



Alabama Agency Meeting March 2015

“A rising tide lifts all boats”

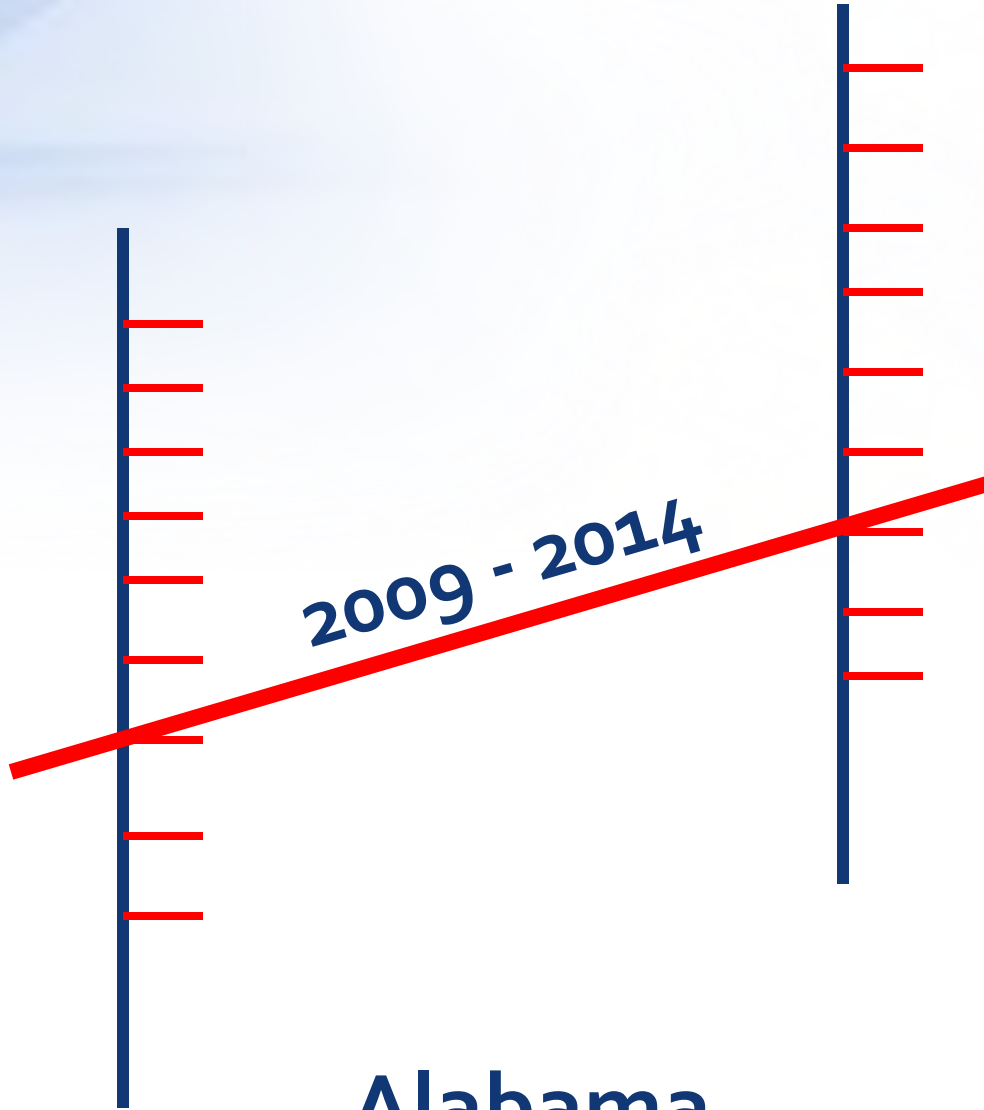
The saying "a rising tide lifts all boats" is associated with the idea that improvements in the general market will benefit all participants in that economy, and that economic policy, particularly government economic policy, should therefore focus on the general macroeconomic environment first and foremost.

The phrase is attributed to John F Kennedy^[1], who used it in a 1963 speech.



If that is true, let's start manning the boats





Alabama



Be a Student of Your Trade

#1



Whoever said, “Ignorance is bliss” was not in the title business.

“Ignorance is a risk.” I’ve made my biggest mistakes when I was ignorant about something, lack of knowledge is not an excuse.



Here is a better quote. **“Risk comes from not knowing what you’re doing.”**

Warren Buffet

It takes a lifetime to build your reputation, and one unethical mistake will destroy it, even if you didn’t know.



CFPB Update Best Practices Technology Market Trends



Alabama

2009 - 2014



#2



Alexander Hamilton is credited with saying



**“If you don’t stand for something,
you’ll fall for anything.”**

There is little room for lapses in judgment and error when your company’s goals are clear and precise = **Integrity**

A blind eye to proper protocols and errors in judgment will only lead to **unethical** practice.



