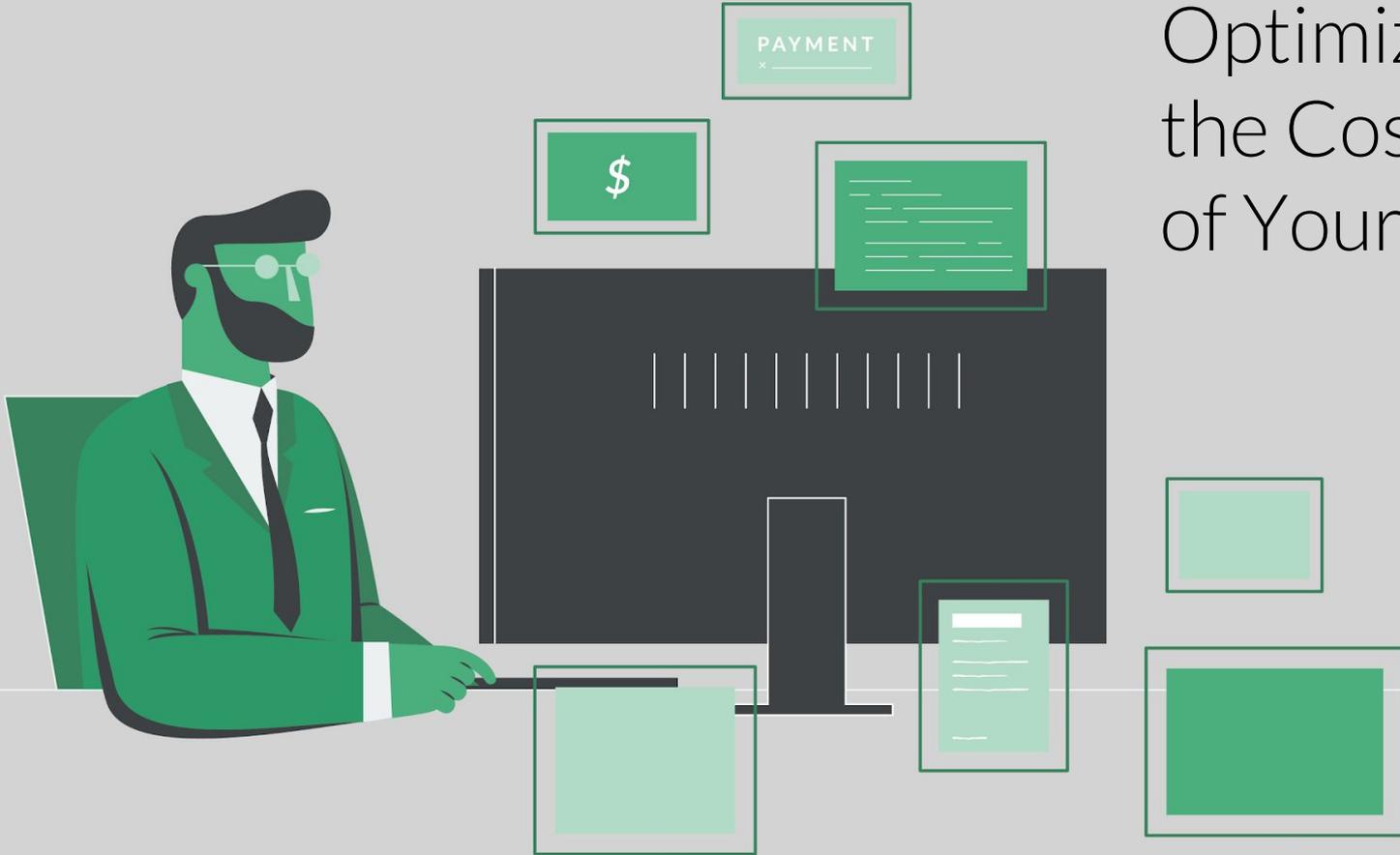
By checking this box, you are confirming that you reviewed and agree to the E-Signing Consent Agreement. You are also confirming that you have an active email address and can access and review PDF files.

