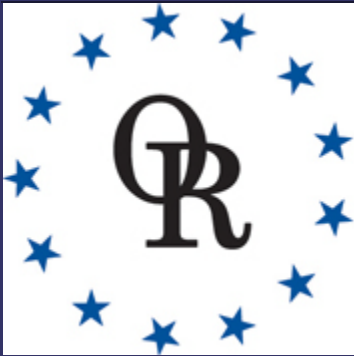


ORT New! – March 2007



OLD REPUBLIC

National Title Insurance Company



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Hello,

Spring Forward!~~~March Madness!~~~Spring Fever!~~~St. Patrick's Day!~~~Spring Break!

March is such an interesting month. The official season of **Spring** begins this month on the 20th, Daylight **Saving Time** started yesterday, the **March Madness** games are in full swing, **St. Patrick's Day** on the 17th allows us all to be Irish even for just one day, and who can forget **Spring Break** - that week each year nestled in between the Holidays and Summer when we are suddenly filled with desires to get away on a mini-vacation. It's also that time of year we seem to have this unexplainable need to clean up, **get organized, refresh, and make room for the new.**

Our Newsletter this month is all about celebrating the month of March and its new beginnings. What a great time to take a look at ways to **re-fresh, re-focus, and re-energize.** Don't forget that this is also a great time to set in motion ways to **spring forward** your business. One of the best ways to do that is to fire up your greatest salesforce. Be sure to read the **ORT Sales Corner** on who that great salesforce is and how to **re-market** to them. In addition, I've included news, tips and other industry-related information to help make your transactions go smoothly.

Happy March!

Inside ORT

Born and raised in Memphis and now living in Houston, **Britt Schmoller** is the newest member of our legal team.

Britt joined Old Republic National Title Insurance Company in September 2006, and **serves as the Claims Counsel.** She received a Bachelor of Business Administration from Southern Methodist University in 2000 and a Doctor of Jurisprudence and also a Master of Business Administration from the University of Memphis in 2003. **Licensed to practice law in both Texas and Tennessee,** Britt is a member of the Texas Young Lawyers' Association, the Houston Bar Association and the Tennessee Bar Association.



Britt began her career in the Title Insurance Industry with Houston Title Company where she worked in examinations and the commercial & residential closing departments.

Pictured above with Britt is her five month old Maltipoo named Jack, Britt is engaged and **getting married June 16th**, in one of her "*favorite places on Earth because of the southern charm, beautiful places and great seafood*", Charleston, South Carolina.

Britt can be reached by calling 888-678-1700 or via email at: bschmoller@oldrepublictitle.com

Industry-Related Information

Do You Know Who Customers Should Choose?

When customers ask about who to use for their upcoming **1031 Exchange** transaction, tell them about **OREXCO**. **Why? The answer is simple: Financial strength and security of funds.**

Protecting Your Exchange Assets

The **security of funds** will be the foremost concern when choosing a Qualified Intermediary. Nothing is more important than knowing funds are protected. When OREXCO is chosen to act as the Intermediary for the tax-deferred exchange, **customers can be certain** their funds are secure.

Financial Strength

OREXCO, incorporated in 1993 in California, is a wholly owned subsidiary of Old Republic International Corporation (NYSE:ORI) a **twelve-billion dollar, multi-line insurance company**. And, Old Republic National Title Insurance Company also wholly owned by ORI, is the only major title company with an **AA Standard and Poor's rating**.

Closing Protection Letter from Old Republic National

Upon request, OREXCO will provide a **Closing Protection Letter** from Old Republic National Title Holding Company stating that Old Republic National will **reimburse customers** for any loss of funds transmitted to OREXCO if such loss is the result of OREXCO's or its employees' gross negligence, fraud, or dishonesty.

30-Million Dollar Professional Liability Insurance

OREXCO is **covered by professional liability** (errors and omissions) insurance with a \$30,000,000 aggregate limit.

80-Million Dollar Fidelity Bond

OREXCO is **insured by a fidelity bond** covering acts of dishonesty or fraud with a \$40,000,000 single loss limit and an \$80,000,000 aggregate limit.

High-Yield Interest Rates

Not only should funds be protected, they should **earn their keep**. OREXCO is committed to bringing customers the **highest return** on their exchange proceeds.

National Coverage

With **25 offices** across the country, customers are covered.

For further information or to ask questions, contact Alan Hall, Regional Director, by calling 866-622-1031, or via email at: AHall@orexco1031.com

Back Again By Popular Demand!

