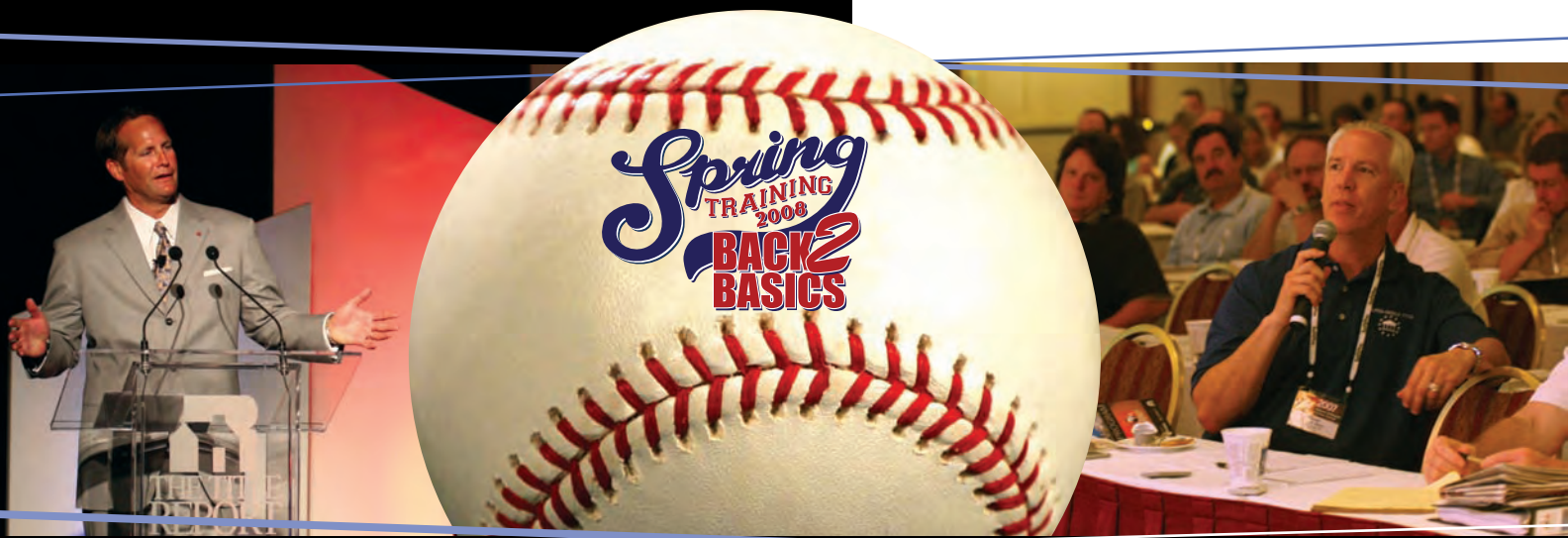


2008 National Settlement Services Summit

June 17-18 • Marriott Key Center • Cleveland, Ohio



The largest gathering of independent title agents will once again take place in Cleveland, Ohio.



For complete details, visit www.octoberseminars.com/ns3

PRESENTED BY:



15 Hours of Learning, 2 Days of Networking

Once more presented by RamQuest Software, the Summit will serve up a unique networking opportunity along with an agenda designed around the subjects title agents have said are essential if they are to succeed in a down market.

2 Boot Camps That Focus on Running a Title Business in a Changing Market

New to the Summit agenda this year will be parallel curriculum paths from which attendees can choose between two distinct basic training circuits or "boot camps."

Attendees will learn about matters of immediate practical importance to title businesses, and can expect to take away useful sales, marketing and operational best practices.

Marriott at Key Center

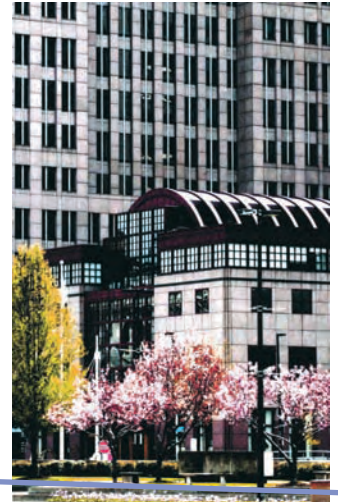
October Research has secured a block of rooms at a special discounted rate of \$179.00 from June 14-19 at the Cleveland Marriott at Key Center. Limited rooms are available and the remaining rooms are available on a first-come, first-serve basis and are selling out fast.