Stay ahead of the curve by
engaging realtors in new ways
and differentiating what you offer

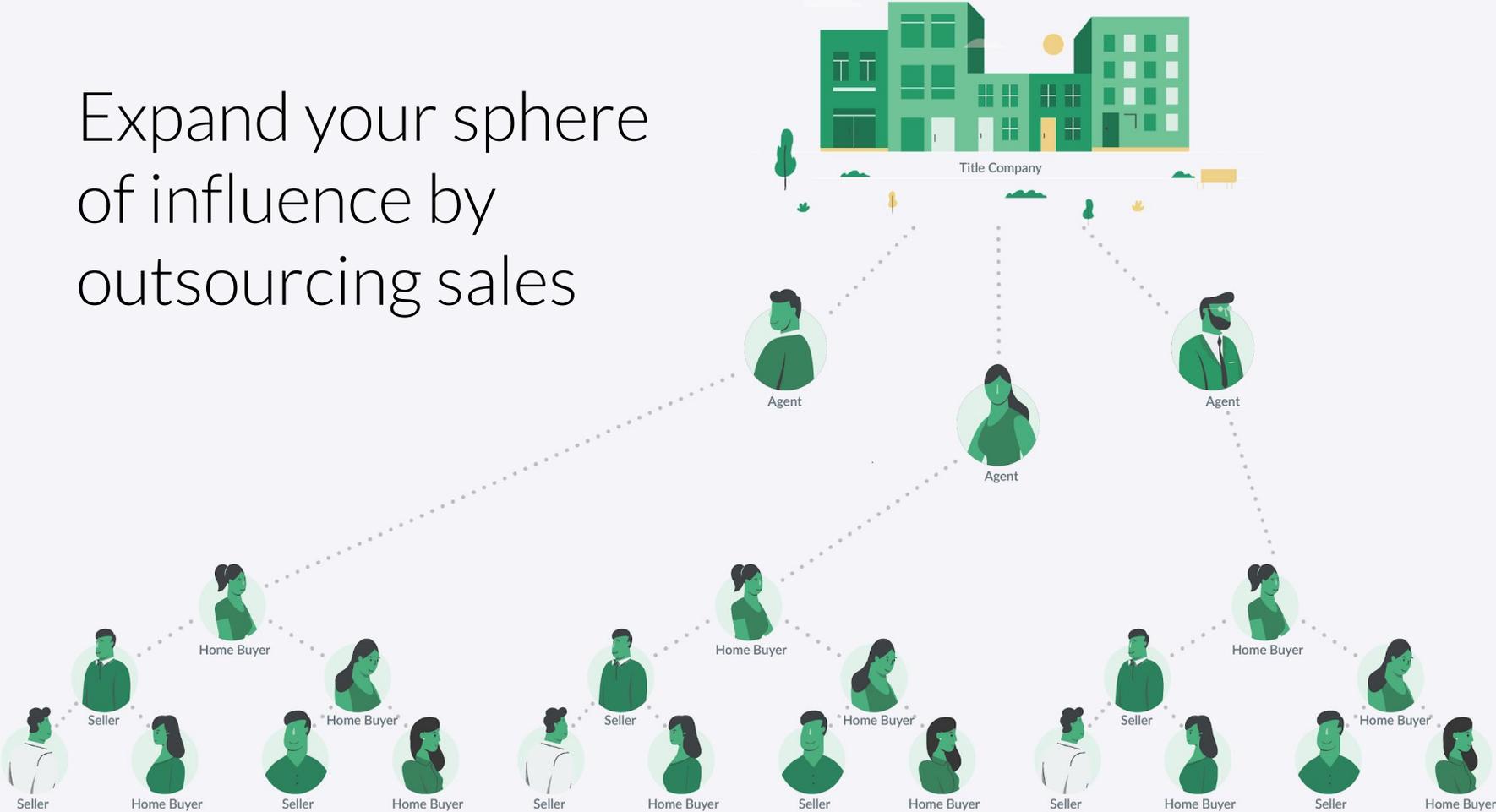


