

Case Study: Let the Data Map the Career Path — Title & Escrow

In the title and escrow industry, tradition has long determined a career path. Following the century-old tradition of apprenticeships, candidates hoping to become escrow closers usually serve a three to five year term as an escrow assistant. If the assistant works hard and performs well a promotion will usually follow. Unfortunately, the rigors of the assistant position also effectively reduce the number of candidates surviving to become escrow closers. Many of those who eventually get the promotion fail at the new job and frequently leave their company or the industry altogether.

A successful Title & Escrow business followed the traditional model for years, until they noticed something while using the ProfileXT in developing success patterns. The patterns generated by the top escrow assistants were markedly

different than those generated by the top escrow closers.

While discussing these rather surprising findings within their own ranks, they identified a major difference between the primary functions of successful people in each job. Escrow assistants were primarily clerical and administrative in activity, while escrow closers performed sales and customer service functions, with some administrative duties.

As these results became apparent an opportunity to break tradition presented itself. Company leaders asked: what if, when hiring was taking place, job candidates were identified according to their match to each of these distinctively different jobs?

Identification of individuals likely to succeed as closers would allow a

reduced training cycle, producing productive closers in half the time that had been required under the apprenticeship model.

Candidates who were a great match to the escrow assistant job could develop in that career path and would never feel pressured to “move up” to a job with a large sales component for which they exhibited a poor job match.

The company is in the second year of development along these revised career paths. Promising new escrow closers are producing new business, and quality escrow assistants are becoming professionals in an endeavor well suited to their strengths. Overall, the entire escrow team is stronger, and more productive, with lower turnover in each job category. The two job pattern graphs are presented below.

