LOADBALANCER

Priority Title & Escrow makes it easy for agents across all 50 states to remotely access its real estate services

The first company to widely offer remote closing services in the US, Priority Title & Escrow uses solutions from Loadbalancer.org to provide highly available access to its SoftPro Select software, for agents across all 50 states. With help from Loadbalancer.org's support team, it was able to quickly transition from a trial to a full deployment, providing scalability for predicted future growth.

PRIORITY
Title & Escrow

> " I just wanted something that was easy, more maintainable, and offered support like you provide - it's been phenomenal so far. You guys are there when I need you. And that was really important to me."

Marc Manlove, Chief Information Officer
Priority Title & Escrow

Challenges

- Provide reliable access for remote users, and agents working from home
- Improve load balancer visibility, manageability and troubleshooting

Solution

- 2x Loadbalancer.org Enterprise Azure MAX

Benefits

- Highly available remote access
- Easy to use and maintain
- Avoid the hassle of VPN access
- Helpful and reactive support from Loadbalancer.org
- Scalability to facilitate future growth

Challenges

For more than a decade, Priority Title & Escrow has sought to combine the latest technology with local insight and nationwide expertise to produce settlement solutions their clients can count on, promising fast, efficient, accurate and smart services. The company's vision includes "creating a seamless, virtual one-stop shop closing service". With its current business model, and a respectable amount of the workforce accessing systems remotely, it opted to utilize SoftPro's Select software solution in the cloud, to provide services to agents and clients all over the US. After using its' cloud platform's default load balancer, Priority Title & Escrow realized that to deliver its vision, it would require more manageability, visibility and insight from the load balancer, as well as the ability to troubleshoot its' solution, with access to responsive support.

Solution

While the technological approach taken by real estate firms has traditionally been unadventurous, Priority Title & Escrow favored a modernized cloud-based solution, which made it somewhat unusual in the industry. "I used to run and maintain our solution here on premises," says its Chief Information Officer Marc Manlove, "but we just grew to the point where it didn't make sense anymore – and I didn't want to have to go through an expensive and cumbersome VPN solution - less is more in my book".

With a growing number of firms moving in a similar direction, SoftPro's latest version, 4.6, was specifically designed to utilize SSL/TLS client connections and was exactly the type of solution Priority Title & Escrow was considering to meet all the necessary requirements. "Being forward thinking and leveraging my virtualization and storage knowledge from the past, I just wanted to put us in position for, you know, more growth and mobility," adds Marc. "I feel like being able to manage our solution from the cloud and being able to have our clients connect from anywhere in the world just was going to meet our business need." Loadbalancer.org suggested a solution using a highly available pair of unlimited virtual load balancers in Azure. "Client connections hit an Azure load balancer that has a public facing IP, and from there traffic is routed to the Loadbalancer.org MAX HA pair," explains Marc. The

Loadbalancer.org appliances manage URL connection IDs, and sit in front of 7 mid-tier application servers, which the clients connect to, while a SQL backend controls the database.

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Results

Priority Title & Escrow wanted more visibility of its load balancing solution, easier manageability, and be able to troubleshoot when needed. "When we were first doing trial solutions, your guys were on the phone with me. And we talked through it until it worked," Marc explained. "You can't really do that with bigger providers - you're at the will of emails coming back through the typical tiered support system, and typically you're gonna be stuck in a queue for days and not get a response. Whereas we were able to hop on a call and fix something that was pretty simple, because I don't have a heavy background in load balancing or reading header data, or anything like that. You guys were on point, and we had it up and running in no time."

The Loadbalancer.org solution has also enabled Priority Title & Escrow to concentrate on future growth. "You know, that's our objective really, also having a solution that is easily scalable and able to meet our needs as we grow." Overall, Marc says he's been "really grateful" to work with Loadbalancer.org's Solutions team: "the support has been phenomenal."

About Loadbalancer.org

Loadbalancer.org's mission is to ensure that its clients' businesses are never interrupted. The load balancer experts ask the right questions to get to the heart of what matters, bringing a depth of understanding to each deployment. Experience enables Loadbalancer.org engineers to design less complex, unbreakable solutions - and to provide exceptional personalised support.