



**Rynoh**

**A TITLE AGENTS GUIDE TO A**



**FASTER CLOSE**

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**THE TOOLS ACCOUNTING TEAMS NEED TO THRIVE IN  
AN EVER-CHANGING HOUSING MARKET**

Speed Equals **Success.**

# The 2022 housing market left us all with our heads spinning.

## A few things are certain heading into 2023, businesses will need innovation, business adaptation, and some good old fashion grit to power through the year.

But here's the thing: None of this is possible without the appropriate workflows and processes in place.

What was good enough before the pandemic is no longer sufficient. Today's settlement agencies need to keep up with an avalanche of data coming from all directions. The leadership team depends on the entire organization, from the front lines (processors/escrow officers) to the back office (funding/disbursing teams),

for insights to build value, and to adapt to the rapid-fire changes in today's volatile operations environment. You need the right numbers now, not tomorrow, and certainly not next week, to help guide your organization across a minefield of risk.

The pandemic, which sent everyone home to work remotely, exposed flaws in accounting and finance systems that still rely on manual processes. Unless your accounting team is using a fully integrated system that accurately and instantaneously pulls data from multiple sources, you may be losing hours or even days – time that could be spent finding ways to fund growth while reducing costs. Automated and integrated accounting systems are no longer a “nice to have” but a necessity.



**DON'T PLAY GAMES WITH  
YOUR ESCROW ACCOUNTING**

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## Obvious Observation: Covid-19 has Created New Challenges

Accounting directors (e.g.: CFOs, Controllers, Escrow Managers, etc...) depend on a combination of their people, process, and software to get them the accurate, real-time numbers they need. A quick survey of Rynoh's prospects revealed that title companies are facing a whole new set of obstacles and problem-solving skills because of the uncertain economic environment.

Plans have become more frequent and fluid, and CFOs have less confidence in revenue plans than ever before.

This means finance and accounting teams must be nimble. They need to spend less time sifting through data sources and more time providing the right input to make critical business decisions.

## Smells Like A Big Waste Of Time & Money...

Imagine what your team could do with those extra hours and related expenses each month. Imagine the insights they could uncover that could allow for quick actions to scale the business – or simply to survive uncertain times.

### Rethinking The Financial Close

For small businesses and corporate enterprises alike, financial data is still spread across a number of platforms – your ERP, cloud storage, Excel spreadsheets, Google Sheets, and perhaps even a variety of other random places.

Human talent is essential to quality control and communication. Removing them from the equation isn't possible – or prudent.

But having an automated, cloud-based system that aggregates and reconciles data from a number of sources saves your team hundreds of hours of searching. It also ensures that everyone in your organization is working from the same dashboard. That efficiency means you can scale without increasing headcount.

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**Get an Integration Estimate**

[Rynoh.com/setup-integration/](https://Rynoh.com/setup-integration/)

# Are You a Fossil or Future-Ready?

## Fossil

- Multiple systems and sources
- Emails and messages with attachments
- Days and days and days (and nights) of labor
- Frustrated employees

## Future

- All data in one place
- One communication dashboard
- The time freed up to invest in growth
- Talent acquisition and retention

## Collaboration From Any Locations

The work-from-home boom can hamper communications between professionals and departments. With a cloud-based system, each team member knows what is expected of them, while managers can identify roadblocks in real-time.

In the remote world – which will be a part of how work is done from now on – keeping everyone on the same page is essential.

## Members of Your Accounting & Management Team Benefit From:

- No need for multiple emails and attachments
- Centralized storage of documents, spreadsheets, and folders, saving hours of scrounging around for all your financials
- Individual and team dashboards, so your team can “chat” and resolve issues
- A streamlined and repeatable process, so that everyone works off the same system, every month
- End-to-end visibility of the accounting function

**A cloud-based system allows accounting teams to spend less time creating and updating reports, and more time looking for the strategic insights that leadership needs to achieve organizational goals.**

## Face Audits Fearlessly

No one likes an audit. But a cloud-based system makes that process less painful because all your data (and history) is in one place. When you work with an auditor, having a cloud-based system makes everyone’s job easier.

Streamline requests when all your documents and data are easily available from anywhere, whenever needed. Delight your auditors when you have a system that helps you ensure that the numbers are right and that everything ties out. Reduce audit fees when auditors spend less time chasing down information.

# If It Ain't Broke, Why Fixt It?

Let's be honest: Most people hate change. But you may not realize how many hours your current systems and processes are consuming. Add to that the chance of errors arising from multiple data sources that don't talk to each other. Every undetected error exposes your organization to risk.

Your accounting and finance team is probably used to doing things a certain way. Plus, purchasing, implementing, and learning a new product can be stressful and frustrating.

On the flip side: Imagine a month-end close without the guesswork – no constant back-and-forth, no uncertainty over its status, and no late nights spent gathering information from multiple sources or departments. Those activities ultimately take a toll on job satisfaction. And with the ongoing talent crunch for accountants, you can't afford to lose your best team members.

Imagine shaving days off the close. Getting accurate numbers to the accounting directors, auditors and even your Board of Directors faster is imperative today when lost time means lost opportunities and increased risk.

Imagine a system that leverages automation and AI to get the work done faster and more accurately with an easy and intuitive learning curve. You'll never go back to the old error-prone manual processes.

**"I have no idea if this is the most up-to-date spreadsheet."**

**"Why do I have to wait to see my month-end financials?"**

**"Kids are in bed ... I guess it's back to work for me."**



# Attract and Retain The Best Talent When You Have a System That Makes People's Lives Easier and Their Jobs Simpler.

Is Your Business Suffering Any of These Game Changers?

**If so, it's time for a change.**

- Limited Time For Strategic Planning & Growth
- Turnover, Unhappy Employees & Poor Communication
- Errors & Mistakes in Financial Reporting
- Decrease in Productivity & Production



## Your Business's Future Depends on Efficient Financial Processes

Everyone is talking about the need for digital transformation in business. Innovators, early adopters, and those on the cutting edge are uniquely positioned to lead that change across their businesses because they have full visibility into all parts of the organization. That transformation all starts with efficient financial processes so the decision-makers can get the reports they need when they need them.

Accurate data and timely insights are essential for today's accounting directors, who play an increasingly vital role in the strategy of their organizations. In today's volatile environment, CEOs and Presidents alike need to look ahead and anticipate risk.

Ready to put your reconciliation process on auto-pilot?

**Contact Rynoh today!**

[rynoh.com/try-rynohlive/](https://rynoh.com/try-rynohlive/)