To reserve your room: Call 800.228.9290 and reference "October Research" or go to Cleveland Marriott Webpage and type "octocta" in the group code field to reserve a room at our discounted rate.

Hurry...discounted hotel rooms expire May 28th.

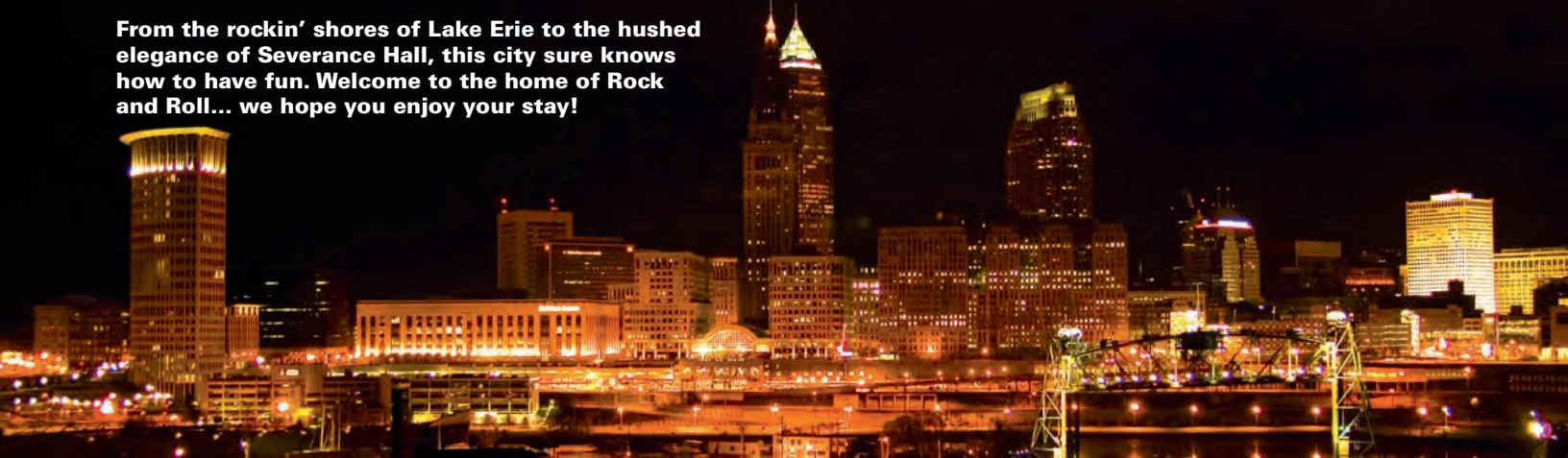
**Marriott at Key Center
127 Public Square
Cleveland, Ohio 44114
Phone: 800.228.9290**

The 400-room Marriott at Key Center is located in the heart of downtown Cleveland, Ohio within easy walking distance to museums, sports stadiums, restaurants and entertainment. The hotel is connected to the KeyBank Tower. Rising 25 stories above the city, you'll enjoy breathtaking views of Lake Erie and the skyline.



Welcome to Cleveland!

From the rockin' shores of Lake Erie to the hushed elegance of Severance Hall, this city sure knows how to have fun. Welcome to the home of Rock and Roll... we hope you enjoy your stay!



Opening Night Networking Reception - Progressive Field

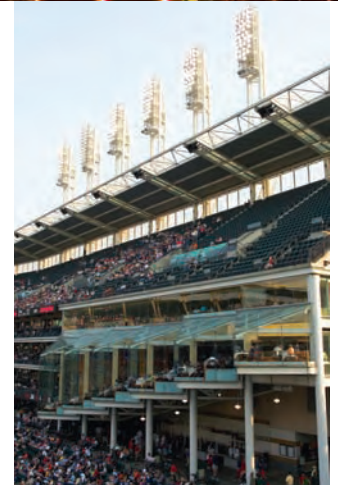
**JUNE 17, 6:30 P.M. - 9:30 P.M., ET
HOSTED BY THE TEAM AT**



Join us at the elegant Terrace Club at Progressive Field - the new home of the Cleveland Indians - to debrief on the first day's events. Network and build new relationships with industry leaders, all while enjoying the most breathtaking view of a major league ballpark in a sophisticated atmosphere.

BALLPARK TOUR

While you are networking, enjoy a behind-the-scenes, private tour and other surprises, compliments of Indecomm.



COACHES

2008 National Settlement Services Summit

COACHING STAFF:

Carter W. Murdoch, PhD.

