

xSell™ Title Business Acceleration Program

The Turnkey Solution to Grow Your Business for Tomorrow.

With nearly five decades of title search and technology experience, Data Trace clearly understands what it takes to be successful in the title business. With this experience comes our commitment to help our customers succeed in innovative ways in an industry that is full of challenges. As a result, we have built the xSell Business Acceleration program, designed as a turnkey solution that enables title companies to expand your agent marketing program, boost customer service and create new revenue channels. It's a flexible program with one main goal: helping your title company accelerate its growth.



Three Ways xSell Accelerates Title Business Growth

Marketing: Attract Top Agents with Today's Top Tools

Good salespeople are hard to find, and often even harder to keep. Offering national title plant access for a low monthly fee is one perk that more ambitious agents may find irresistible. Instead of waiting for a protracted underwriter search, they can log on and retrieve documents in minutes, right at their desktop. When you help agents do more in less time, you'll earn their attention — and more importantly, their trust.

Customer Service: Add More Value, Gain More Wins

Mortgage Lending is a risky business. Understandably wary lenders are whittling their stable of title and settlement vendors down to a mere trusted few. Data Trace can help make sure you're among them. Use xSell to create a "win-win" customer service strategy that economically equips you to:

- Respond quickly to virtually any data request
- Access needed documents quickly
- Search deep, national title plants with ease
- Finish searches faster and more confidently
- Give customers complimentary reports as a "thank you" or value-added service

Reselling Data: Your Logo, Our Data

Data Trace's specially priced xSell data reseller option allows growth-minded title companies to cost-effectively purchase and resell Data Trace data and reports. Increase revenue by leveraging the breadth and depth of more than 500 geographically indexed title plants.

What You Can Do with xSell

By rolling our national plant data, document images and tax services into one profitable title business growth solution, you are able to offer the power to:

- **Scour the nation:** Save time and cut costs with secure, instant access to more than 500 regionally indexed geographic title plants, available through a single, standardized interface.
- **Go back in history:** Search, export and examine recorded land documents from the industry's most comprehensive image repository. View your selections in just seconds, exactly as they were recorded, right from your desktop. In larger counties our recorded images go back to 1950s and earlier, while our oldest document dates back to 1809.
- **Search the way title agents want:** Search by parcel or name to locate deeds, liens, judgments and other recorded documents — all right from the desktop.

Data Trace provides fast and convenient searching for documents related to land, individuals and businesses.

- **Simplify tax research:** xSell eliminates guesswork by enabling you quickly retrieve, scan, review and print property tax records from hundreds of U.S. counties. Pinpoint payment status prior to issuing commitments or policies at any step of the closing process.
- **Become the expert:** Leverage the full power of xSell with Data Trace University. DTU is a free, continually updated archive of short but robust training modules for our DTS2 title searching platform.

Go Beyond: Request a Free Business Growth Consultation

Part new-agent magnet, part customer service tool, xSell leverages proven Data Trace solutions to help you stimulate growth and increase title market share — both today and tomorrow. Are you ready to take your business beyond where it is right now? Contact us to schedule a no-obligation consultation.

About Data Trace

Helping Businesses Grow since 1968

Data Trace Information Services, LLC provides advanced real estate title search technology and support services that enable title and settlement services companies to quickly access and search historic documents in hundreds of regional databases through a secure and intuitive interface.

Every day, thousands of title insurance companies rely on Data Trace's innovative technology to open and close more business by delivering title history information, property tax assessment and payment data, document images and property profiles for major U.S. metropolitan areas.



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