



NALTEA

The National Association of Land
Title Examiners and Abstractors

Message from the President

In this issue:

Message from the President

Front Cover

Board of Directors Report

Page 2

Membership Committee Update

Page 2

Spring Meet & Greet

Page 2

Marketing Abstractor Services

Page 3

Education Committee

Page 3

Become a Certified NALTEA Abstractor

Page 3

NALTEA Certification Requirements

Page 4

LinkedIn

Page 4

Publications/Benefits Committee

Page 4

Contact:

NALTEA
7490 Eagle Rd.
Waite Hill OH 44094
Fax: 216-771-7077
E-mail: info@naltea.org

Pat Scott, President
Email: president@naltea.org

Are you certifiable? Perhaps the most useful benefit that NALTEA has to offer at present is the process by which we bestow upon our industry peers a sort of seal of approval. We affirm our opinion, as a group, that our fellow abstractor has met a standard that we believe sufficient to reliably conduct the business of land records research.

Those who earn the recognition of their peers will benefit from the marketing efforts of NALTEA volunteers, who will distribute press releases and mail out directories featuring their new designations as NCA (NALTEA Certified Abstractor) or NMA (NALTEA Master Abstractor).

The NALTEA designation is not unlike a favorable reference attached to your name. It is our assurance to prospective clients that they can rely on the work performed by the abstractor to be accurate and thorough. It also means that the abstractor adheres to our strict code of ethics, an assurance to the potential client that they will be working with a person of good character. Finally, the requirement for continuing education signifies that they will be working with an active industry participant who will continue to learn, keeping up with the industry as it changes.

It will require some time and effort on the part of NALTEA to convince the greater title industry that our certification should represent a standard worthy of their recognition. The certified abstractors,

I believe, can and should help advance the effort by living up to the designation. If clients see a noticeable difference in conduct and quality between the NALTEA certified abstractor and those they employ at random, the clients will be more likely to seek out NALTEA designees specifically.

At present we have just over 20 abstractors identified as NCA or NMA in our forthcoming directory. By this time next year, if we keep up the effort, we should have hundreds. Since the certification exam is now available online, and local certification review sessions are beginning to take shape, we no longer need to wait for the annual conference to certify a few abstractors each year. We can now accelerate the process substantially.

Our certification can gain even more value when our members work together to improve our skills as abstractors, and as business people. NALTEA, as an organization of people with common interests, presents opportunities for members to communicate with each other - to teach each other and learn from each other.

Whether the communication takes place at the annual conference or in smaller groups at regional gatherings, our fellow members can be of great value to each other. In these changing times, we will do well to work together, not just to survive, but also to prosper. Not just to remain relevant, but also to remain a valued industry asset.

Board of Directors Report

David Pelligrinelli

Email: daveafx@windstream.net

On Monday, February 15th, the NALTEA Board met for its monthly conference call. In attendance were Pat Scott, Debi Merrill, Ed Gunther, Jill Kissell, and Dave Pelligrinelli. Also in attendance was Wanda Steudel to give the treasurers report. The report was extensive, and budget items were reconciled.

The Education Committee chairman Debi Merrill reported on the results of NALTEA certification testing, and plans for upcoming training classes. Ed Gunther discusses the possibility of having a class in the Chicago area in April, so members should keep an eye on their email for an announcement.

Ed then reported on the status of the Planning and Events Committee, which he is chairman. Locations and venues for the 2010 NALTEA Conference are being reviewed for a final decision in the next month or so. In addition, there may be mini-conferences or meet-and-greet events for NALTEA members in local areas. Members will be receiving a survey to get opinions on where they would like to see these events.

Membership Committee Pat Scott reported two new members, Tiffanie Tedesco and Amy Carrier of AFX Corp. Also, it was announced that NALTEA member Teri Carro has joined the education committee. She will be coordinating membership recruiting, and will have information going out to promote membership to abstractors.

Public Relations Committee chairman Dave Pelligrinelli (me) reported that the printed membership directory is going to print this week. All of the paid advertising has been collected, and we will be indicating the NALTEA certification credentials of members who have passed the exam in the directory listings, as well.

