



SWK Enables Foundation Title to Power Their Technology

SWK
TECHNOLOGIES

CLIENT:
Foundation Title, LLC

- Title insurance agency serving NJ, NY, PA & FL primarily
- Founded 2005 in Mercerville, NJ
- Headquartered in Marlton, NJ currently
- 15 offices & closing locations with over 150 employees
- Plans to accelerate growth in near future by adding people & resources
- Staying ahead of digital transformation of real estate

About Foundation Title, LLC

Foundation Title is a title insurance agency, which are providers of insurance policies for real estate properties that help establish ownership of said property.

Foundation Title's services help protect title holders from financial loss in the event an oversight affects the title's value.

Such issues can include prior ownership arising from incomplete or fraudulent records, or open mortgages which constitute a superior lien on the lender's part. Title insurance protects against loss in these cases.

Foundation Title, LLC was founded in 2005 in Mercerville, NJ, with a staff of 20 employees. Today, that number has grown to over 150 spread out across 15 offices in four states.

Both the industry and Foundation Title itself have experienced

Continuing to Grow

significant changes for over the past decade that have led the latter to evolve in how they approach their business. "The most important change for us is our size," says Peter Casey Wall, Director of Technology and Compliance. "Our span has increased in 15 years."

When Foundation Title first began growing, Peter was placed in charge of reviewing their IT operations at the time. They relied on a service offered by their software provider, but Peter found it to be too small for Foundation Title's plans to grow further. "We couldn't continue with that fledging setup," says Peter. "They were not qualified to protect us in the event of expansion."

Foundation Title also delivers other real estate-related services, including managing additional settlement activities such as document preparation, report delivery, qualified Intermediaries for 1035 exchanges, and a printing service offering post cards, flyers and brochures generated by their marketing department.

Foundation Title began looking for a new managed IT service provider, with Peter Wall interviewing at least half a dozen candidates in the first round. SWK Technologies stuck out to him among the interviews due to both the size of the company and how Foundation Title was approached as a potential customer.

"I liked that they didn't send a salesperson to judge our size," says Peter Wall. "The first person they sent was an engineer who made an assessment of our system."

This methodology stuck out to Peter and aligned with what he was looking for in an IT service provider for Foundation Title's future operations. "I didn't want to be sold to...I wanted someone who would come in and get a sense of our technology."



Foundation Title's original Mercerville, NJ office



A Need for Service

The unique industry developments Foundation Title has experienced also play a large role in Peter Wall's decision to switch to SWK and continue to rely on the managed services delivered to his agency. Title insurances agencies like Foundation Title, LLC had historically acted as a sort of "middleman" in real estate transactions and this limited the audience they communicated with.



The increased digitization of marketing allows Foundation Title to establish a bridge with their customer base and fulfill demands for transparency and direct access.

Peter says that this is a greater requirement for buyers with technology improving, and Internet communication and dissemination of financial knowledge making better informed

The digital age is gradually transforming how Foundation Title and other agencies can do business by establishing more direct connections with buyers.

Websites and other online channels give clients the ability to reach out to Foundation Title, LLC without having to go through intermediaries, which was unheard of even five years ago.

These trends have created new opportunities for Foundation Title to connect with clients, but it also brings more pressing need for technology maintenance.

on the transaction process.

The digital transformation in real estate also has made the closing process increasingly based on mobile technology.

"At some point, I expect paper closing to be replaced by DocuSign or something else."

"We do a lot more closing outside of our office than we've done in years past...in order to stay competitive, we have to mobilize and get that done."

Moving Towards Technology



Peter Casey Wall, Director of Technology and Compliance, Foundation Title, LLC

Foundation Title's digital transformation and future plans to further mobilize is why their technology network is paramount to their success and a big reason why they have chosen SWK to monitor and manage their resources.

Another contributing factor is the security concerns that are inherent to the real estate industry, and which greatly affect title agencies.

Before aligning with SWK Technologies, Foundation Title had experienced a wire fraud incident and now ensures that employees stay informed on the dangers—as well as their clients.

"Every one of our commitments include a full-page notice of the dangers of wire fraud," says Peter. "If we put people on notice they have more opportunity to act."

"We're doing everything in our power to protect the money in our possession, make sure buyers protect their money and ensure we can have a transaction."

For this reason, Foundation Title, LLC continues to rely on SWK Network Services to monitor and maintain their network security and resources. Wire transfer fraud remains a prominent danger in the title insurance industry, and phishing emails are a primary vehicle in these schemes.

Information security awareness training has gone a long way towards ensuring Foundation Title employees never fall for another attempt again.

Additionally, the agency plans to continue building its staff and requires the IT resources necessary for employing an even greater number of people across their territory.



Moving Towards Technology (cont'd)

“We’re looking to keep our technology on the forefront,” says Peter. “We’re looking for technology that make our transactions safer for everybody, and easier for our customers and partners.” Foundation Title considers themselves a pioneer in this area and remain committed to leveraging technology for streamlining their operations and delivering the best value to their clients. This goes beyond simply reaping the benefits, and they are also dedicated to maintaining network security best practices.

“We’ve never been a company that’s waited on someone else to test something,” says Peter Wall. “That also goes for our security and awareness training.”

SWK Technologies has allowed Peter Wall and Foundation Title to have peace of mind when it comes to managing their networked machines. “We stuck with SWK because I think we get great service,” says Peter. “We also had a lot of challenges. The road has not always been flat – it’s sometimes a little bumpy – but we always come



out at the end with an improved model. If I have a problem, I can reach out to SWK and ask, ‘how do you handle that.’”

“Peter is really easy to work with,” says Jason Ciarlante, Foundation Title’s Technology Account Manager at SWK. “That’s allowed us to solidify our partnership with Foundation Title, having that personal relationship. As an MSP, you can’t just leave a client on autopilot, you must be physically available to help them work through their issues and any concerns that pop up. When I work with you, I’m an advisor, not just your sales guy.”

“If I have a problem, I can reach out to SWK and ask, ‘how do you handle that.’”



Becoming Part of the SWK Network

Foundation Title is currently on their second major network resource overhaul in preparation for their planned expansion. This includes migrating to a private cloud environment hosted by SWK's Secure Cloud Hosting.

work maintenance. Peter says that Foundation Title expects to be receiving much more business within their new offices as they expand, and Secure Cloud Hosting will enable their current software to handle the increased traffic.

By moving their system to the cloud, Foundation Title, LLC will be able to consolidate their IT resources within a single infrastructure delivered by SWK, removing much of the burden of net-

work maintenance. Additionally, the security provided by SCH's Smart SOC will help protect future wire fraud attempts, freeing Foundation Title's employees to focus on their business.



If you want to learn more about how SWK can help you with your business process challenges, and how the latest software and technologies can help you integrate, automate, and secure your systems, contact us today.

120 Eagle Rock Ave
East Hanover, NJ
07936 Suite 330

Phone: 973-758-6100
Fax: 973-758-6120
Email:
info@swktech.com



SWK ENABLES SUCCESS