

## **Spotlight on starter records**

### **eDoc Starter Search has a new home at Property Insight**



#### **Getting to know Property Insight**

Established in 2001, Property Insight® has focused on modernizing plant search software and title databases while expanding its geographic reach. Today, the company supports title plants in more than 200 counties in 15 states, and maintains major operations and customer support centers in the West, Midwest and East.

As it has grown, Property Insight has cultivated four central themes that reflect its operating philosophy:

- Customer intimacy, fostered by management, Account Managers and client support teams;
- A commitment to data quality through plant quality management initiatives and customer participation in the Data Discrepancy Program;
- Expert title services, consisting of outsourcing services performed on-shore for customers;
- High-performance title search technology in TitlePoint® and TitlePoint Xpress®.

Led by President John Walsh and a six-person executive management team, each day the men and women of Property Insight apply ingenuity and expertise in the company's quest to perfect the search for title.

Property Insight is located on the Web at [www.propertyinsight.biz](http://www.propertyinsight.biz)

**P**roperty Insight, a division of Fidelity National Financial that specializes in managing very large, complex databases, such as title plants, court record databases and document image repositories, now manages eDoc Starter Search.

The recent change is a matter of where management of the service best fits within the FNF family, believes Ron Free, Property Insight Executive Vice President.

"Property Insight has a track record of improving data performance while lowering the total cost of maintenance and support, and we are a customer service-oriented company" he said. "We have the infrastructure and the experience to manage this important asset, and the resolve to improve operating efficiency and overall usability."

#### **A Fresh Start**

Since assuming responsibility for Starter Search in March, dedicated teams have been working to integrate Starter Search into the main-stream of Property Insight's database administration, technology development and customer support.

In April, Property Insight reached out to Starter Search users to update their profiles and verify their credentials. Customer representatives, led by Client Services Director Josh Pellemounter, have been providing telephone support on product and account-related inquiries.

A technology team, led by Product Manager Andrew Wells, has been working to enable starter searching in TitlePoint Xpress, Property Insight's title and document imaging search application.

Coordinating these activities is Roy Wittig, National Plant Division Manager, who also provides leadership in the development of new, automated search applications for national customers.

"Our goal is to improve the customer and user experience," he said. "That begins by reaching out to Starter Search users to prepare them for improved search software that we will introduce early this summer."

At that time, Starter Search users will be asked to switch from their current Web search application to TitlePoint Xpress. The eDoc Starter Search Web application will be retired shortly thereafter.

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## eDoc Starter Search

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### TitlePoint Xpress for Starters

Like eDoc Starter Search, TitlePoint Xpress uses a Web browser -- either Microsoft® Internet Explorer® or Google® Chrome® -- to perform searches. Unlike eDoc Starter Search, TitlePoint Xpress also offers plant searches, including recorded document images, in nearly 200 counties across 15 states. This additional functionality will be made available to Starter Search users under a separate, optional agreement.

TitlePoint Xpress's integrated image viewer supports image rotation and magnification, annotation with text and stamps, and optical character recognition, or OCR. With the OCR feature, Starter Search users can convert image areas to text for placement in title production documents.

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"We are eager to present improved search and viewing functionality to Starter Search users," said Andrew Wells. "Based on feedback from our most recent customer survey, we think TitlePoint Xpress delivers unparalleled performance and functionality and will serve our new clients well."

Starter Search users will receive expert support as they migrate from eDoc Starter Search to TitlePoint Xpress, according to Josh Pellemounter.

"We have Help Desk professionals trained in technical and product support and available by telephone in three time zones," he said. "Product training requirements are minimal. Today, the majority of questions and issues we handle are resolved in one phone call."

### Preparing for the TitlePoint Xpress Upgrade

Soon, Starter Search users will receive an e-mail with instructions to help them prepare for the switch to TitlePoint Xpress. These instructions will outline system requirements and explain how PCs must be configured to support Starter Search in TitlePoint Xpress.

Following that e-mail, users will receive new login credentials that will provide access to TitlePoint Xpress with starter search capability. At that time the existing eDoc Starter Search application will be deactivated.

### A Long-term Quest for Quality

Over time, Roy Wittig believes that search performance for starter records will gradually improve, particularly with feedback from users. While starter records are being loaded "as is," database specialists are evaluating ways to enhance the retrievability of starters.

"We will apply the same testing standards and practices to Starter Search that we apply to other databases we support," he said. "And with our scheduled fall release of TitlePoint Xpress, we will enable discrepancy reporting from within the search application."

Discrepancy reporting is facilitated through the National Discrepancy Reporting Program, where plant and image discrepancies submitted via TitlePoint Xpress and TitlePoint (a sister product) are routed immediately to regional plant operations, where they are investigated and, when possible, resolved. Over the past five years, Property Insight has received and resolved thousands of such reports, improving the integrity of its plant and image databases

### A Promising Start

Change can be difficult to manage, particularly during challenging times. Those involved in Starter Search are dedicated to helping users transition to TitlePoint Xpress and, for some, a new relationship with Property Insight. It's a familiar path to the men and women of Property Insight, who have assisted thousands of title companies and agents in transitioning to new electronic title plants and search software.

"The key is planning and coordinating between technical, operations, product and support teams to ensure that there are no surprises to the customer," says Deb Horn, Vice President of Sales. "Communication is key, and having experts ready to answer questions takes a lot of stress out of the change process."

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## About TitlePoint Xpress

Introduced in 2006, TitlePoint Xpress offers title searching in grantor-grantee and geographically-posted title plants and recorded document images in 15 states.

It incorporates search order management capability that enables users to create, manage, date-down and close search orders, creating paperless search packages that include a chain of title, document images, starter records and tax data.

Automated search features include Xpress Search and Legal and Vesting Report.

Using Xpress Search, users can perform an enhanced

grantor-grantee search that identifies current and prior owners, assessor and tax data, a copy of the transfer deed, a starter record (where available) and an aerial photo of the property.

Legal and Vesting Report provides owner name and vesting, a full (recordable) legal description and a copy of the transfer deed, where available, in 847 counties across 47 states.

TitlePoint Xpress is accessible using standard Web browsers, and is supported by regional Help Desk centers in the West, Midwest and the East Coast.

