



CASE STUDY **LIBERTY TITLE**

**CALIBRATE YOUR LEADERSHIP TEAM FOR
MAXIMUM GROWTH AND PROFITABILITY**

"AcuMax Index has facilitated changes
at the C-level contributing to our
growth from a 3 million to 15 million a
year company."

TOM RICHARDSON, COO

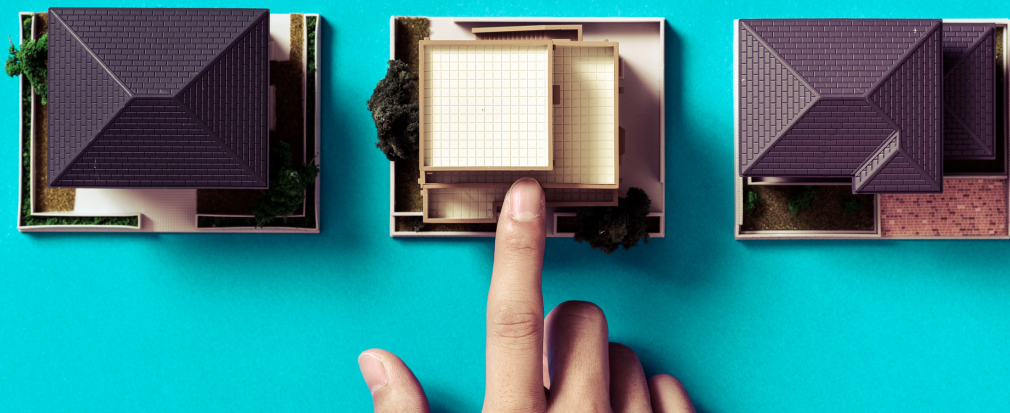
BACKGROUND

Founded by William “Bill” Richardson in 1974, Liberty Title has become a premier Title company that has grown from a single office to a thriving company of 12 locations throughout southeast Michigan. In 1990, Bill’s son Tom and his daughter-in-law Michele acquired the company and has closed and insured more than 150,000 real estate transactions with the support from over 125 employees. Offering services and industry leading expertise in Residential and Commercial Title Insurance, Liberty Title solves title issues before they become closing issues.

THE ISSUE

Tom and Michele aspired to be recognized as one of Detroit Free Press’ “Top Work Places” in Michigan but first needed a solution to address not only growing the organization but handling low performers and reducing employee turnover.

As Chief Executive Officer, Tom Richardson realized something unusual about employee performance. Although his employees, for the most part, seemed to be customer oriented, experienced and competent they would constantly struggle while performing their job duties. Michele, Liberty Title’s Chief Operating Officer had a few thoughts on how to solve the problem and would observe that Tom was **“trying to solve the issue by doing the job for them instead of making drastic changes that were necessary.”** Both Tom and Michele had the same goal in mind but were at odds on how to solve this challenge.



THE SOLUTION

To address the challenges at the C-level, Tom and Michele utilized AcuMax Index to understand the differences in their wiring and how these differences impact decisions with employees and the overall growth and profitability of Liberty Title. Tom realized Michele's wiring profile was more conducive to growing the business – **"Michele has the determination and will. She can grow the business. I can do the business."** From this insight, Tom took on the new role as COO and Michele became CEO.

Tom and Michele thought, if they were able to achieve this level of meaningful insight from AcuMax Index, could it also be used to solve the challenges with their turnover? After understanding the wiring profiles of their employees and the demands of Liberty Title's many different job positions, Tom and Michele discovered the issue had very little to do with actual performance. **"We had the right people, but they were in the wrong seats."**



In addition to a complete overhaul of their infrastructure and matching employees to jobs that better leverage their wiring profiles, they also offer employee benefits that are aligned with wiring. **"In our industry, around years 3-5, our competition begins to poach candidates from other Title companies. We countered this by offering a sabbatical after you have been with Liberty for that time period."** A decision Michele and Tom are very proud of as it not only rewards an employee's service but creates a true competitive edge. In addition, they also offer flexibility in their open-space work environment, something most other companies never consider. With Liberty Title, there are options to be in an open environment or a private, enclosed room.

What started as crucial change in leadership resulted in many other changes, all of which involved AcuMax Index.

To this day, Liberty Title has not achieved the **"Top Work Places"** recognition once – they have achieved this recognition **SEVEN TIMES**.

THE BOTTOM LINE

No matter the people you have, the structure of your organization will either leverage the strengths of your employees or exploit their weaknesses. Changes that happen top-down require a healthy dose of not only self-awareness and humility but an effective tool to objectively substantiate "why" those changes are needed and how the end result benefits everyone on the organization.

For Tom and Michele Richardson, their tool of choice is AcuMax Index, a solution they have relied on since 2013.

For more information on how to begin top-down, high level and impactful change in your organization, please visit www.AcuMaxIndex.com and select the Request Demo button.