Senior Vice President
Realtor - Builder Mortgage
Services Group
Bank of America

Kurt Pfothenauer

CEO
ALTA

Jeffrey Arouh

Partner
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Executive Vice President
and Chief Operating Officer
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Vice President
Chief Marketing Officer
The First American Corporation

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Todd Gregory

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Industry Manager
Countrywide Bank

G. William Evans

Chief Financial Officer
LandAmerica
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David J. Gutmann

Vice President/Corporate Counsel
Customized Lender's Services

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President/Co-Owner
Title One

George Houghton

National Agency
Services Director
Stewart Title

Julie Joseforsky

CEO, Consumer Bank Lending
IndyMac Bank

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President
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DataQuick Information Systems

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PropertyInfo Corporation

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Principal, The Stucky Group
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Vice President and
Florida Underwriting Counsel
Stewart Title

David A. Townsend

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Steve Trayte

Vice President
Director Credit and Technology
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Founder and CEO
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Garry Wolff

Owner
TIServices LLC

Travis Wright

Principal
Wright Advisors

Robin Wardzala

Managing Editor
RESPANews.com

Jeremy Yohe

Editor
The Title Report

Spring
TRAINING
2008
BACK
2
BASICS

AGENDA

Monday, June 16 • EDITORS & PUBLISHER RECEPTION

7:00 pm-9:00 pm **An Evening with October Research Editors and Publisher Hosted by the Team at Ramquest Software**

Once you have checked in to beat the morning rush, stick around at the Marriott Key Center for a pre-game reception and early registration. Once there you can meet the writers and editors drafting the industry's headlines every day. You won't be quoted...we promise!

Tuesday, June 17 • DAY ONE - DAY NIGHT DOUBLE HEADER

7:30 am-8:30 am **Networking Breakfast and Registration**

This is your opportunity to build new relationships. Don't miss getting your morning energy while meeting up close and personal with speakers, sponsors and attendees. Take a moment over a cup of java to preview the agenda and what you expect to take away from the day's sessions.

8:30 am-9:30 am **Opening Ceremony & Leadership Interview**

How is the title industry likely to be impacted by what is happening throughout the mortgage and real estate sectors, particularly from a legislative and regulatory perspective? We will kick off the conference with a look at the politics, the partners and the prospects.

9:30 am-10:50 am **Future Trends and Emerging Strategies**

Hear from the industry's most successful operators and expert observers on the future state of the business and new strategies being adopted in the market.

10:50 am-11:05 am **Morning Break**

11:05 am-12:30 pm **The Changing Face of the Real Estate Investor and Mortgage Lender**

The shifting market has clearly changed who the title insurance customer is and where title orders are coming from. This session will provide title agents the latest data on the new generation of real estate investors and mortgage lenders, and the products and services they will require.

12:30 pm-1:30 pm **Lunch**

1:30 pm-5:30 pm **Sales & Marketing Boot Camp**

Title agents from across the country have said they need to get back to the basics to win and survive in a down market. At the top of their list are sales and marketing tactics and strategies. Re-building direct sales capability and marketing programs that will generate new business and increase market share is a top priority. We have assembled some of the top sales and public relations experts to walk agents through the basics of constructing high performance sales programs, not only to manage in the current market, but to anticipate a quick ramp up when the market turns around.

- Sales representative recruiting, compensation, commission and retention
- Getting sales strategy buy-in throughout your organization
- Building marketing, branding and public relations programs to support your sales strategy
- Using technology to leverage selling platforms

1:30 pm-5:30 pm **Operations Boot Camp**

From re-engineering your agency work flow to negotiating the most profitable bank deal by leveraging your deposit accounts, our operations boot camp is the ideal forum to learn what key strategies agents should adopt to turn a profit without shortchanging customer deliverables. Don't miss the opportunity to work with our expert camp counselors as they review the latest practices in operating a title business.

- Operations 101: Re-thinking traditional workflow and processes
- Technology in operations
- Negotiating banking services

6:30 pm-9:30 pm **Opening Night Networking Reception**

Terrace Club at Progressive Field Hosted by the team at Indecomm Global Services

Join industry movers and shakers at the elegant Terrace Club at Progressive Field, the new home of the Cleveland Indians. Network and build new relationships with managers and executives from over 40 states all while enjoying a breathtaking view of one baseball's most beautiful facilities.



Title Networking Event of the Year, June 17-18.