Jill Kissell reported that her publications and benefits committee is working with industry experts to promote NALTEA certification among local and state land title associations. If you as a member are active in your local LTA, be sure to contact Jill or any NALTEA board member to introduce us to your local association.

NALTEA is also still looking for interested and qualified candidates for treasurer and secretary. Members who have suggestions for candidates are encouraged to refer them to the board.

The NALTEA board will meet next on March 15th, and we'll report again on the continued progress of your association.

Membership Update

Pat Scott

Email: pxs@oconnortitle.com

NALTEA proudly welcomes our newest members:

Amy Carrier of AFX Corp., Inc.

Tiffanie Tedesco of AFX Corp., Inc.

We now have 97 active members.

Spring Meet and Greet

Jill Kissell

Email: jillkissell@a1abstracting.com

NALTEA is planning a spring Meet & Greet in Chicagoland in late April or early May. A certification exam prep class will also be offered at this time by InfoTrack Information Services.

If you know someone who is thinking about joining our organization, or if you have never had the opportunity to attend our annual conference, this will be a great opportunity to meet the faces of NALTEA. Officers and members of the Board of Directors will be in attendance to answer any questions you have about NALTEA and to more fully explain our mission and goals as an organization.

At the same time, if you want to earn NALTEA abstractor certification, thanks to the efforts of certified abstractors from InfoTrack Information Services you will be able to gain the insight, tools and education needed to be successful on the exam.

Look for specifics – date, time, location – in a future newsletter. If you have any questions in the meantime, feel free to contact any member of the Board or Officer of NALTEA by logging onto the website at www.NALTEA.org and clicking on any of the e-mail links found there.

Hope to see you there!

The organization welcomes input from the membership. You can contact the board members or the various committee chairpersons at the e-mail addresses found on the NALTEA website at www.naltea.org.

Marketing Abstractor Services

David Pelligrinelli

Email: daveafx@windstream.net

Individual abstractors have a unique challenge in marketing their search services. A true independent abstractor who runs all of their own searches is limited to a relatively small geographic area, usually one or two counties they can visit in person within a short drive. Trying to cover too many distant counties adds excessive drive time and make for inconsistent daily routines.

Instead of driving hours each week to distant counties just be able to accept orders outside of your normal operating area, another alternative is to spend the few extra hours per week marketing for business in your "home base" area. Consider spending this same time cultivating business locally. There are certainly dozens, if not hundreds of potential customers within your local area. The yellow pages and internet directories is probably full of them.

An enterprising business-person could stop into a handful of potential clients offices each day, in person. When is the last time a title company or law firm had an abstractor drop in out of the blue? They may get mail or flyers from a few abstractors, which is good, but an in-person visit to an old client, or an unknown new potential client would be unique. By dropping off a few cards and a rate sheet, the info would be on hand to a title clerk for when they are in a jam for a search. A confident and ambitious personality would be remembered as a solid business resource worth trying.

Abstractors who cringe at the idea of going door to door should remember that they are a business person first, abstractor second. The most expert abstracting skills are wasted when no orders come in to use them. For the independent abstractor, on-on-one promotion of your business is valuable. The client gets to know you as a person they can count on. It takes time and perseverance. On the other hand, what else would you do with your spare time? Rather than driving home to wait for an order, drop in on a few potential customers, and see what happens. Five per day equals 100+ per month. If only 5% order from you, and a typical client orders 5 per month, that could be 25 new orders per month. Even if your orders only average \$50, that is an extra \$15,000 per year, just from doing a little socializing for a month. Do it three months in a row, and get the same results, and it could mean

almost \$50,000 per year in extra revenue! Does the idea of making a few extra stops every day seem less annoying now? You are probably already driving right past these places already, so not much extra distance is likely needed.

A little effort, to be sure, and not everyone is comfortable with it. As an abstractor you work hard at your trade. Putting this same effort into a little promotion can make the entire process more profitable.

