

Michigan Mainstay: Capital Title succeeding despite the Wolverine State's brutal economy

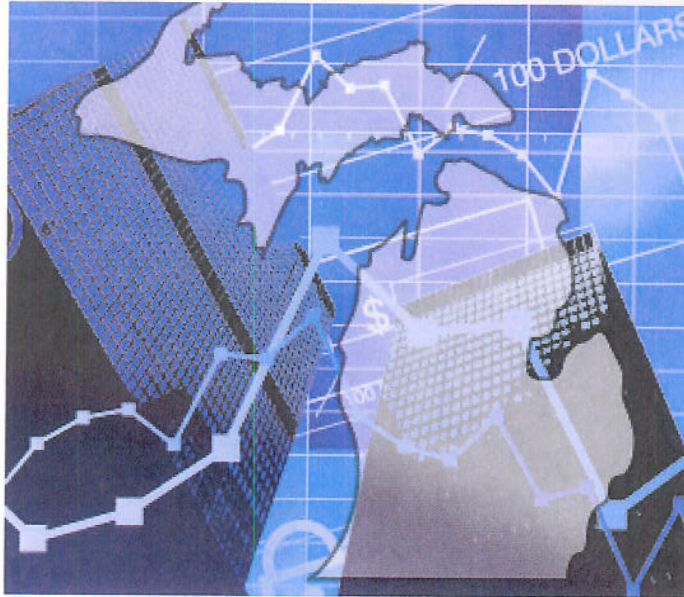
The plight of Michigan's economic woes has been making news throughout the country for months. The bankruptcies of Chrysler and General Motors have gotten the most headlines. Yet they reflect a deeper downturn impacting the entire auto industry and broader manufacturing sector that is especially felt by families in Michigan.

In fact, while the recent U.S. jobs report showed unemployment hitting 9.5% nationwide for the first time in a generation, Michigan's unemployment rate surpassed 10% last December.

The state's current unemployment rate has grown to 13.9% (latest figures from May 2009).

All this makes the performance of Capital Title Insurance Agency in Michigan so remarkable – and such an inspiration to everyone fighting to succeed in today's real estate environment.

The challenges facing southeast Michigan title agencies are especially daunting. The southeast Michigan market has suffered an approximately 40% decrease in residen-



tial non-REO sales. And so far in 2009, residential sales prices in southeast Michigan have plunged approximately 32%, as compared to the same period in 2008.

In spite of these challenges, Capital Title has remained focused on maintaining profitability and increasing market share.



Tom Lico

One tactic that Tom Lico, Capital Title President and CEO, uses to ensure his team stays focused on achieving company benchmarks is maintaining frequent and consistent

communication with the company's 50 employees.

"Tom's initiative, tenacity and discipline have served Capital Title and the FNF family of underwriters well in these challenging times," says Darlene S. Wilsey, State Agency Representative for FNF. "Although Capital Title's proximity to southeast Michigan, one of the most economically challenged regions in the country, has made their goals and objectives harder to achieve, it has not served as an excuse for failure." Capital Title customizes its product and

service menu to meet its customers' and prospects' current needs and expectations.

Among the creative tools Capital Title is using are social networking resources, namely Facebook. Through Facebook the company is trying to reach Gen X, Gen Y and a growing number of Baby Boomer prospects.

The way Tom Lico and Capital Title have embraced change and thrived in the face of the worst real estate market since the Great Depression sets an example we can all benefit from.

ATTENTION AGENTS:

For information on using Facebook to market your title agency to your customer base, and for tips on starting and using a blog to communicate with your customers, e-mail Darlene S. Wilsey at darlene.wilsey@fnf.com.