After we featured these **two links** below in previous Newsletters, many of you told us how **useful and valuable** you found them. **So here they are again.....**

»For quick links, downloadable forms, tips, and other information to help make your transactions go smoothly, check out the **Old Republic National Title Insurance Company Resource Center** at:
www.oldrepublictitle.com/newnational/Resources/index/asp

»Here's a quick link to the **ORT Rate Calculator**:
www.oldrepublictitle.com/txnational/insurancerates/Calculator.asp

ORT Sales Corner

Your Greatest Sales Force: Current Customers

The **most effective sales team** you'll ever find is enthusiastic customers. The reason is simple enough. **Customers aren't paid to praise.** When a customer becomes a passionate believer in your Agency, it means you've truly earned it. Whenever they bring their business to you, customers feel like special club members or rebels for your cause.

A current customer who does repeat business with you alone doesn't create a sales team. The trick is to transform that dedicated **customer into an influencer** who spreads the word and converts other associates and colleagues into customers of your Agency too. The **easiest new business** you can get is that which results from a referral from a current customer. And, because 100% loyalty in the title business is rare, don't overlook the fact that a current customer who is truly very satisfied will gladly **give you more of their business** too. In other words, what if each customer you currently have were to bring you two more transactions a year. Would that make a difference in growth? Of course it will. Too often we think that the only way to spring forward our business is by getting new customers. I invite you to look at it another way. How about springing forward by **getting more business from current customers** - increased business from them, and the business they'll bring to you from being one of your raving fans.

Here are **three basic ways** to turn your current customers into your **greatest sales force**.

- **Be consistent.** Customers **thrive on reliability**. It provides great peace of mind and allows them to **not have to wonder** about what to expect. You can **demonstrate consistency** by returning telephone calls **within the same timeframe** each time; when you receive an email from a customer, **simply acknowledge** the email by replying that you've received their request or information and if applicable, are processing it; be **proactive in communication** when a transaction is in process - **don't wait for them** to have to call you to inquire about the status. **Agree in advance** of how often you will provide updates and also what form such as via email or telephone they will occur - and, **stick to those** commitments.
- **Maintain contact.** Whose responsibility is it to **stay in touch**? It's definitely not customers - remember, **they have lots of choices** and if you don't remind them on a regular basis of **how wonderful you are**, they'll forget. While a transaction is pending, customers expect to have regular contact with you. So, the best way to let them know that they are on your mind is to do so **in between transactions** - when you don't **HAVE to** as part of the business transaction. **Keep it simple** - it is not necessary that you launch into a letter writing campaign or spend hours each week contacting customers. Try this - **make one contact a day** to a customer that doesn't have a transaction currently underway. In just one week you will have "*touched-base*" with 5 customers - in one month; 20 customers. Perhaps you can **schedule this at a set time** each day so it becomes part of your work day. The goal isn't necessarily that you have to actually speak with your customer, primarily you **want them to beware that you're thinking of them**. Send an email, leave a voice mail, write a "**no reason in particular**" note to them saying "*just wanted to say hello....*".

- **Be a partner.** Customers today **want to do business** with people they feel care about them and their business. **Get interested in customers.** What can you teach them about your Agency that will help them to not only **better understand the often-confusing** title industry operations but also to feel that they are **more than just a transaction.** Serve as a consultant to customers - offer suggestions and assist them with things that will show them that they are valued. Remember, people like to do business with people they like. **Be likeable!**

So, **fire up** those customers to spring forward your business. Make them want to tell their associates and colleagues about **how they enjoy doing business with you.** Then watch what happens. Treating your customer **better than the competition** creates an enormous competitive advantage.

Who Knew?

Fun Facts

- **The most popular destination for Spring Break 2007 is turning out to be Cancun, Mexico!**
- **From World War II through the mid 1980's, Fort Lauderdale, Florida reigned as the Spring Break place-to-be!**
- **The first traffic light in America was in Cleveland.**
- **Santa Fe, New Mexico is the highest capital city in the US at 7,000 feet above sea level.**
- **The King Ranch in Texas is bigger than the state of Rhode Island.**

Before We Close...

On behalf of Old Republic National Title Insurance Company, I want to thank you for being our customer. We truly appreciate your business. Please don't hesitate to let us know what we can do to help make your transactions go smoothly. Also, if you have a suggestion for improvement for us, don't keep that a secret - please let me know what opportunities may exist so that you not only hear us tell you how much we value your business, but you also see it and feel it too.