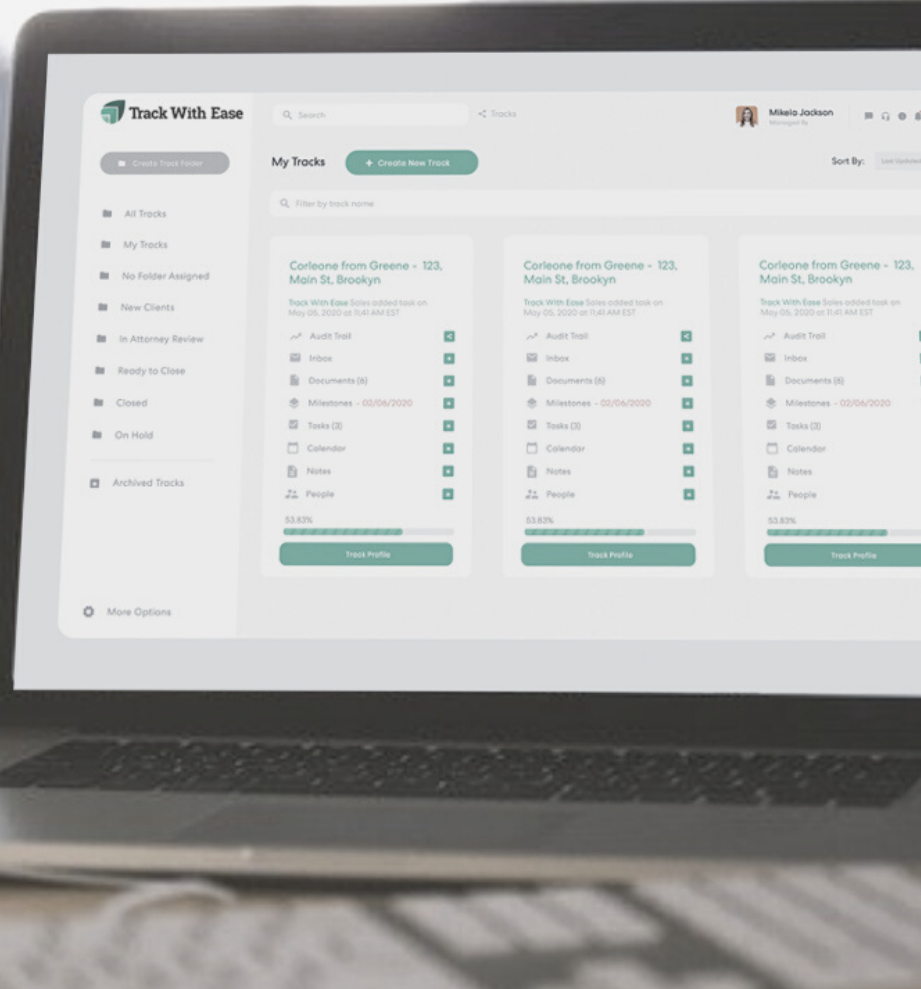


Law Firm Case Study



**How Molson Law Firm used
TrackWithEase to
double their referrals and
increase efficiency
in a busy real estate practice.**

At a Glance

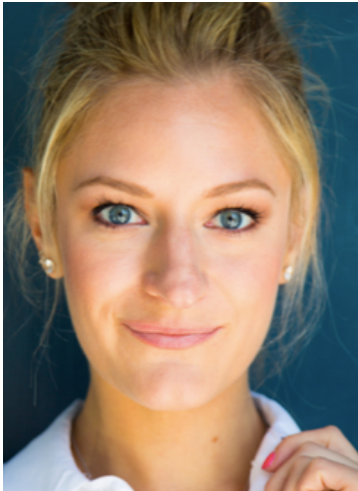
Number of
Clients:

**+ 200%
in 9 months**

Avg. Time
Needed Per File:

**40%
less**

Ashley Molson, Esq
Molson Law Firm LLC



"Track With Ease was the greatest technological investment I have made for my law practice."

