

MINNEAPOLIS/ST. PAUL BUSINESS JOURNAL

CINDY KOEBELE

TitleSmart Inc.

Can the title industry inspire passion and entrepreneurial drive? Cindy Koebele is proving it can.

In 2007, Koebele and her sister decided to start TitleSmart Inc. with a \$30,000 loan from family members. Although it was at the height of an economic downturn, they grew the startup organically, focusing on customer service and talent recruiting.

Just seven years after its founding, TitleSmart has 19 closers, 45 staff members and eight locations throughout the Twin Cities, with 2014 revenue at \$5.9 million.

Koebele continues to demonstrate passion for the industry, and for customer experience in particular, by making every home closing into an upbeat, fun event – bringing warm cookies and gourmet coffees into spa-like offices.

Her drive to create positive impressions also extends to staff

development. She encourages closers to build their own businesses within TitleSmart, and gives them tools and assistance for boosting their entrepreneurial clout.

In the community, Koebele contributes to a broad range of organizations, and encourages employee volunteerism through participation in events for local nonprofits.

–Elizabeth Millard,
contributing writer

What's the smartest business decision you ever made?

In 2007, the housing market was crashing. However, I made the calculated decision to open a title company. From that experience I learned that focusing on what you can control will help you weather any storm.

If you weren't in the career you're in, what would you be doing?

I recently wrote and self-published my first



children's book. I am having a blast doing readings at local schools and promoting the book at local events. I'd love to have more time to write.

Who is your hero/mentor? I really admire Sheryl Sandberg, the chief operating officer of Facebook. I am motivated by her empowering perspective on

leadership, and I reflect on some of her principles when coaching my team.

Words to live by: Always move forward. Make decisions and don't focus on your mistakes. Just keep going.

If you could change jobs with anyone for one day, who would it be? Kate Middleton. I would love to live for a day as a royal.