2/

Optimizing the Cost Side of Your Business

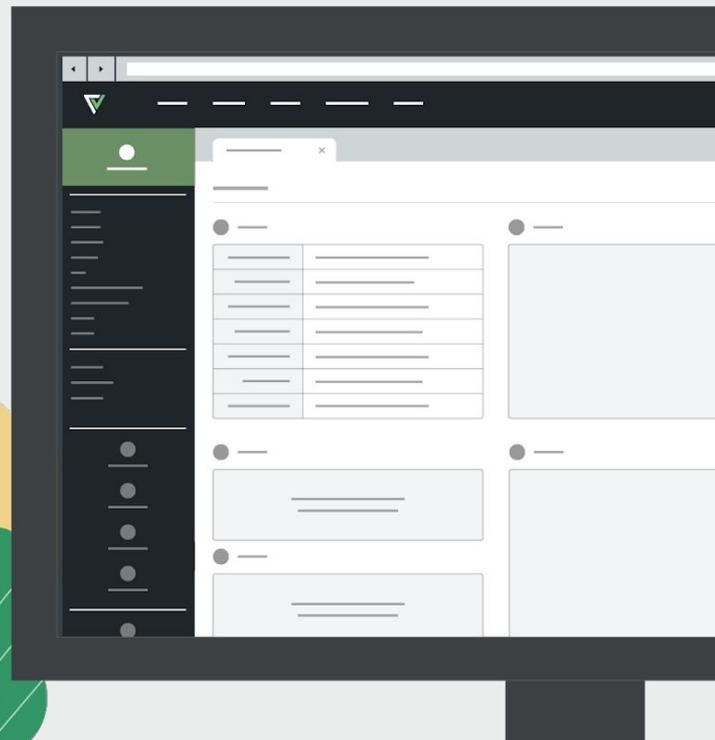
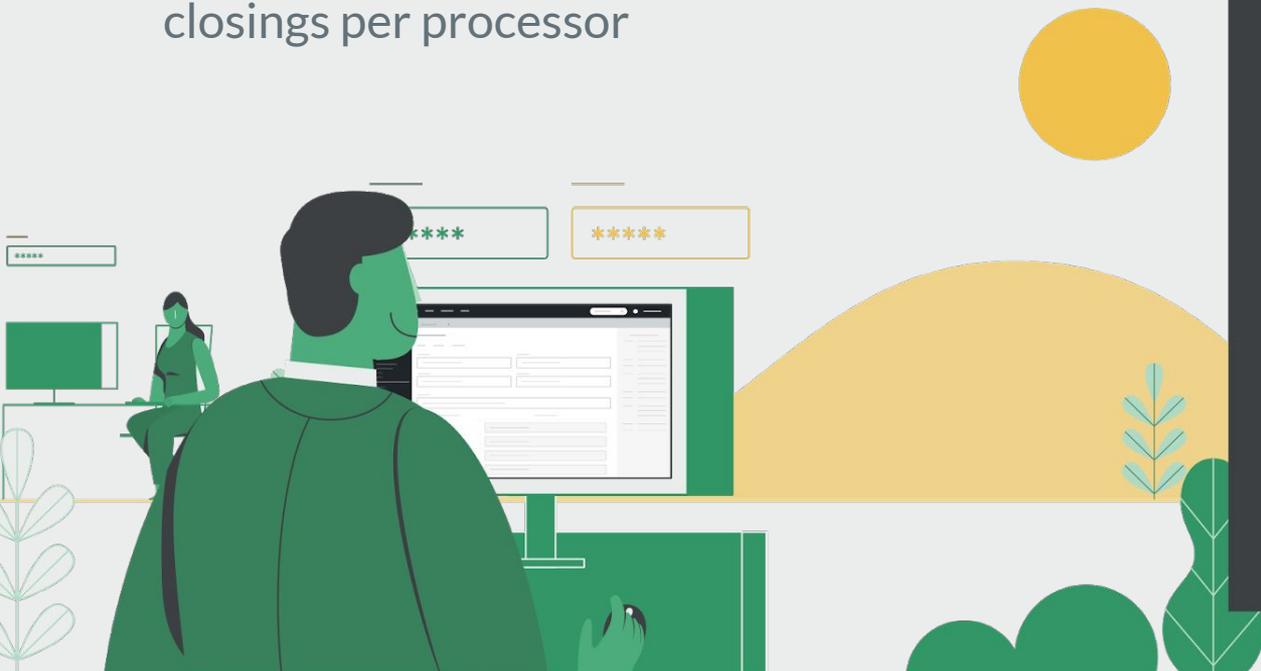


