

First American: The Vision to be the Best

By Barry Sando, President, First American Mortgage Information Services Group

As First American began to take shape as a true family of companies years ago, several visionaries, including myself, began to impart our business philosophies and the similar ideals of the Kennedy family (who guided our parent company to success) into the everyday fabric as our group of companies began to grow.

While this vision was not crystallized at the time, across the board we agreed that key ideals would drive our growth including unwavering customer service, integrity throughout our internal and external business practices, and a keen eye on maximizing the advantages that technology offers.

True visionaries come from all walks of life. The business leaders noted below have followed through on their visions for First American's success and have the proven results to back up their dedication to our common philosophies.

These proven results include First American Real Estate Tax Service being the nation's number one provider of mortgage tax services and First American Flood Data Services holding the position as the number one provider of flood determinations and compliance services to the mortgage industry.

"Although serving very different aspects of the market and each gaining number one national positions under different leadership respectively, the common bond, philosophy and day-to-day reality behind the success is very simple – deliver the best customer service and you will become the best," explains Andy Williams, Senior Vice President of Client Relations.

"Through a series of transformations, years ago the management team began to take shape around a set of common ideals," Jeff MacCarron, Senior Vice President of Tax Outsourcing, adds. "Although we came together through acquisition from other companies, the stability in our management ranks has been very strong due to our common business philosophies."

According to Greg Giammarino, Executive Vice President, "Our tax service company went through a dramatic transformation starting back in 1996, when we implemented strategies to determine what it was going to take for us to be successful and to meet the challenges to that success. Integrity, along with several key ideals, has really been what it is all about. These same ideals continue to drive our tax company today: become the absolute best in the industry; provide the highest quality product; deliver unparalleled customer service; listen to what your customers are telling you and be responsive; and, develop technologies and innovations to meet their needs. Accomplish this and everything else will fall into place"

"The core elements of our corporate culture mentioned above have driven down through all levels of our organization," adds Randy Kozlowski, Senior Vice President of Tax Services' Field Operations. "They continue today to be at the forefront of all of our decisions and future initiatives. The major objective over the past several years has been to be the #1 quality tax service provider in the industry. We felt if we achieved this goal, that the industry would take

notice and they did. Being the biggest doesn't always equate to the best, but the best could equate to the biggest.”

A very similar corporate philosophy has driven First American Flood Data Services to the number one marketshare position as well. “First American’s flood services company earned its position by combining unmatched customer service with all of the business efficiencies that technology can bring,” according to Robert Douglass, President of First American Flood Data Services.

“Flood determinations and compliance are very technologically driven markets,” Bill Sherakas, who served as president of the Flood company and now holds the position as First American’s Chief Client Relations Officer, adds. “Beyond delivering these efficiencies to customers, we have always placed true customer needs at the forefront. From day one, our Flood company has taken to heart three simple steps to success – listen, create, deliver. It’s a simple formula that we continue to execute to the highest level.”

The philosophies that drive our success are being applied throughout First American’s Family of Companies. This includes the creation of our bundled services technology, SourceMaster, the tremendous growth of our default-related companies and products, and the successes earned each and every day by our companies.

Fruition of the vision of started years ago has firmly placed First American as the premier provider of information services to the mortgage industry. The core ideals that have driven our success will continue to guide the future of our business. Because, even as we develop the next generation of services the customer remains firmly at the center of our focus.