



The 8 Secrets Every Banker Should Know about the Closing Process from an SBA Closing Attorney

How can loan professionals create a pain free customer experience through a completely frictionless closing process?

With over 15 years experience as a Closing Attorney for the top banks in the United States, ProText president Brad Simpson shares the 8 best kept secrets in the SBA and Conventional lending industry. Apply these best practices to your closing process for immediate impact. It's also how the best lenders create the smoothest closing process for their borrowers.



Many lenders and loan service providers know the closing process is challenging. You have to lead multiple teams down an arduous path filled with obstacles. On top of that, nerves are frayed and emotions run high due to the amount of money changing hands at the end of the closing process. So there is little margin for error. One mistake could jeopardize the entire loan from closing at all.

That's why we're sharing these 8 best practices with you now. Fill your process with as many of these tips as possible to save time and remove obstacles that could derail your closing experience:

1

Prepare the borrower by setting the right expectations from the start.

It is common for borrowers to think that closing happens quickly since it is at the end of a longer process. We recommend describing the process in phases like **Phase 1** (everything before the closing attorney gets involved) and **Phase 2** (all the work after the closing attorney gets involved).

Often these two phases take a similar amount of time.

PHASE 1

everything before the closing attorney
gets involved

PHASE 2

all the work after the closing attorney
gets involved

2

Engage the Closing Attorney early in the process to reduce the chance of delays.

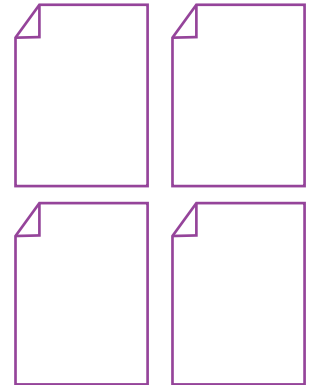
Closing Attorneys do more volume than lenders so their experience in seeing around corners is a valuable asset to have involved. Let their team bring all the interested parties to the table and quarterback the process starting with a Kickoff Call.



3

Order the 3rd party reports up front, don't wait until they are requested.

Reports like your appraisals, surveys, and business valuation can cause delays, so it's imperative to identify which ones you need and order them right then.

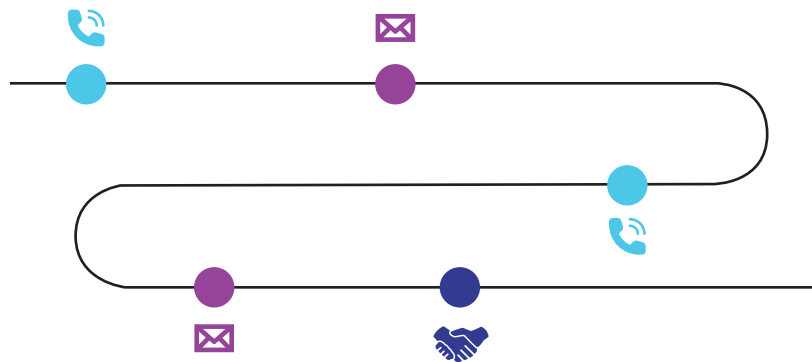


4

Schedule Kickoff calls for each phase of the Closing Process.

Brad usually leads this kind of call with his clients, even at the beginning of the lending process. In this call, they go through everything thoroughly so that there are no surprises later in the process.

It's important to get all the questions answered earlier in the process to speed things up towards the end of the process. Also, a nice perk is the closing attorney's experience closing so many loans allows them to set a tentative closing date during that Kickoff call.

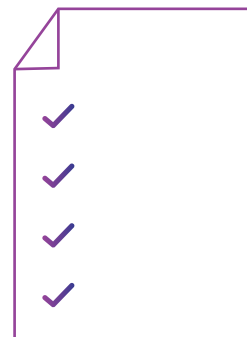




5

Maintaining an accurate and updated Checklist Letter or Needs List is a must.

This checklist should be **refreshed** often and summarized for your entire team on a weekly basis. This is the most effective way to keep all interested parties in the loop.



6

Communication frequency and cadence should be weekly.

Clearly communicate on a regular basis via the Checklist Letter at least once per week, even when a call is not necessary.

Overcommunication is better than minimal communication because nerves are frayed during the closing process. The weekly cadence also keeps borrowers engaged and actively contributing.



It can be frustrating as a borrower and a lender when the process comes to a screeching halt over a missed email or delayed reply.

So the weekly updates maintain a rhythm of active contribution. Finally, this cadence of constant updates lets the borrower know you care about them.



7

Set up Post Closing for Success by calling out conflicts and resolving them quickly.

There will be bumps along the way. Do not sweep anything under the rug. If you think the borrower is going to have a problem with any part of the closing process, it's better to get it out on the table when you have enough time to make changes if necessary.



8

Embrace technology that can automate as much of the entire closing process as you are comfortable automating.

With the amount of technology tools available today, everything above can be automated to remove the human-centric mistakes and slowdowns in the closing process.

Something as simple as recurring calendar invites and sharing a Google Doc for the Checklist with realtime updates, think about what manual tasks you currently do that can be removed or automated.

And if you need help understanding how ProText or other tools can help with this, we're always open to a free consultation to understand your current process and how tools can fit into it.



So whether your closing process takes an average of 12 weeks or 2, we hope you are able to find new ways of adding efficiency and speed from these 8 best practices. Every friction point removed increases your customer's satisfaction. Giving them a frictionless closing process gets them to the closing table faster, which multiplies the chances they'll come back to you for their next SBA or Conventional loan.

If you'd like to learn more about these best practices or ways to automate your closing process, then [click here](#) to connect with our team. We've built ProText inspired by loan professionals like you who are always thinking of ways to run the complex closing process more smoothly.

Try these best practices to create a pain free customer experience through a completely frictionless closing process.

Let us know what you try and how it works.
We'd love to hear from you!