Expand your sphere of influence by outsourcing sales

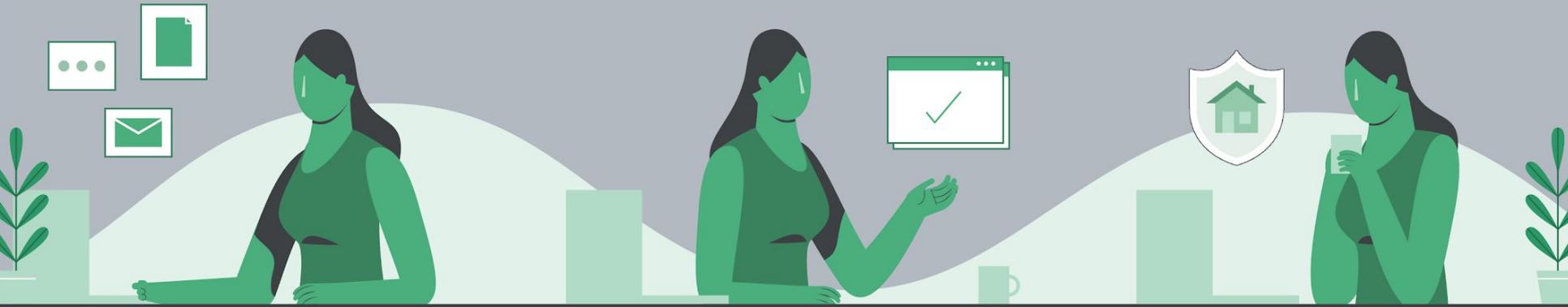


Use the best tools to automate your business

Qualia users report a 2x increase in closings per processor



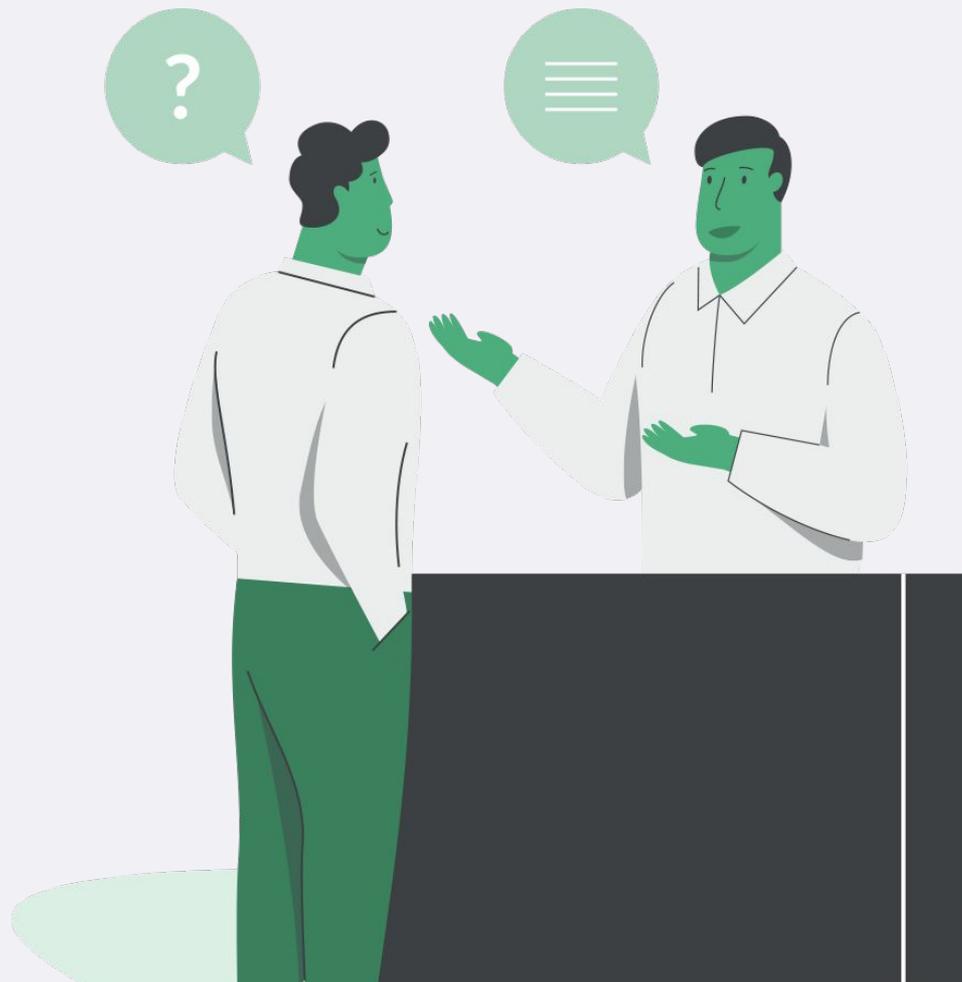
How to minimize business risks with internal operations



2019 and beyond



Q&A





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