



OLD REPUBLIC

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Good afternoon,

This month's issue of **ORT News!** is filled with lots of treats for you. Along with our regular features, I have included some information on the **new website that was created just for consumers** to help them understand the often-confusing closing process. I am sure you will find the site a helpful resource to refer to your customers. Additionally, please be sure to read the **Bulletin** about how to **Safeguard Against a Recall of Transmitted Funds**.

And, I didn't forget to provide **the answer to last month's trivia question**, as promised.

Happy Halloween,
Terry Carter

Inside ORT

"*Traveling and visiting with agents*", is what **Beverly Thompson** says she likes best about her job.

Before working in the title industry, Beverly worked at a bank and also for a real estate attorney. Her career in the title industry began with an agency in Conroe, Texas (her home town) as an Abstractor. From there, she moved on to being an Escrow Assistant and a Closer. Beverly joined ORT in October 1981, and serves as an **Agency Representative**.

Born in Huntsville, Texas, Beverly grew up playing softball, volleyball and basketball. A former Rodeo Queen, Beverly also used to judge Rodeo Queen contests. Currently, she likes spending time at the beach, dancing and water sports. With Seafood and Mexican being her favorite foods, her favorite restaurants are Dirty Al's and Daddy's - both on South Padre Island.

Beverly has two children - a son and a daughter, and has four grandchildren which she says are her "*pride and joy*".



Beverly can be reached by telephone at 713-252-2435, or via email at: bthompson@oldrepublictitle.com.

ORT Press

Old Republic Standing Solid

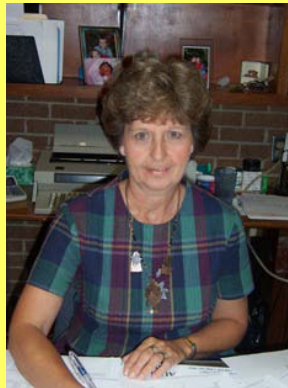
On October 9, 2007, the **Chicago Sun Times reported** that Old Republic International (NYSE:ORI) is now the **36th largest public company** in Chicago and includes one of the nation's largest property/casualty insurers. Old Republic is **among the top five in the category of mortgage insurance**.

Described as a "*ray of sunshine*" by rating agencies, Old Republic was **given the highest marks**. The **title insurance group** (that would be us) has **held the industry's highest rating for 14 consecutive years**.



Thanks Gail!

Last month we announced that **after 23 years Gail Golden** (pictured below) of **Cass County Title** would be retiring at the end of this month. With her **retirement party coming up tomorrow**, we wanted to do a follow up announcement to provide a little more information about Gail.



Gail **started her career** as a Branch Manager of Atlanta Federal Savings & Loan. She then worked as a paralegal for Pat Florence who purchased Cass County Title in 1984. It was there that **Gail's career began** in the title industry.

Gail and her **husband Jimmy** - who have **been married for 44 years**, have **two children** (one daughter and one son) and **three grandchildren**. In her spare time, Gail loves to RV and fish - which, she plans to do a lot more of upon retirement.

Gail's **youngest grandchild, Sadie**, was born just a little over a month ago and **coincidentally her retirement** will occur at the same time Sadie's mom will be returning to work. Therefore, Gail says she is **really excited about being able to spend time** with her granddaughter.

Best of luck, Gail!

Industry Related News

Bulletin

Safeguarding Against a Recall of Transmitted Funds

The **lending crisis which has occurred in recent months has caused** our operations and agents to **be more mindful than ever** of the need to have good funds at the time of incurring policy and closing obligations on behalf of the Company. **Many believe that the use of electronically transferred funds automatically eliminates** the risk that funds will be recalled or otherwise not be honored.

Funds can be electronically transferred to us either by wire or by an automated clearing house ("ACH"). **There are differences between wires and transfers via ACH and the latter are more vulnerable** to recall. This does not happen frequently, but **funds transferred through an ACH can be reversed**, provided the guidelines of the ACH are adhered to. ACH transfers have regularly been used by some subprime lenders and **unsuspecting title agents have been surprised** by recalls of funds they thought were collected and not reversible.

What can a **title company do to protect itself** from this possibility? One option is to **confirm with your bank its procedures** regarding reversal of funds. **Some banks will not authorize** this practice without the consent of the account holder. If **your bank authorizes funds reversal without** your consent, you may inquire as to whether the bank will **set up a hold or block** (commonly called "debit blockers" or "debit filters") on your account so that any reversal or recall must be authorized by you. If **your bank will not**, the **following guidelines may help**:

- Do **not transfer via wire transfer if you receive funds via ACH**. They are not the same.
- Follow the **good funds laws** of your state. If your **state law does not address** the handling of funds received from an ACH, **treat them as funds received via check**.
- If **you are unsure of the financial stability** of a lender with which you are doing business, **require a wire transfer**.

If you have any questions or require further information, please contact our legal department by calling 888-678-1700.

HomeClosing101

Can the closing process and title insurance be confusing to consumers?

You bet!

A **new website created by ALTA** to help consumers understand the often-confusing closing process and title insurance, was recently launched. With **5,000 hits received the first week**, ALTA says it is receiving **many positive comments** from members.

Check out the new site at: <https://www.homeclosing101.org>

ORT Sales & Customer Service 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**. But could you be scaring current customers away?

A current / repeat customer alone does not create your sales team. **The trick is to transform that dedicated customer** into a missionary who **spreads the word** about you - all while increasing their orders / business to you as well.

It's true what you've heard about it costing **six times more to attract a new customer** than to keep the current one happy. So why then do we **put so much emphasis on getting new customers** only to lose current business in the process? How would you answer this question: "Is the way to **increase the bottom line by having more customers or more business?**" It's a tricky question.

The correct answer is "more business". But often times **we think the only way to get more business is to have more customers** - new customers specifically. Wrong. What if each one of your current customers were to **send you just one more order** per year. Just one. Would that make a difference? **Yes!** And what if just 20% of your current customers were to **refer a colleague to you** who in turn sent you an order. Would that make a difference? **Yes again!**

Ok, now quickly answer this question: The **last transaction you had with a customer**, was it a positive experience for them? If you answer "yes", what was the positive experience? Hhhmmm, still thinking?

Current customers have **already made the decision to do business** with you. What will you do the next time you have a transaction with that current customer that will **remind them of the great decision** they made to do business with you?



Customers don't make up stories about you. It is you who creates them - the customer simply retells them. What the story is about and how it is told, is up to you. **Treat your current customer as if they were a new customer.** It will make a positive difference in the stories they tell about you.

The Long Awaited Answer

In last month's issue of **ORT News!**, the **trivia question** posed was....

Who was the voice of E.T.?

It was **Debra Winger** - the actress who has starred in such films as Urban Cowboy, Terms of Endearment, and Officer & A Gentleman. Surprised?

Forwarding Can Be Tricky....

But we've made it a treat.

Instead of using your email forward option to share this information, simply click on the "**forward to a friend**" icon below and you will be able to quickly and easily send this issue of **ORT News!** to a colleague while also maintaining the privacy of your confidential user information.

