

# FRACTIONAL COO - CASE STUDY

## Scaling Processes and Company Growth for a Real Estate Attorney's Office

### ABOUT

A real estate attorney's office faced challenges related to scaling processes and company growth. The firm's real estate closing processes were not documented or scalable, leading to inefficiencies and missed opportunities. Additionally, the office lacked the appropriate technology or software to execute at a high level, hindering productivity and limiting expansion possibilities.



### CHALLENGE

The real estate attorney's office recognized the need to streamline their processes and adopt scalable solutions to accommodate their growth ambitions. Without well-documented and standardized closing processes, the firm experienced bottlenecks, errors, and delays in client service. The absence of suitable technology or software further hindered their ability to handle a growing workload efficiently.

### SOLUTION

To address these challenges, the attorney's office engaged Thrive Business Operations and our Fractional COO services as experts in process optimization and technology implementation. The Fractional COO conducted a comprehensive evaluation of the firm's existing real estate closing processes. They worked closely with the team to document and standardize the processes, ensuring consistency, efficiency, and scalability.

Next, the Fractional COO researched and identified a suitable software solution to streamline real estate closing procedures. They facilitated the implementation of the software, providing training and support to the team during the transition. The software allowed for automation, improved workflow management, and enhanced communication with clients, ultimately boosting productivity and client satisfaction.

### RESULT

The implementation of the Fractional COO's solution resulted in remarkable growth for the real estate attorney's office. By documenting and standardizing their closing processes, the firm achieved greater efficiency, reduced errors, and improved client service. The adoption of the new software solution further amplified these benefits, enabling streamlined operations and increased productivity.

As a result, the company experienced significant growth and expansion. The scalable processes and enhanced technology allowed the office to handle a larger volume of real estate transactions effectively. The firm went from having just three paralegals at a single location to over 50 paralegals across five locations. This expansion not only increased their market presence but also positioned them as a leading real estate attorney's office in their region.