

uFire.

REAL ESTATE ADJACENT

Every Transaction Passes Through Your Office. Make Your Name Stick.

Title companies touch every real estate transaction — but most buyers and agents choose on autopilot. uFire builds your community authority so your name is top-of-mind before the agent makes the recommendation call.

THE PROBLEM

Why Title Company Businesses Struggle to Grow

Title Is Chosen by Habit, Not Conviction

Most agents use the same title company out of habit. Breaking into a new agent's workflow requires becoming familiar and trusted before the transaction — exactly what ambassador content does.

Education = Differentiation in a Commodity Market

Title is often seen as a commodity. The company that educates buyers and agents — what title insurance covers, what to expect at closing — builds trust that competitors can't match.

First-Time Buyers Don't Know to Ask for You

First-time buyers often let their agent choose the title company without question. Ambassador content that educates them about the process makes them more likely to specifically request your company.

THE SOLUTION

How **uFire** Works for Title Company

1

Recruit Agent and Buyer Ambassadors

We enroll agents who love your closing process and recent homebuyers who had a smooth experience. They share educational content and firsthand endorsements to their networks.

2

Launch Closing Education Campaigns

'What happens at closing' explainer reels. 'This is what title insurance actually covers' content. 'Our closing was flawless' testimonials to 500–10,000 local followers.

3

Pay Per Post, Build Agent Pipeline

Flat per-post pricing. When agents see consistent, professional content from your company across their network, you become the obvious referral partner.

THE NUMBERS

The Math Behind the Campaign

\$1,800

Average title company
revenue per residential
transaction

3–5

Transactions per agent per
month (recurring referral
value)

\$64,800

Annual value of one agent
referring 3 closings per
month

An ambassador campaign costs \$500–\$1,200. Landing one new agent relationship that refers 3 closings per month = \$64,800/year in revenue — a 54–130x return in year one alone.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Title Company — powered by uFire.

ufire.ai/brands/title-company

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime