



Title Tidbits

Buyer's Closing Cost Estimate

The "Buyer's Closing Cost Estimate" has now been added to our website! Our desire is that this tool will help you calculate the total closing costs for a buyer. Please visit www.estatetitlejax.com to try the new form. Please keep in mind that this is just an estimate. The spreadsheet has been pre-filled with average lender's closing costs, but can be adjusted easily. Should you have any questions about how to use the form, please call Julie Douglass at (904)260-5222 or email julie@estatetitlejax.com.

Did you know...

... that Estate Title & Trust can perform closings outside of our office? While our office is located on San Jose Blvd, we have traveled to a bank at Ponte Vedra Beach, a real estate office in Orange Park and a borrower's place of business in St. Augustine. We have even been known to close at the property which the buyer is purchasing. What a great way to do the walk-through just before the closing!

Let's face it: buyers and sellers don't remember their title company! Our goal is to make our REALTOR® and lender customers look good. It's all about leaving a lasting impression in the minds of your customers!

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New Procedure

Estate Title & Trust has added a new feature to our closing process. At closing, we now give the buyer a CD with their closing documents on it in pdf format. Furthermore, we include a cover page that lists the REALTOR® information, lender information and of course, title company information. The idea is that, in the future, if the buyer decides to sell, they can look back at their disc and find the name of the REALTOR® that helped them initially. We also provide a copy of the contact sheet to the seller. What a great way to re-capture customers!

Coach's Corner—Beating Negativity

by: Garry Watson

The economy is hurting. Home sales in many markets remain sluggish. Uncertainty abounds. In this environment, it's easy to get discouraged. But there's no reason you have to stay that way, says Jon Gordon, author of *The No Complaining Rule: Positive Ways to Deal With Negativity at Work* :

1. **Refuse to participate in the recession.** Professionals who've thrived during past recessions continued to go about business as usual regardless of market conditions. They worked hard and focused on taking actions to grow their business. As others are paralyzed by fear, take the opportunity to charge forward.
2. **Create a positive vision.** Instead of being disappointed about where you are, make the decision to be optimistic about where you are going. Create a positive vision for your future and the future of your team. Vision helps you see the road ahead and it gives you something meaningful and valuable to strive towards.
3. **Invite others on your bus.** Invite colleagues and customers to board your bus for a positive ride. Share your vision with team members and ask them to join you in making this vision a reality. Be a positive influence.

Questions or comments?

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