

CASE STUDY

# Sarah Blackburn





Sarah Blackburn owns and operates eight title companies through her management company, BS Title Team.

<b>HQ</b>		Austin, Texas
<b>Industry</b>		Real Estate Law
<b>Website</b>		<a href="http://bstitleteam.com">bstitleteam.com</a>

# How Sarah Blackburn Saves \$500K+ Annually With Qualia

## About

Sarah Blackburn is the president of BS Title Team, a company that manages title companies, and the owner of eight title companies across the state of Texas; Key Title Group - Austin, Key Title Group - San Antonio, Joy Title, Lighthouse Title, Gateway City Title, Tall City Title, Southern Plains Title, and Vista Title. Sarah operates her companies with the mission of providing transparency into the process along with exceptional service for every client. Sarah made the switch to the platform in 2018, making her one of the earliest adopters of Qualia in the state of Texas.



We were one of the first companies in Texas to adopt Qualia and the Qualia Platform has been a godsend for us. I wouldn't want to do business without it.

— Sarah Blackburn, President of BS Title Team

## Challenge

Prior to adopting Qualia as her companies' title and escrow software, Sarah was using a costly and cumbersome system. In addition to the base cost of the software, it was pricey to request custom reporting or to set up a client portal. The constant, added fees made it difficult to keep their software budget in-line.

**“ I was frustrated with the cost and ease of use of our previous title and escrow software. If we wanted to make a custom report, it cost a fortune and would take months to be completed. It was very frustrating from a customer standpoint. ”**

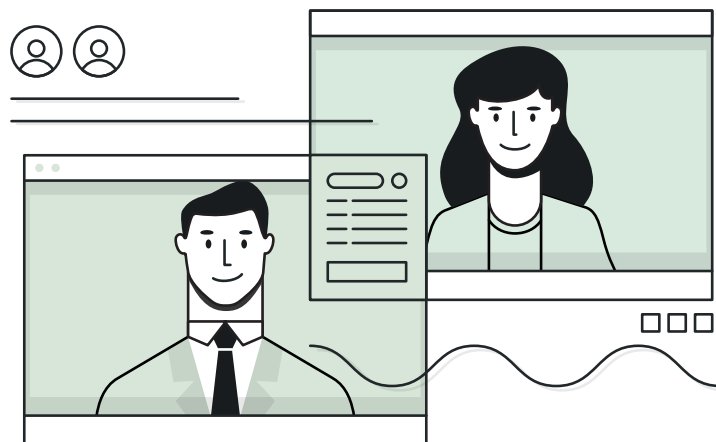
*— Sarah Blackburn, President of BS Title Team*



### Solution

Not only does Qualia provide transparent and cost-effective software, but it is easy to navigate and optimize. Custom reports can be created quickly and seamlessly through the reporting functionality in Qualia. Because of this, the BS Title Team has access to thousands of reports, with limitless possibilities, all included in the cost of the Qualia Platform.

Better yet, training for Qualia users is easy and free. All Qualia users have 24/7 access to Qualia University. This self-serve platform makes it easy to train new employees or learn how to accomplish a task in Qualia. This added value has allowed for the BS Title Team to save money on training and employee recruitment.



**“It is so much easier to train people to use Qualia. By using Qualia, you set yourself up for success in terms of attracting and retaining talent.”**

*— Sarah Blackburn, President of BS Title Team*

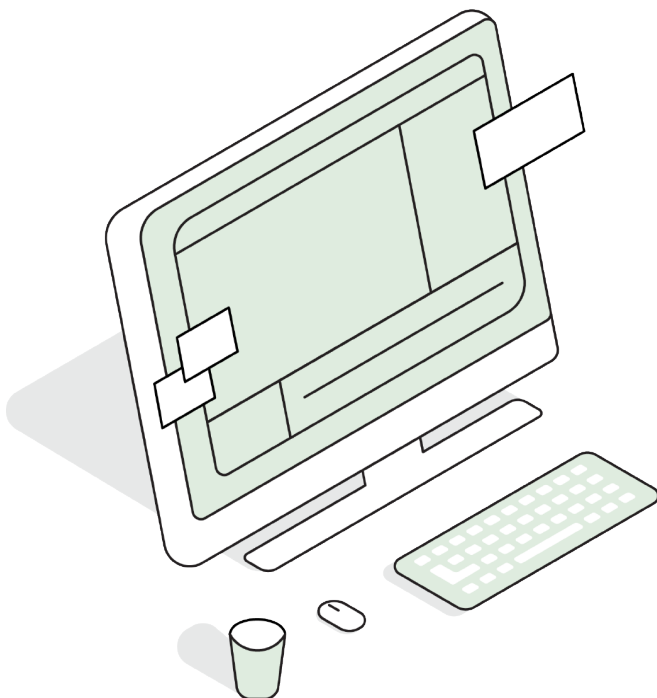


“With Qualia, we are saving hundreds of thousands of dollars in basic fees alone. Qualia makes it easy and cost-effective to grow our business, as well as train and retain employees. ”

— Sarah Blackburn, President of BS Title Team

### Results

With Qualia as the title and escrow software for BS Title Team, Sarah and her team have been able to save at least \$500K each year in basic fees alone. As an added bonus, they have also been able to cut down on costs for employee training and recruitment through Qualia University.



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