"Since signing up we've doubled the amount of deals we are doing, while staying even more organized than we were with a smaller caseload.

It single-handedly freed my staff from administrative chores, and **helps us deliver the amazing client service we're passionate about** through automation and better communication with clients."



Challenge:

Needing to grow the law firm, but having no time to do it because of all the busy work.

Broker referrals started growing automatically from using TrackWithEase

"Ever since switching to TrackWithEase we've had many agents who never heard of us but were on the opposite side of our transactions... actually switch to recommending my law firm to their future clients,

That's because they were so impressed with how communicative and proactive we were able to be throughout the transaction, thanks to the software.

We consistently started getting new business from these agents even though they all had their own preferred attorney they swore by and worked with before.

This experience is 100% a result of the auto-update and collaboration features in TrackWithEase."



Davian Brown

1 review

★★★★★ a year ago

My realtor referred me to Ashley to represent me in selling my property. She made the transaction smooth, and was easily reachable! I highly recommend her.



Victor Ng

7 reviews

★★★★★ 9 months ago

A top notch real estate law firm that leverages technology and an extremely competent, caring, and responsive staff to serve their clients! It is easy to see why the Molson Law Firm has become so successful in a relatively short amount of time and also why buyers love working with them!



On Profitability:

"Let's be honest when you're getting paid a flat fee per closing, being inefficient is the #1 silent killer of profit margins in a transactional law firm.

Before adopting TrackWithEase, we'd be spending more time doing things than was truly needed, and we obviously were NOT getting paid extra for that.

So getting TrackWithEase immediately increased our profit margins by seriously reducing the hours spent per transaction."

Challenge

Inefficiency.

Lots of valuable time wasted on admin, organizational chores, email, sorting, and all the back and forth.

Solutions

Save time & never lose track of anything again, by organizing everything for your transaction securely on the Cloud.



See everything in one place, instead of scattered across people's inboxes



Automatically detect and auto-organize incoming documents and communications



Keep track of everything with fully customizable Transaction Templates and Workflows



Keep everyone organized with To-Do lists and Critical Dates

Results

'We found TrackWithEase is the only tool out there that was able to truly eliminate or automate so much of the "busy work" inherent to a real estate practice.

I see inefficiency as doing the same thing or explaining the same thing over and over to many people, or spending time searching for things that could be right under your fingertips.

We found our call and email volume decrease significantly due to clients and agents simply being able to answer their own questions."

Challenge

Communication.

Dealing with constant interruptions.
Keeping clients & brokers updated and
happy all the time.

Solutions

TrackWithEase lets you communicate more, but spend less time doing it.



TrackWithEase handles thousands of mundane communications for you, so you don't have to.



Impress clients and brokers with real-time updates on their transaction



Send notifications automatically before they have to call you



Client "Self-Care" portal where they can see updates on the entire transaction

Results

"Being a great attorney isn't just about picking up the phone when people call and having the answer they need. **It's about answering questions before they're even asked.**

I used to spend so many hours being called by lenders, agents, title, and clients asking for updates on frequently needed items and it would be such a distraction. **Now with TrackWithEase "milestones" the answers and status updates are right there for everyone instantly.** This is impressive and appreciated by everyone and increases positive feedback all around."



Caitlin McCormack
1 review



★★★★★ 4 weeks ago

Working with Molson law firm was awesome experience for our first home purchase! Always kept informed including weekly emails with the milestones met throughout the whole process and quick responses made us always feel reassured! Made closing during a pandemic a breeze. Highly recommend!



Challenge:

Work-life balance.

And working remotely from anywhere.

TrackWithEase lets you reduce the hours you need to work, with the flexibility to run your law practice from wherever you want.

"Before TrackWithEase I would have to work until 9pm many nights and weekends. I don't remember taking a single vacation.

Now I'm able to have everything done before the day ends, even with a vastly increased number of clients.

