

## HOW TO WIN AT WRITING IT IN

Selection of services is the first and one of the most important choices you'll make. Why write in **Pickford Escrow Company**? Teamwork is critical and loyalty to your team of providers is one of the best paths to a successful closing.

### THE WHYS

- **Safety first.** **Pickford Escrow Company** employs team members who are highly trained, vetted, bonded and background checked.
- **Make sure the company makes the cut.** **Pickford Escrow Company** is owned by a parent company called **HomeServices of America, Inc.**, a subsidiary of **Berkshire Hathaway** (yes, THAT Berkshire Hathaway!) Our company is financially stable and powerfully aligned.
- **Advocate and put your money where your marker is.** If an escrow company's funds are at risk, your client's funds are at risk and so are yours. We've all got a stake in this; choose us because of our **SOC** certification, an achievement earned by upholding uncompromising standards and meticulous security controls.
- **Control the deal to spin the wheel.** The transactional wheel has a lot of spokes. Why not control the players by choosing to work with people you know; those who have direct access to legal advice: who are immediately accessible, and who share a common, team oriented goal.

### THE HOWS

- **Mind your mindset.** A small change in mindset is all it takes. Write in **Pickford Escrow Company**. Writing in "Seller's Choice" comes with the implication of acceptance to work with a company you may not have confidence in. Take an active role in guiding your clients with your knowledge and choose a proven company.
- **Call your crew.** Our teams are available to speak with the cooperating agent to help them understand the benefit of our service. Often times, all it takes is a personal touch and one-on-one assurance to get across the finish line.
- **Start a conversation.** Communication goes a long way. Start with something like this: "Hello, I'm putting together an offer on your property and have counseled my buyers on the importance of using a trusted escrow company. We plan to write in **Pickford Escrow Company** because of their history in the marketplace and commitment to safety of both of our clients funds."

Take an active role in the success of your escrow experience and don't be afraid to advocate for your customers.