



Title Tidbits

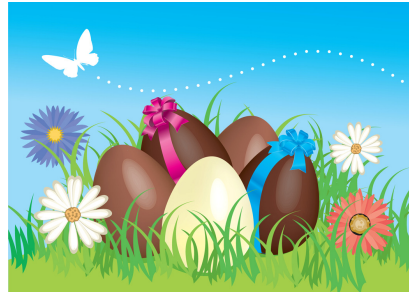
Short Sales

Our short sale negotiation program is off to a great start. Already, we have more than 15 files in process with at least 1 already closing after about 4 weeks into the discussions. Please consider allowing Estate Title to help you in your short sale endeavors. This will free up your time to market your business more effectively! The documentation required is available at www.estatetitlejax.com under the "Realtor Links" tab. Doug Harden is handling the process and is happy to answer any questions that you might have. Please call Doug directly at (904)868-1451 or Julie Douglass at (904)260-5222. We look forward to many smooth closings!

Fun Facts

- ◆ A dime has 118 ridges around the edge; a quarter has 119.
- ◆ Another name for a Microsoft Windows tutorial is, "Crash Course"!
- ◆ Business.com is currently the most expensive domain name.
- ◆ By partially filling saucers with vinegar and distributing the saucers around the room, you can eliminate odors.
- ◆ 85% of movie actors earn less than \$5,000 a year from acting!

April 2010



1031 Tax Exchanges

A 1031 Tax Exchange allows an investor to dispose of investment properties and acquire "like-kind" properties while deferring federal capital gains taxes. Many investors use this process to help defer the payment of capital gains taxes. With more knowledge about the procedure, you can market to investors and continue growing your business! Please email julie@estatetitlejax.com to request an information sheet that explains the benefits to real estate agents and investors. You may also visit First American Exchange's website - www.firstexchange.com - for more detailed information about the 1031 exchange process.

Coach's Corner

by: Garry Watson

Measure, Test, Refine

Let's assume for the moment that your site has tons of new traffic coming to it daily. Believe it or not, this is not a terribly hard thing to accomplish. What is much more challenging, though, is converting casual visitors into new business. That's why it is important to consistently test additional ways to engage them.

For example, something simple as changing the words from "Featured Properties" to "Best Buys" might make a huge difference in terms of click-through rate. It's suggested that you measure, test and refine your web site at least quarterly. Happy Selling!

Questions or comments?

Please call (904)260-5222 or email julie@estatetitlejax.com