



# SourceMaster™

*The First American Solution to  
the Open Market*





# SourceMaster™ Strategies

- The “Open Market”
- Customer Empowerment
- No Transaction Fees
- Bundling
- “Next-Generation” Technology





# The “Open Market”



- First American supports a true “Open Market.”
- Why? Because we are not afraid to compete on the product level.
- In a true open market, the best products will make their way to the top. We believe we have the best products.





# The “Open Market”

- The Open Market includes every vendor, realtor and product and is subject to constantly changing regulations and strategies.
- SourceMaster™ is First American’s solution to the Open Market.





# Customer Empowerment

- Customers have access to all vendors and products—the “Open Market.”
- A truly open market gives customers total control to find the best products at the best price with the most convenience.
- Customers can set up, modify and re-modify rules to drive strategies.





# No Transaction Fees



- Allows customers to offer products at the lowest price available.
- Allows customers to create revenue (using LLCs) by charging fees for transaction.
- Removes revenue source for competitors (RealEC, OTX).





# Bundling

- Rules-based technology allows customers to define what a bundle is and what bundling strategies to pursue.
- Simple modifications to rules allow for strategic agility.





# “Next-Generation” Technology



- Next-generation technology has been developed with sophisticated parts in place in anticipation of future development, and with knowledge of mistakes of the past.





# “Next-Generation” Technology



- Bundling
- Security
- Component Architecture
- Transactional Integrity
- Extensibility
- Expandability





# SourceMaster™ Marketing Ideas



- You need something that will help make complicated decisions on the fly without repeatedly reinventing your business.
- The world is getting more complicated; SourceMaster™ is a tool to help simplify the complicated world.





# SourceMaster™ Marketing Ideas



- There has been a market shift to the “super shopper.” The super shopper is well-informed and comes to the marketplace with a sense of entitlement. He expects access to the best product at the best price with the most convenience. SourceMaster™ gives the super shopper the experience he has come to expect.





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