

Bradley W. Andersohn

Email: bandersohn@yahoo.com

Experience

*Corporate / Management / Sales and Marketing / Training
Technology Systems and Service Enhancement / Technical
Support / Customer Service / Interactive Division*

Self-analysis

Experienced and professional. Self-motivated and extremely hard working. Great attention to details. Skilled listener. Confident in my ability to achieve maximum results in growth and profit for my organization.

Skills

Management Experience, Sales and Marketing skills, training 20+ years, Extremely organized, 18 years Title and Escrow / Customer Service. Creator and originator of First Farming software for real estate, Internet website designer for First American Walnut Creek, Specialize in Target and niche marketing, IBM and MAC hardware and software computer support, Beta tester for Symantec software products. Highly motivated with high standards for customer service and employee relations. Love helping people, good listener, and problem solver. Very Creative.

Achievements

Established first ever-exclusive contract for Lender and Realtor software to integrate title and escrow and real estate transactions via electronic delivery systems. Creator and Designer of Agent Assist 4.0 software.

Certified "AgentFirst" Trainer 2002

Certified "Zipforms" Trainer 2000

Certified "Top Producer Trainer" 1999

Certified "FASTWeb Trainer" 1999

Certified DRE Instructor "What Is Escrow" 1995

Mason McDuffie W.I.N Trainer and Speaker 4 years 1992 – 1996

Designed Computerized software for the R.E and Lending industry 1990

Originator and designer of the Advantage Farming System 1990

Education

1976 - 1980 Oak Grove High School San Jose, CA

Graduate

- Special Studies Music and Theory 2000
- Dale Carnegie Management Graduate 1998
- Quantum Leap Direct Management Graduate 1997
- Dale Carnegie Sales Graduate 1996
- Walter Sanford Masterminds Graduate 1996
- Graduate Barb Schwartz Residential Real Estate 1992
- Okinawa Shodan Graduate Certified (Hawaii 1985)
- Okinawa Kenpo Student Instructor (Hawaii 1982 – 1985)
- Metropolitan Marketing Graduate (Santa Clara County) 1980

Professional experience

October 2003 – present Contracted Under FNF Honolulu, HI

Real Estate Marketing Specialist – Residential Sales Manager

- Corporate Trainer / Speaker for Fidelity National Title of Hawaii Inc. Develop and Support a “Real Estate Support Services dept. Objective: To provide value-added training and services to the Real Estate community. Mission: Goal is to increase market share. Create an awareness of the services, stability, strength, and e-commerce solutions that are available to the industry. Deliver support and training services in exchange for customer enhanced and supportive client relationships. Generate title and escrow business by assisting clients and helping them to generate more of their own business. Using training skills and experience to help in providing the long awaited customer service for the agents of Hawaii. Areas include Oahu, Maui, Kauai and Kona.

Nov 2001 – Oct 2003 First American Title Solano / Contra Costa

Executive Support Specialist

- Main focus is training and education of clients and employees incorporating advanced technology and e-commerce solutions. My title as specialist is to maintain existing customers by providing Real Estate Support Services. Objective is to focus on Top Brokers and Agents in the Solano and Contra Costa areas to increase market share and dollar volume in the Benicia, Fairfield, Vacaville, and Richmond branches.

Nov 1999 – Nov 2001 First American Title Benicia

Branch Manager / Assistant Secretary

- Job duties include growth and development of a take over branch in Benicia. Marketing strategies and recruiting along with developing a plan to increase market share and dollar volume from 0%. Grew Market to 18.67% in under 2 years along with putting branch operations into the black the second year.

Feb 1999 – Nov 1999 Alliance Title Company East Bay

Regional Vice President / East Bay Sales Manager

- Job duties include growth and development of a new Title Company in Contra Costa and Alameda counties. Responsibilities include design and structure of 21st century Customer Service, training and teaching Sales Representatives in Northern California, Recruiting and marketing company to high volume escrow officers, marketing for a statewide Lender Center and building profit centers throughout the East Bay.

May 1997 – Feb 1999 First American Title East Bay

Assistant Vice President / Lender Sales & Technology

- Job entailed bringing sales technology to the Lending community and increase market share and dollar volumes in Contra Costa, Solano and Alameda Counties. Primary clients include BofA, E-Loan, World, Countrywide, Washington Mutual, Accubanc etc. (*references available*).