MUST HAVE'S

MUST DO'S



MUST HAVE'S

- Dream
- Goals
- List (Target)
- Plan
- Calendar
- Mentor**
- Fire in Your Belly**



MUST DO'S

Make Appointments
Follow Up
Take Ownership
Ask for Help
Track Your Progress
Make Adjustments
Celebrate



Alabama

2009 - 2014



Work on Yourself

#3

“Read a Book”
“Eat an Apple”
“Take a Walk”
“Volunteer”



In a football game you have to be great, ethical, and focused for six seconds at a time, 50 times per game. Your 10 teammates are depending on you.

In the title business the same holds true. But it is not six seconds, 50 times in a game.

It is all the time, period!





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Shared Success ★★★★★

Ten Things

10 Things You can do Today...

1. Ask your staff what they can do to increase business
2. Make sure everyone knows the office/operational goals and mission statement
3. Treat your customers like rock stars, i.e. the Nordstrom approach



10 Things You can do Today...

4. Random acts of kindness, love bombs, thank you calls and notes
5. Post your goals in a common space for everyone to see every day
6. Role play and practice what you would say to the customer



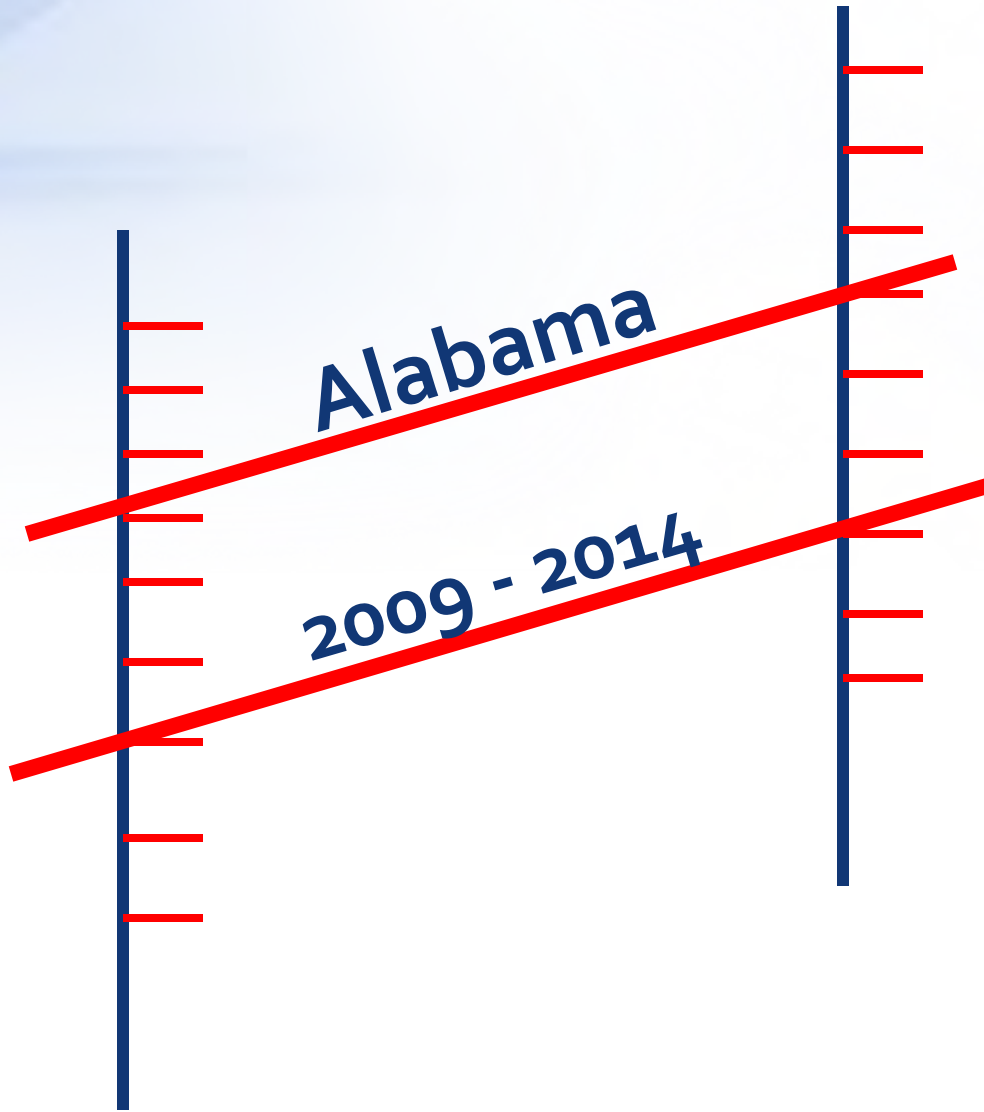
10 Things You can do Today...

