

EQUITY SETTLEMENT SERVICES

A Case Study

Interview with Greg O'Neil | <https://www.equitysettlement.com/>

THE ART OF THE CLOSING

Service is of paramount importance in the title and escrow industry. This requires involvement in all aspects of the closing process to ensure success and sustainability. In the case of Equity Settlement Services (ESS), this has been their primary goal since the mid-80's when they were founded. The day came when their volume exploded practically

overnight due to a major lender partnership. They were immediately forced to pivot and reassess their core competency. It was then that ESS founder, Chris Delisle and partners Peter Puleo and Barry Essig, determined it was time to source out their notary signing services to maintain their focus.

KEY MILESTONES

1986

Equity Settlement Services was founded.

2018

ESS lands a major partnership that pressures them to re-examine their core competency.

2020

ESS connects with Notaroo and over the course of a year shifts 1/3 of their total notary signings and most of their attorney signings.

Overview

ESS, one of New York's largest settlement service companies, oversees a wide array of clients, vendors and additional third parties. This, coupled with high volume and firm deadlines creates an intense climate. However, as one of the more innovative companies in this sector, their forward thinking has allowed them to weather severe market corrections, such as the 2008 financial crisis and, most recently, the Covid-19 pandemic.

Challenges

ESS needed a partner that valued customer-centric human and technology connectivity. Managing independent notaries meant that closing teams were required to stay engaged on things like re-schedules, changes in status and secure document transfers.

Challenges Cont'd

Additionally, expertise within attorney-signing states was needed to continue to service these unique situations according to their high standards.

Results

ESS partnered with Notaroo due to their shared business model of accountability and results-oriented management practices. Peace of mind was found in the knowledge that they had a like-minded partner that valued communication, technical proficiency and an emphasis on the security of its shared client. Furthermore, Notaroo's ability to supply Attorneys, even in the remote areas of the country, helped ensure the success of this partnership.

"Notaroo was one of the best decisions that our firm could have made. Their communications, availability to service all types of signings and ability to service attorney states were all reasons we partnered with Notaroo." -Greg O.

ESS Team 1 Director