



Title Tidbits

Services

Estate Title & Trust is continually looking for ways to better help our customers succeed! We strive to become your business partner! Consequently, we offer many services that will help you “wow” your customers, including the following:

- ◆ Courtesy Closings for REO properties - Estate Title will perform the closing at your office and the fee is typically included in the closing fee paid by the seller
- ◆ Preliminary HUD preparation for Short Sales - We also review public records to find liens or other issues that might arise so as not to delay closing once an approval is obtained
- ◆ Traveling Closings - By utilizing knowledgeable and experienced contract closers, we are able to offer our closing services at any location!

Please take advantage of our ability to exceed your expectations by contacting us today. We welcome feedback and are constantly looking for new ideas that will help you grow your business!

October 2009



Housing at 7-mo. High

Housing starts in the U.S. unexpectedly rose in June as construction of single-family dwellings jumped by the most since 2004, signaling the market is stabilizing even as unemployment worsens. The 3.6 percent increase brought starts to an annual rate of 582,000, the highest level since November. See the full article at www.bloomberg.com.

Title Tutor

The Title Tutor program is going well! We continue to look for interesting topics to bring to our real estate agents. During the next Title Tutor session, we will discuss the new HUD-1 Settlement Statement required to be used as of January 1, 2010 and possibly sooner. Please call Julie Douglass to schedule the discussion at one of your office meetings. Furthermore, if you have other topics that you would like addressed, please let us know and we will provide the necessary training/information.

Coach's Corner

by: Garry Watson

Relationship Selling: Buying and selling property is very emotional for your customers and you must choose to be a part of the emotional experience. Otherwise, you fall into the category of information giver, and information givers usually work for free. Your job is to keep your customers focused on their emotional end result of having their property sold in order to keep their focus off your commission. Try it - you'll definitely FEEL the difference!