

## xSell™ Title Business Acceleration Program

### The Turnkey Solution to Grow Your Business for Tomorrow

With over five decades of title search and technology experience, DataTrace 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.

### 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. DataTrace 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

DataTrace's specially priced xSell data reseller option allows growth-minded title companies to cost-effectively purchase and resell DataTrace data and reports. Increase revenue by leveraging the breadth and depth of more than 545 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 545 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 the 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. DataTrace provides fast and convenient searching for documents related to land, individuals and businesses.
- **Simplify Tax Research:** xSell eliminates guesswork by enabling you to 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 DataTrace University. DTU is a free, continually updated archive of short but robust training modules for our DataTrace System (DTS) title searching platform.