



FNF in 5

#FNFinFIVE

April 2021 Edition

A DAY IN THE FIELD

Everyone keeps talking about all we learned in the last year. We learned how to collaborate in ways we never imagined. We learned how to adopt technology at a break-neck speed. We learned that more of our work is possible remotely.

While the past year was certainly full of change, it also forced us to get back to the basics.

Focusing on the small, sometimes taken for granted, customer care practices became a central focus once again. The “customer is always right” took on a very different meaning when staring at them through their car window or on an iPad. Education also stayed central as we had to ensure our agents remained compliant, were aware of the evolving industry needs and could take care of their customers and team.

Success in these central business basics has always been important. They will continue to be important as we tackle more challenges in our industry moving forward. Your local FNF team is here to help you every step of the way. Lean on FNF today.



Steve Day,
President of National
Agency Operations

IF YOU HAVE SPECIFIC QUESTIONS OR NEEDS FROM YOUR FNF TEAM, PLEASE EMAIL US ANYTIME AT FNFEDUCATION@FNF.COM.

**YOUR
SUCCESS
IS OUR
SUCCESS.**

Advanced Tools

FOR YOUR MOST BASIC NEEDS.

FNF is all about providing our agents with the tools to stay ahead of the game this season. Now is a great time to take a closer look at AgentTrax and TitlePoint. With the AgentTrax suite, producing CPLs, creating policy jackets and managing so much more online is as easy as a spring breeze.

Here are three of the many things AgentTrax does for you.

- Automatically issues premiums due reports.
- Allows for electronic premium payments.
- Creates activity reports to help track and reconcile accounts.

TitlePoint is the tool you didn't even know you needed for multi-state searches, examinations outside your normal area and much more. You get access to multiple title plants across the country, plus the features needed, to take all that data and turn it into material you and your customers need.

Using TitlePoint our agents can:

- Perform combination searches of tax, title and images.
- Create merged searches that combine multiple parcels into a single package.
- Automate property, tax and name searching using the auto-run feature.
- Perform specialized tax, property, name, instrument and starter record searches.



ASK AN FNF EXPERT

TIPS, TRICKS, UPDATES FROM FNF EXPERTS

FNF HIRES NEW NATIONAL AGENCY EDUCATION TRAINER

If you're a life-long learner, you're a great fit for the title profession.

Simply put: A lot of ingredients go into our work, and the recipe is ever-changing. With new innovations, best practices, and shifting rules and regulations, it's hard to stay on top of it all.

At FNF Family of Companies, we strive to provide our agents timely information so that they can remain at the forefront of our industry, and we're committed to that mission today more than ever. This month, we are excited to welcome Elizabeth J. Wysong Berg to the FNF team! She will serve as FNF's National Agency Vice President for Education & Training and is already hard at work on national training initiatives.

Elizabeth is a (title) rockstar. Highly regarded for her work as an underwriting counsel, she is tasked with elevating our educational efforts to leverage FNF's vast knowledge of the real estate profession. We sat down with Elizabeth to discuss her new position and why continuing education is so important to all of us.

**Welcome
Elizabeth Berg
to the
FNF Family of Companies!**



CLICK THE VIDEO PLAYER BUTTON TO HEAR FROM ELIZABETH ABOUT HER NEW ROLE!

▶ WE'RE THRILLED FOR YOU TO BE ON BOARD! TELL US ABOUT YOUR NEW POSITION WITH FNF.

My new role with FNF is to work on education nationally. So what I'm going to be doing is coordinating our efforts and working with various individuals in various divisions to bring together resources, bring together subject matter experts and really showcase all the knowledge our FNF family has. Each state and each region might have a different need, and my job is to assist, facilitate and bring information to those groups so that everyone can be the best they can be for their agents.

▶ WHAT EXCITED YOU THE MOST ABOUT THE POSITION?

It really brings together a lot of my life history. I've done theater for 30 years. I love doing speech and debate. I'm a law school graduate who was a trial attorney for 10 years, explaining things to general practice judges. Then, I became an underwriter, and I worked with agents. I love teaching, explaining and helping them with their day-to-day work.

What's interesting about taking my background and how I mold that into the educational opportunity that I have at FNF is that it really helps and gets down to the "why." Why do we do certain things? Why do we have certain policies in place? Why do we have certain endorsements that we use? Really getting everyone that is experiencing that educational opportunity to get to the heart of the matter. When we talk about adult education and really think about what is needed, it is really getting to the heart of the question and the answer and putting it in a manner so that everyone, from an attorney to an entry-level examiner or searcher, can understand.

