



# Case Study

## Who is Mercogliano & Associates?

Kathy Mercogliano opened her law firm – Mercogliano & Associates in 2004 in Fuquay Varina, North Carolina. The company provides services in **Civil Litigation, Real Estate, Voter Laws, Family Law, Estate Planning and Estate Administration.**

As the Owner and Founder of Mercogliano & Associates, Kathy defines herself as the Owner, Chef and Bottle Washer – doing everything from paying the bills, overseeing payroll, tending to legal matters, and even cleaning the office.

## What challenges did they face?

For a small company of only 2 attorneys, Kathy needed, and still needs, **a real estate closings software that's easy-to-use, user-friendly, and has customer support when she needs it.**

For years, that need was met by the real estate closing platform, Power Closer. When Power Closer closed their doors (pun intended), it opened the way for her to research new real estate closing platforms.

## How SnapClose helped.

(According to Mercogliano & Associates)

- ✓ **Filing their 1099s directly with the IRS** and sending a notification of completion.
- ✓ **Complete Escrow Accounting.** Allowing their agents to cut a check for the proceeds from the real estate transaction and deposit it into their operating account, in this case – Quickbooks.
- ✓ Providing the necessary **ALTA Settlement Statement documents**
- ✓ **Responsive and Personalized Customer Service** – where we build a relationship with the person.
- ✓ **Improved their Efficiency** – critical for a team of two lawyers.

## Testimonial from the President/CEO

“SnapClose is super user friendly and I love that if you have any difficulty with it – you have staff that can come in and take over your computer and fix what needs to be fixed in an instant. If we need help, you’re there.”

**Kathy Mercogliano, CEO of Mercogliano & Associates**

## Our history

Mercogliano & Associates have been SnapClose customers for the past 5 years. When asked why we were chosen over some more popular competitors in the region, Kathy answered **“I like to go against the grain. Typically, if everyone thinks something is ‘the bomb’, you can usually find something that’s better.”**

After some more probing as to why we were chosen, outside of the Status Quo that is, Kathy elaborated a bit more:

“You made it work and continue to make it work for us. If you don’t have the files we need, you get the files we need, and you take our feedback into consideration.”