Wednesday, June 18

DAY TWO • BUSINESS MAN'S SPECIAL

7:30 am-8:30 am Power Breakfast and Morning Networking

8:30 am-9:00 am From the News Desk

You will want to get in your seats early as the editors from October Research provide you a morning dose of business and regulatory news from the industry. You won't have to worry about missing one e-mail update all day.

9:00 am-9:45 am A Customer Point of View

How long will the current housing and mortgage down cycle last, and what will the next upswing bring for the title industry? Hear about trends likely to affect your business from one of the nation's leading mortgage and realty experts.

9:45 am-11:00 am RESPA Reform: Legal Considerations and Business Realities

What legal and operational challenges will title agents face if HUD succeeds in its pursuit of new RESPA regulations? Hear two of the nation's top legal and operating authorities discuss what's in store for agents as they contemplate adopting new RESPA rules and regulations.

11:00 am-11:15 am Morning Break

11:15 am-12:30 pm Title Agency Best Practices

What are the best agents doing to win new customers and profits in a down market? Meet the national title agency all star team.

We learn the most from those who are succeeding. Find out in this session how successful agents are fighting the day to day battles to maintain market share and win new customers. Meet agents selected by their peers as being among the best at finding unusual pathways to success in a down market through service, innovation, and tactical planning.

12:30 pm-1:30 pm Lunch

1:30 pm-2:45 pm Maximizing Your Resources

Track 1: How Good Are Your Resources for Addressing Special Needs in the Marketplace?

Learn how to enhance the attractiveness of your agency to existing and emerging markets. Hear what it will take to compete and win the business of the growing multi-cultural market, attract builders and developers through special underwriting expertise and ways to make your agency stand out from the crowd.

Track 2: The Agent – Underwriter Dynamic Getting the Most Out of Your Underwriter Relationship

Are you getting the most out of your relationship with your underwriter? In this track, learn what's on the mind of the nation's independent title agents as you hear the results of the latest research from *The Title Report* and their survey of agents. Then listen to the underwriters and their thoughts on how agents could be more competitive by leveraging their underwriter relationship to provide new and different services to their customers.

3:00 pm-4:00 pm Expanding and Diversifying Your Agency

Track 1: Special Consideration in Serving the REO Market

"Anyone can service REO business." Well, if anyone could everyone would be rolling in the REO work. But agents are finding it more and more difficult to get approved and generate business in one of the fastest growing segments in the real estate business. Hear from those that have succeeded in REO work, what it takes to enter the market, and how to differentiate your agency with those products required by mortgage servicers.

Track 2: Tapping Into Reverse Mortgages and the Fastest Growing Mortgage Segment

If the REO market is not for you then consider expanding into the reverse mortgage segment. But how is this real estate transaction different than others and what will be required for your agency to offer up the unique services that the elderly require at the closing table? Learn the basics from those that know the market and have mastered what it takes to win business.

REGISTER

If you can only attend one conference this year... this is the one!

Yes! I want to attend the 2008 National Settlement Services Summit! Choose from the options below:

RATES FROM APRIL 21 - JUNE 16, 2008

- Single Registrant** **\$775**
- 2-Registrant Package (Save \$50 per person)** **\$1,450**
- 3-Registrant Package (Save \$75 per person)** **\$2,100**

RATES FOR ON-SITE REGISTRATION: JUNE 17, 2008

- Single Registrant** **\$875**
- 2-Registrant Package (Save \$50 per person)** **\$1,650**
- 3-Registrant Package (Save \$75 per person)** **\$2,400**

Name: _____

Title: _____ Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-Mail: _____

Payment methods

- Visa American Express MasterCard Check enclosed (Payable to October Research Corporation)

Name on Card: _____

Account Number: _____ Exp: _____ CVV Number: _____

Signature: _____

CW are the last 3 digits printed over the signature on the back of your card. American Express cards show the 4-digit CW printed above and to the right of the imprinted card number on the front of the card.

Credit Card Billing Address (Required only if different than above address)

Address: _____

City: _____ State: _____ Zip Code: _____

October Research Corporation
P.O. Box 370 • Richfield • Ohio • 44286
For complete details, visit:
www.octoberseminars.com/ns3

Call > 877.662.8623, ext. 6507, 6110 or 6104
Fax > 330.659.6102
E-mail > vjimenez@octoberresearch.com
Visit > www.octoberseminars.com/ns3



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The title industry's
premier networking
event will offer
opportunities for
professionals to meet
potential customers
and share ideas
with other managers
and executives.

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