▶ WHY IS FNF CONCENTRATING ON EDUCATION SO IMPORTANT?

As we know, real estate laws change every year. We have new regulatory environments. That information has to be presented to our agents so they understand what needs to happen in their daily work lives. Also, we need to break it down so that everyone can understand and evaluate the risk together. The better our agents understand the issues, the better it is for their agency and the better it is for FNF.

Please join us in extending a warm welcome to Elizabeth! To discuss ways her position can help you and your team, email her today at elizabeth.berg@fnf.com!



LEAN ON FNF

Title professionals across the country have all had a whirlwind year. At FNF, we're finding our footing by going back to the basics to keep our operations going strong! With spring in the air and the start of the traditional homebuying season upon us, we thought it was a great time to brush up on the Agent Success Tools we offer our colleagues! From our award-winning Digital Closing Hub to continuing education programs you can do at your own pace, there's something for everyone.

nationalagency.fnf.com/Agent-Success-Tools



Leadership through Education, Advancement & Development



**DIGITAL
CLOSING
HUB**



AGENT SPOTLIGHT

LAND TITLE COMPANY: A LIVING LEGACY IN ALABAMA

Land Title Company of Alabama is celebrating 70 years of serving customers in the Birmingham area and across all 67 counties of Alabama. As part of the festivities, we sat down with Amy Niesen, the company's Senior Vice President and General Counsel, to talk about how important her regional Chicago Title team is to the ongoing success over the last seven decades.

"Chicago Title has been our partner since Day One when Land Title opened its doors in 1951," Niesen said. "A vital component of our longevity and success has been the fantastic relationship we have enjoyed with Chicago Title over the decades. We have total trust in them and it's been a win-win for a very long time."

The Land Title team has been using #alivinglegacy and hashtags related to its 70 years in operation on [Facebook](#) and [Instagram](#). The team is thankful for the generations of customers who have made them "the most trusted, respected title and escrow company" in the state. The company is a title-only provider of services on the residential side, meaning they have strong relationships with area real estate attorneys and other settlement service providers. In addition, Land Title has a dedicated commercial team that handles all aspects of commercial title and escrow for properties across the state.

Longevity and experience are important among the staff too. Niesen has spent her whole career with the family-owned operation, which was started by William F. Miller and then passed to his sons, Bill and Jack Miller. The leadership is currently in its third generation with William F. Miller III as its President. In addition to being devoted to its customers and team, the company prides itself on being community minded as well.

When it comes to the relationship with FNF and Chicago Title, Niesen said she has always appreciated the connection and personalized service she has felt with her underwriting counsel and agency reps.

To learn more about what makes the Land Title team great, visit the [agency's website](#) or check out one of its social media accounts today! Happy milestone birthday to the Land Title Company of Alabama.

HOW DO YOU LEAN ON FNF?

CONTACT US TODAY AT LINDA.GRAHOVEC@FNF.COM



"THEY FIND A WAY TO MAKE IT WORK WHEN POSSIBLE...THEY TRY TO FIND SOLUTIONS, WHICH IS SO CRITICAL IN THIS COMPETITIVE MARKET. IT'S NICE TO KNOW THEY ALWAYS HAVE OUR BACK AND GO THE EXTRA MILE FOR OUR CLIENTS."

- AMY NIESEN



David Baum, late Regional Manager of FNF's Southeast Agency Operations, presents the 2019 Castle Club award to Tripp Miller and Amy Niesen of Land Title Company of Alabama.

FNF STATE UPDATE

'NECESSARY PIVOT,' BIG SUCCESSES FOR FNF'S MARYLAND TEAM

Like many areas of the country, the market remains hot in Maryland, and the FNF Family of Companies team is working hard to ensure its busy agents have what they need to support and serve their customers.

We sat down with FNF Vice President and Maryland State Manager, Joe Shepherd, to talk about everything he and his staff of 23 Agency and 10 TitleWave employees have done to help agents work with current customers and attract new ones this year. A common theme across all FNF divisions and areas, Shepherd thanked his people for making the "necessary pivot" brought on by the pandemic.

The Maryland region is focusing on marketing efforts – both as a division – and for its agent companies. Even as interest rates slowly rise and inventory stays low, Shepherd believes 2021 will remain strong, making marketing more important than ever. He enjoys showcasing all the reasons the company remains a powerhouse in the title industry and sharing how FNF's strength benefits the agents and their customers by using some outstanding resources.

"The FNF TitleWave search product reduces costs and increases operating efficiencies for our agents, making them even more competitive in the marketplace," he said. "Our AgentTrax and TitlePoint products allow our agents to conduct their business with FNF electronically; it saves them time and allows them to take data from multiple sources and combine them into a single package for use by their customers."

