



# TITLE AGENTS AND ABSTRACTERS OPERATIONS SURVEY

## What is the Title Agents and Abstracters Operations Survey?

- This survey aims to capture what title agents, abstracters and underwriter direct operations do, how they do it, and where applicable; the costs associated.
- Respondents can use results to benchmark their operations against others in the industry as well as their own company overtime to track trends.

## Who can complete the survey?

- ALTA members or Policy Forms licensees who are title agents, abstracters, and underwriter direct operations.
- Primary contacts and survey designees for each company have access to complete the survey. Primary contacts can also designate additional employees as designees.

## Why should I complete the survey?

- Results can help companies improve business policies, processes, and procedures.
- Ways in which benchmarking data has been used:
  - Increase revenue
  - Reduce inefficiencies
  - Highlight business strengths
  - Gain a competitive advantage
  - Uncover areas of improvement
  - Increase customer satisfaction
  - Improve internal processes
  - Boost employee moral and productivity

## I'd like to complete the survey but do not currently have access, how can I access the survey?

- Contact your company's primary contact to request access or email [research@alta.org](mailto:research@alta.org) for more information.
- The primary contact can designate employees either on <https://www.alta.org/operations-survey/>

## What information is required to complete the survey?

- All responses and data should be for the 2022 calendar year.
- Survey categories include Company Information, Business Development, Title Services, Closing, Escrow & Post-Closing, Regulatory Compliance and Technology.
- A full list of questions can be found within the survey dashboard.

## How do I complete the survey?

- Visit: <https://www.alta.org/operations-survey/>
- Ensure you are logged into your ALTA account (you will be prompted if you are not)



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- Click the green 'Access the Operations Survey' button. If you do not see the green button, follow the instructions on the page.

## **Should my company complete the survey from a company-wide standpoint or for each office location?**

- You have the option to do either, it's dependent on what works best for your company, and what data you'd like to collect. The filters within the dashboard allow for you to filter results by location, annual revenue, staff size, company type and total orders, so you can compare against similar companies.
- The dashboard allows for primary contacts of multiple locations to toggle between all locations, should you want to complete multiple surveys for different offices. Or, if you'd prefer to complete one survey for the entire company, select the Headquarters location from the drop downlist.
- If you are a primary contact at multiple locations, you can also designate different designees for each office location.

## **I don't have time to complete the survey in one sitting, am I able to save my responses and complete the survey at a later date?**

- Absolutely! Survey designees can enter and exit the survey as many times as they'd like.

## **I don't have access to all the relevant information, how do I collaborate with colleagues?**

- There are two options here: You can either designate multiple employees to have survey access, or you can share the list of questions to complete outside of the dashboard, and then input the data from there.

## **When can I view my results?**

- You can view your own company's results immediately upon completion of all mandatory questions.
- Once you have completed all mandatory questions and the response threshold has been met, the aggregated industry results will be available to view in the dashboard. A threshold exists to ensure confidentiality of responses and data.

## **I am hesitant to complete the survey because I don't want anyone else to have access to my data, how secure is my data?**

- Data privacy is a top priority for ALTA and your responses and data are completely secure, and confidential.
- The survey is hosted on a secure platform and only your company designees have access to the data and results.
- Your responses will be a part of the aggregated industry data and there are thresholds in place to ensure confidentiality of data. Unless the participation threshold has been met, industry results will not be available to view.



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**Does the sponsor of the survey have input on the questions or access to the results?**

- No, the sponsor provides the financial support that allows ALTA to administer this survey, however, they do not influence the questions or content of the survey, nor do they have access to any of your data.
- ALTA is grateful for Stewart's financial support that allows us to bring you this resource!