Education Committee

Debi Merrill

Email: sqi@charter.net

CONGRATULATIONS go out to our newest NALTEA Certified Abstractors. After participating in a Training Class held in Deerfield, IL, Seth Rodgers, Mike Taylor, Tamikio Veasley, Rick Knapp and Mary Ann Brown each passed the NALTEA Certified Abstractor Exam. They recently were awarded a certificate and can now use the NCA designation after their name. Again, congratulations to each of you on being one of the elite NALTEA members to have achieved this designation.

Become a Certified NALTEA Abstractor

Debi Merrill

Email: sqi@charter.net

NALTEA offers two designation levels so you too, can be recognized as an industry professional. In addition to offering the exam at our annual conference, the test is available online to all NALTEA members.

Included as part of this newsletter are the requirements necessary to maintain both levels of the certification, NALTEA Certified Abstractor (NCA) or NALTEA Master Abstractor (NMA).

Upon passing the exam you are designated as a NCA/NMA for a 2 year period and can continue to use the designation as long as you maintain the requirements needed. If you are a member of Source of Title, your designation shows within your listing. Please take time to review these requirements and if you have passed the test, be sure to submit the items required in a timely fashion.

NALTEA Certification Requirements

Debi Merrill

Email: sqi@charter.net

NALTEA Certified Abstractors (NCA) are deemed competent to complete updates, full residential transactions, and small commercial such as mom & pop freestanding buildings.

Requirements for the NCA are that the member must:

1. Be an active, paid member of NALTEA and agree to ethical standards.
2. Pass Testing (75% of 100 question test – basic knowledge, mathematics of surveys and interests)
3. Maintain the designation with Continuing Education (10 hours every 2 years). Courses accepted from NALTEA (seminars and conference programs) ABA, Board of Realtors, Appraisal Institute, National Homebuilders Association, Real Estate Sales, Mortgage or Law Schools, College Level or Technical Courses, Licensed state courses and any other classes approved by NALTEA. CE courses must be related to real estate.

NALTEA Master Abstractors (NMA) are deemed competent to complete any type of search including general commercial, industrial, subdivision developments, condominium developments, plottage and assemblages.

Requirements for the NMA are that the member must:

1. Be an active, paid member of NALTEA and agree to ethical standards.
2. Pass Testing (90% of 100 question test).
3. Maintain the designation with Continuing Education (10 hours every 2 years). Courses accepted from NALTEA (seminars and conference programs) ABA, Board of Realtors, Appraisal Institute, National Homebuilders Association, Real Estate Sales, Mortgage or Law Schools, College Level or Technical Courses, Licensed state courses and any other classes approved by NALTEA. CE courses must be related to real estate.

4. Provide a Statement certifying minimum of 8 years experience in the industry.
5. Submit a full commercial search for review.
6. Submit a letter of recommendation from a client stating they have done business with the abstractor and feel the person is competent to do any residential or commercial search work that may be requested.

Members can apply online to take the exam at <http://www.naltea.org> and will receive instructions via email after the application has been reviewed.

LinkedIn

David Pelligrinelli

Email: daveafx@windstream.net

Attention: There is now a NALTEA group within the LinkedIn online community. NALTEA members who are users of the networking tool LinkedIn can join the group to promote their business, and find new opportunities. Once logged into LinkedIn, search for "NALTEA" and the group will be available to join into. You'll find the ability to connect with professionals in related industries and find new leads for business or information. If you are not a LinkedIn user, this is a good reason to sign up, as well.

Publication/Benefits Committee

Doug Gallant

Email: dougernaut@columbus.rr.com

I need a few volunteers for newsletter interviews. I've asked in the past and only received a couple of responses. It may be time for me to just pull names out of a hat and force a few interviews. It is a great opportunity for our members to let others in the organization get to know them, their background, and what they see as the future of the industry and NALTEA.

Robert Franco, myself and another examiner will be doing a panel discussion on independent abstracting at the spring meeting of the Ohio Association of Independent Title Agents (OAITA) in April. It should be a nice chance to let the agents know about the issues we face that they may not have considered.

We have received a couple of new requests from E&O agencies regarding working with NALTEA. The information will be passed on to the board for consideration as things develop.