

INNOVATION  
MICHIGAN  
2008

finalist:

## Sun Title Agency of Michigan Grand Rapids

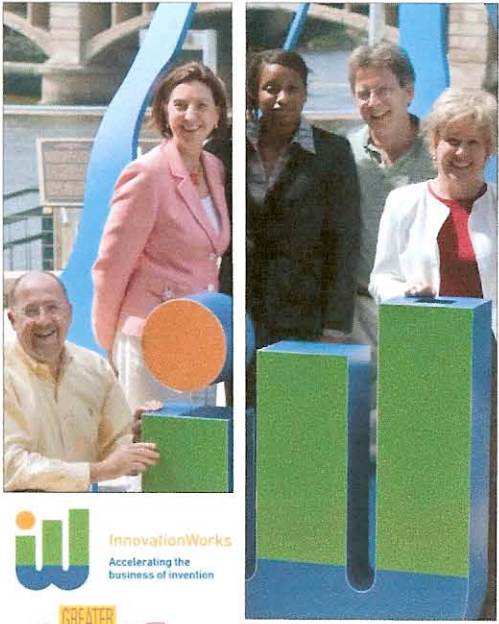
### Innovation:

Sun Title has given new meaning to the phrase "taking the show on the road." Launched in 2006, the agency's Mobile Closing Units are vehicles customized to include computers, printers, fax machines, scanners and wireless technology that allow the company to close transactions on a remote basis. "For the first time, bankers, Realtors, mortgage brokers, attorneys, builders and developers have the option to close anywhere and anytime with the full functionality of a title office right at their door," says Sun Title co-owner and CEO Thomas Cronkright II.

### Result:

Utilization of the Mobile Closing Units has allowed the company to increase its geographical service area without opening new offices. "With the introduction of the Mobile Closing Units in 2006, revenues tripled over the prior year without the need to add any additional offices or administrative overhead," Cronkright says. In fact, the company improved operational efficiencies, closing 40 percent more transactions per month.

SUN TITLE



 InnovationWorks  
Accelerating the  
business of invention

 GREATER  
Grand Rapids  
THE RIGHT PLACE, INC.  
A REGIONAL ECONOMIC DEVELOPMENT ORGANIZATION

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## InnovationWorks Grand Rapids

### Innovation:

A regional initiative developed by Right Place Inc. and funded by WIRED West Michigan, InnovationWorks launched in February 2008, to provide resources dedicated to accelerating the commercialization of new products, processes and services to strengthen the regional economy. "An Idea Portal located within the InnovationWorks Website serves as a digital clearinghouse of ideas and resources, making them available to those who register with InnovationWorks," explains Jim Ross, vice president of innovation. "Through collaborative networks and events, InnovationWorks connects people to ideas and resources to invigorate and assist their innovation efforts."

### Results:

InnovationWorks has written 47 innovation plans for area inventors and companies, placed 42 pieces of intellectual property on the Idea Portal and more. In addition, the InnovationWorks Website has seen in excess of 40,000 visitors. "West Michigan is already a center of excellence for advanced manufacturing. We want it to become a center of excellence for innovation, as well," Ross says.