7. Ask for “the next” order on every call with every client
8. Have a solid step-by-step NDP or “the other agent” program
9. Write “we miss you” notes to everyone you haven’t seen in 90 days
10. “Ring the bell” and celebrate your success, every last little one



“We must learn to work
harder on **ourselves** than
we do on our jobs.”





Protect Yourself

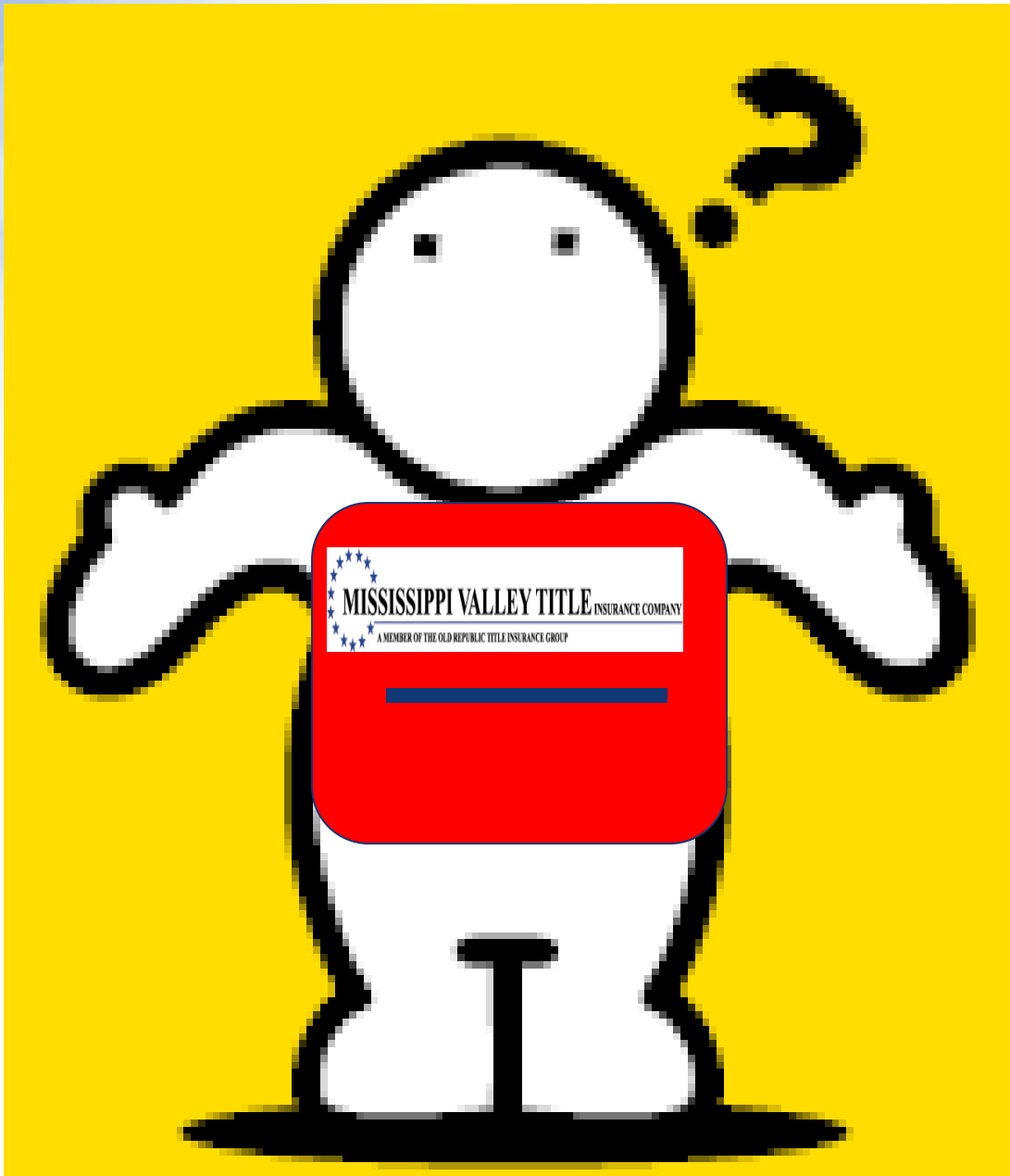
#4



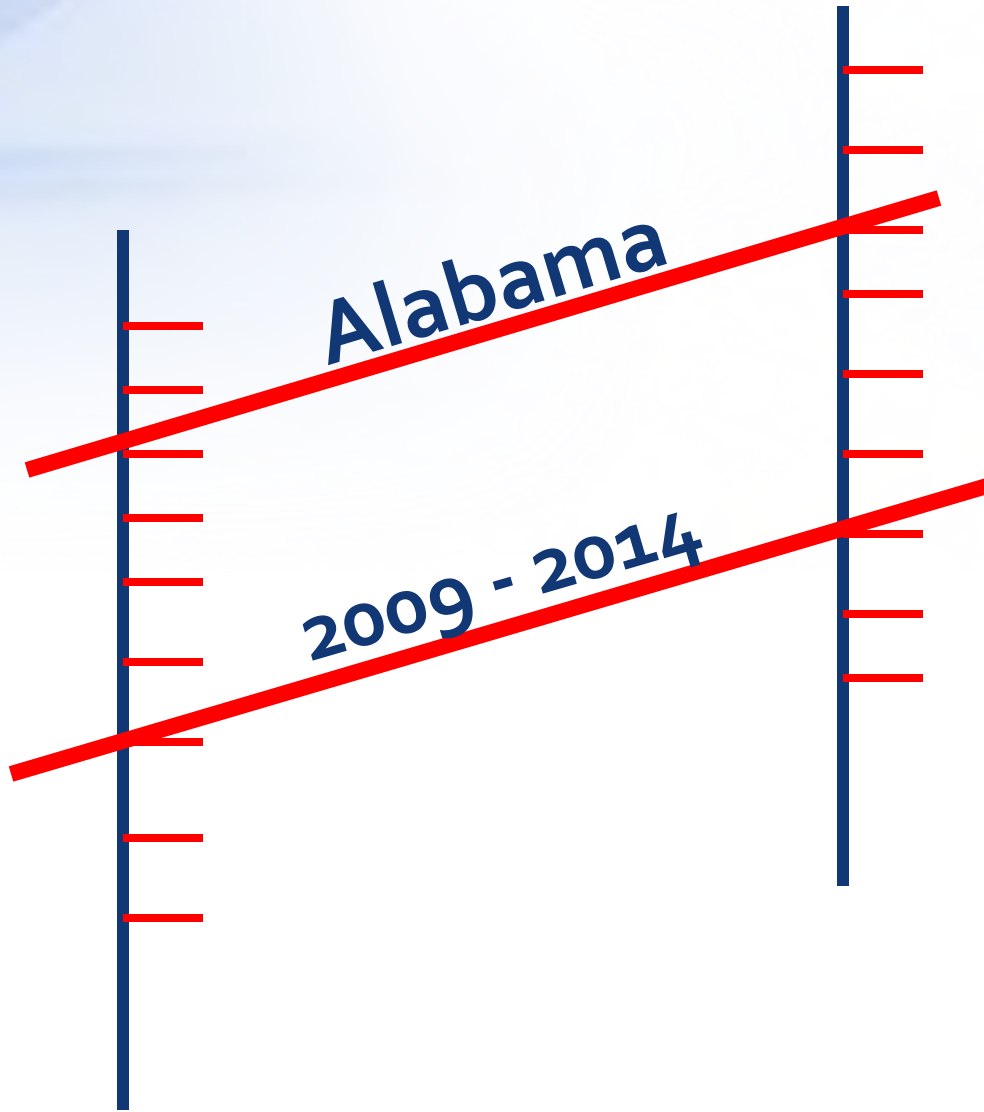
“We must learn the
discipline to take
immediate action on a
good idea.”



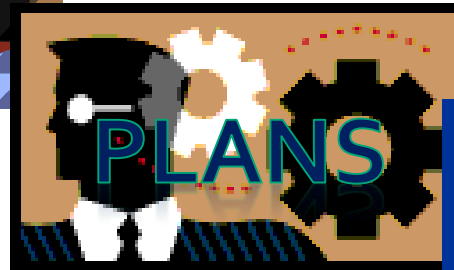
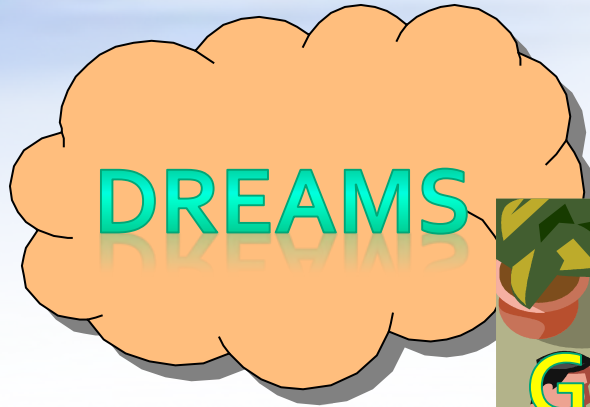








Dreams – Goals – Plans – Results





Passion
FOR THE
Game

Faith, Courage,
and Determination
for Every Inning of Life

Thank You!