Shepherd also points to the Digital Closing Hub, FNF's award-winning platform that educates consumers and the public about the world of digital closings, as another resource Maryland agents are glad to have at their disposal. Shepherd also said he is proud of his office's collaborative environment and knows that rubs off in the field, too.

"During meetings, we are direct when addressing challenges and successes. If changes are needed, we consider how that will affect every aspect of the team dynamic," Shepherd said. "Trust and respect are shown through transparency and honesty. We want everyone pulling on the same oar; that means sharing the good, along with the bad, in an effort to get better."

"OUR TWO GREATEST SUCCESSES OVER THE PAST SEVERAL YEARS HAVE BEEN OUR INCREASING PROFITABILITY AND OPERATING MARGINS, AS WELL AS OUR CONTINUED UPWARD TRAJECTORY IN OVERALL MARYLAND MARKET SHARE...IN 2020, WE SHATTERED ALL PREVIOUS RECORDS FOR BOTH CLOSING PROTECTION LETTERS AND TITLE SEARCH ORDERS COMPLETED IN A SINGLE YEAR."

-JOE SHEPHERD



FNF AGENT SUCCESS TOOLS

THINKING ABOUT LAUNCHING A PODCAST? HERE'S WHY YOU SHOULD BE!

We know it's been said in many think pieces as of late, but we'll say it again for emphasis: The world is digitally connected today more than ever.

That reality is why real estate professionals need to think about how we communicate and share information with one another and our customers. At FNF, we strive to be a forward-thinking company in all we do. We launched the [FNF UNPLUGGED](#) podcast as a new way to interact with our agents and the broader real estate community. The podcast continues to achieve impressive results with already more than 6,000 plays.

At first glance, a podcast might sound like a big technological haul, but it doesn't have to be. Especially in the real estate industry, where everyone is mobile and on their feet for much of the workday, launching a podcast can pay off big time.

Consider this insight from Brian Bushlach, Feedback Media CEO, who helps produce FNF UNPLUGGED:

“THIS INDUSTRY HAS ALWAYS BEEN INNOVATIVE, AND WE’VE FOUND THAT STORYTELLING AND DELIVERING INFO IN THIS MEDIUM IS THE PERFECT WAY TO REACH A MOBILE AUDIENCE. IT’S MORE EFFECTIVE THAN VISUAL OR WRITTEN CONTENT BECAUSE PEOPLE CAN TAKE IT ON A RUN OR WALK, IN THE CAR, WHEREVER. IT’S LIKE OLD SCHOOL RADIO, EXCEPT WITH YOUR MESSAGE.”

- BRIAN BUSHLACH

THINKING ABOUT LAUNCHING A PODCAST? HERE ARE THREE QUESTIONS YOU SHOULD ASK YOURSELF TO START OFF ON THE RIGHT FOOT!

01

HOW SHOULD WE FORMAT THE PODCAST?

The key to a successful podcast is to hold each episode to the length of time your listeners will stay engaged. Think about the average day of a real estate professional (and believe us, we know no day is predictable). They're likely listening as they commute to a home viewing/closing or on another errand. Keeping episodes under 30 minutes will work in your favor! Also, be careful not to crowd the podcast with multiple people. Stick to the host and one to two other guests to keep the conversation clear and engaging for your listeners.

02

WHAT SHOULD WE DISCUSS IN OUR EPISODES?

Episodes should be conversational and informative and touch on industry trends and topics your customers discuss with you in your regular day-to-day interactions. Think about the "subject matter experts" you have on your team and what unique content they could discuss with the podcast host. Did your team put in the work to develop a webinar or workshop for your customers? Consider retooling that information for the podcast. Don't reinvent the wheel - leverage the wheel!

03

HOW SHOULD WE PUSH OUR PODCAST INTO THE WORLD?

There are about as many podcast production platforms out there as there are podcasts. All-in-one products like [Anchor](#) make it easy for you to create and host your podcast. Other companies, like [Buzzsprout](#) and [Podbean](#), also are great options to host and promote your podcast. Partnering with a media company like Brian's firm can pay off in the long run to ensure your podcast is high-quality and consistent.

Check out our podcast, [FNF UNPLUGGED](#), today! At 6,000 plays (and counting,) the FNF National Agency team is excited to bring you insight into the latest news shaping the title industry.



CLICK TO LISTEN TO A RECENT EPISODE

Exclusive: A Candid Conversation with Amrock CEO Brian Hughes