And the software has enabled me to work 100% virtually. When I open TrackWithEase for the day I see all my contacts, my files, my outstanding items etc, and with a dedicated staff I can properly manage them while they work virtually too because the main home base is always inside TrackWithEase.

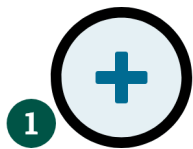
Even though I travel and work from wherever I want, my clients actually feel even more connected to me due to the better communication and organization."

How It Works

TrackWithEase is the only all-in-one transaction management software created specifically for Real Estate Attorneys and Transaction Coordinators.



Has everything you need to save valuable time, so you can be more profitable and deliver a better experience for your clients.



Create a Track

To organize everything for your new transaction in one place.



Organize & Synch Documents

And easily stay on top of everything from paperwork, to critical dates, to-do lists, and more.



Share Everything

Invite clients and all parties to get updates & smoothly collaborate and get the transaction closed.



Communicate & get work done faster

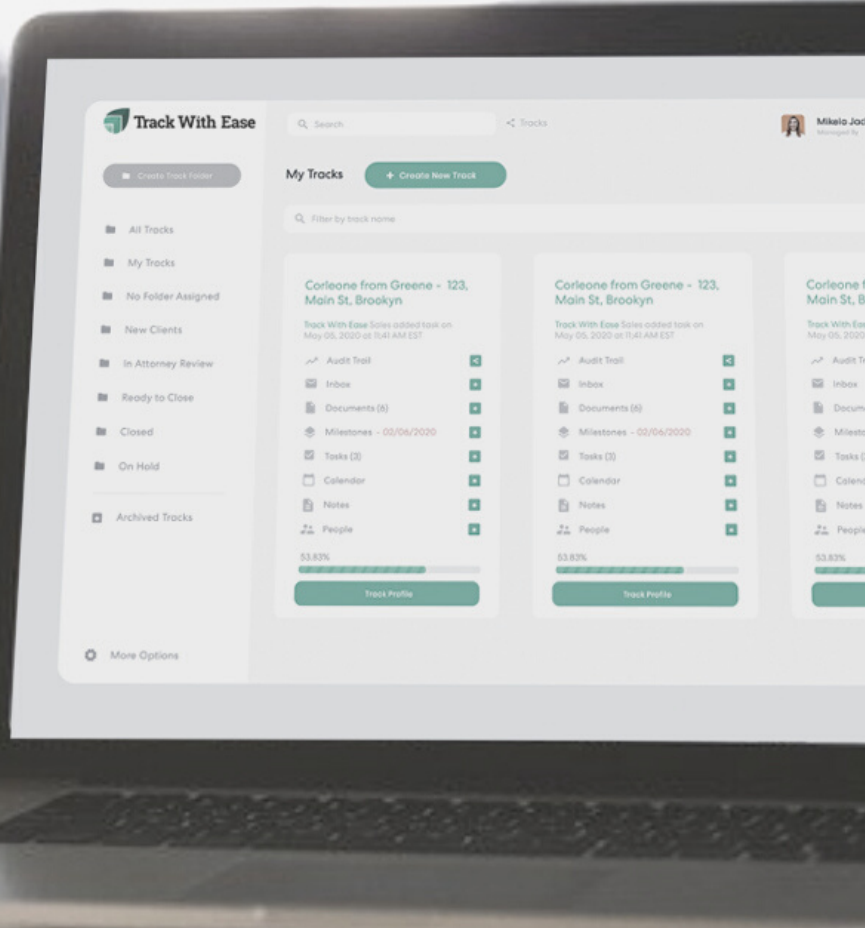
Manage the transaction and keep everyone updated automatically, in just a fraction of the time.



Complete the Transaction

Faster and easier than ever before.
Your clients and staff will thank you!

See a Demo



Watch a Demo of TrackWithEase

See how real estate law firms are using our software to win business away from less efficient attorneys.



Click below to visit online at:

www.trackwithease.com/schedule-demo

