

# BizSnaps

A Snapshot look at local businesses



RIVER TITLE COMPANY

## River Title Company

Owners: Michael W. Vogel &  
Susan Vogel Flynn

103 S. Jackson St., 2nd floor  
(608) 754-0700  
[www.RiverTitle.net](http://www.RiverTitle.net)

**Location:** Conveniently located in downtown Janesville, on the corner of West Court and South Jackson Streets, in the Pember House Building, across from the YMCA.



**When was the business started?** Established in the summer of 2004 by Attorney Michael W. Vogel and Susan Vogel Flynn. As a new company, we utilize the strength and size of our underwriters to offer competitive pricing and trusted services.

**Describe your products/services.** We provide Residential and Commercial Title Insurance and Real Estate Closing Services; including title searches, letter reports, 1031 escrow services, witness only closings, etc. We also provide individual buyers and sellers with tools and information for real estate transactions available on our website at [www.RiverTitle.net](http://www.RiverTitle.net).

**What type of clients use your products/services?** REALTORS<sup>®</sup>, Real Estate Agents, Lenders, Mortgage Brokers, Buyers and Sellers of residential, commercial and/or investment property. A search of the property and a Title Commitment/Policy are required on most every real estate transaction.

**How did you get interested and/or started in this business?** Michael desired to expand services he could offer to his clients through Vogel Law Firm. A driving force behind our success is Michael's knowledge of Real Estate Law. Susan's goal was to start her own company, to stretch and challenge herself to a greater degree. She's grateful for the knowledge and experience earned in leadership, project and customer service management, and marketing while working at Lab Safety Supply for more than 20 years.

**What differentiates you from your competitors?** As a value to our clients, and a requirement of our underwriter, Attorneys' Title Guarantee Fund, Inc., we provide an attorney review of all Title Commitments and Policies. With a background in Real Estate Law, Attorney Michael Vogel can identify issues and offer resolution prior to closing transactions, which is a benefit to all parties. We are also committed to donate proceeds from every order to non-profit organizations and ministries in this community and worldwide.

**What are your future plans for your business?** To establish our company as a contender among the well known title companies in this area. We were recently approved as an agent with another national underwriter, First American Title Insurance Co. We continually pursue excellence and perfection as we grow and learn. We strive to earn the trust of our clients, establishing long term relationships, while remaining faithful with what we have been provided. We are also running out of space at our current location, so a move is likely in the near future.

**What or who has had the most influence in the way you do business?** The principles established by God and the Wisdom from His Holy Scripture are the keys to our business decisions. Our company is a reflection of who we are and is effected by our way of life. We attribute any semblance of success that we have experienced thus far to God's grace and provision.

**What have been some of the challenges you've faced?** Making the community aware of our presence. Name recognition has been a challenge along with proving to this community of Real Estate agents, lenders and individuals that we are a logical choice for their transactions. We do give thanks and are grateful to those who have trusted us to serve them and their clients in the initial stages of our business.

**Do you have a favorite saying that applies to your business?** "Thank you for allowing us to serve you!" Our desire is to be a servant to our clients, not just provide a service. Our service is not a favor. Our clients "favor" us by allowing us to serve them.

**What do you find most rewarding about this type of work?** The adventure and challenge of establishing a business, meeting new clients, and chasing after quality and excellence while building relationships, has been enlightening. And in the end being able to give abundantly. We are called to be faithful and diligent, obedient to God's principles, then trust God with the rest.

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