Sep 1994 – May 1997 First American Title Guaranty Co. Walnut Creek

Branch Manager Walnut Creek, CA

- Job included maintaining existing market share and to increase to 20% overall. Marketing value for value partnerships was key. Practicing cost effectiveness, employee's relations, idea implementation, motivation by production, creating finding and developing services no one else offered, customer computer support and provide marketing ideas to Real Estate and Lender communities. Obligated to over see Walnut Creek Branch as a test site for new automated support services which included transaction coordinating over the internet, e-mail support, electronic delivery of title and escrow services and customer service electronically. Major Projects included beta testing new Windows based escrow program to be released that year. In December of 1995, I was the 1st Company (individual) to produce and print a public record document from a remote location using a laptop computer.

May 1993 – Aug 1994 First American Title Guaranty Co. East Bay

Branch Manager Antioch, CA

- Manage and Build Brand New Office in new location. Duties included helping design and locate proper destination for new office. Working with Lippow Development to build new facility. I did everything from Start-up, marketing, Customer relations, recruiting, employee development, management, sales and marketing procedures, New concepts implementation, Client support, pick ups and deliveries, community involvement with special assessments committee plus membership and participation of local board seminars and events.

April 1991 – May 1993 First American Title Guaranty Co. Contra Costa

Automated Support Services

- Job Description: To provide the real estate community training and support using computer technology and automation. Job includes sales calls, house calls, after-hours technical support, software and hardware support, telemarketing and cold calls. I assisted the sales reps all over Contra Costa County. I co-wrote and developed a computerized prospecting software application later named as the "Advantage Farming System". Coordinated and performed training in Stockton, Santa Ana, Phoenix, Sacramento, Los Angeles and the greater Bay Area. In charge of creating and developing new products and services.

April 1990 – April 1991 First American Title Guaranty Co. Concord

Account Representative Concord

- Job Description: Sales and Marketing representative for Concord Escrow Branch. Education and Knowledge of making and performing effective sales calls, Cold calls, House calls, phone calls, after hours calls, message machine calls, fax calls, email calls, pager calls, business calls, lender calls, broker calls, builder calls, long distance calls and car phone calls. I was the first to break a company record with the most escrows ever in our Concord branch of First American Title.

July 1987 – April 1990 First American Title Guaranty Co. East Bay

Customer Service Representative

- Job Description: To provide customer service to internal employees and external clients. Job included researching and examining title, long form searches, GI runs, answering phones, and completing lengthy rush requests. Calls included real estate agents, mortgage brokers, lenders, appraisers, attorneys, builders, developers, investors, consumers and Nationwide First American employees. Mass production of property profiles, prospect packages (farms), target marketing packages, labels, copies of documents and maps etc., 300' radius, CC&Rs and much more. Duties also included customer service in the field as a PCS rep. (Sales calls to the preferred top clients of First American Title.)

July 1985 – June 1987 Western Title Contra Costa County

Customer Service Supervisor

- Job Description: Job duties included training employees, assisting sales representatives on sales calls, mass production of products for clients and escrow personnel, working with a unique and one of a kind title plant where I created ARB accounts and was involved with the making and recording all of the subdivision, parcel, and meets and bounds tract maps.

Professional memberships

Member CCAR MLS Committee
SACAR MLS Committee Member
Member Antioch, Concord and Walnut Creek, Benicia and Vallejo Chambers of Commerce.
Member H.A.R and H.B.R Honolulu

Community activities

Member Okinawa Kenpo Karate Kobudo Federation
New Hope Windward Ministries Leader
Member New Hope Church in Kaneohe
Member and Chairman of Solano Association of Realtors
Technology Committee / Contra Costa MLS Committee

References

Ed Vaccaro / Bank of America's Northern California Manager
Ron Shepler / On-line Mortgage Owner Concord, CA
Mike Clancy / Broker Owner Security Pacific Walnut Creek
Frank Coon / Owner Broker Coldwell Banker Antioch and Pleasant Hill
Stan Muncer / Broker Coldwell Banker Walnut Creek
Dick Pauletich / CEO President First American Title State Manager
Bill Morrish / Executive Chairman First American Title
Paul Jackson / Sales Manager Fidelity National Title Alameda County
Russ McDonald / Wymac Capitol, Inc. Walnut Creek, CA
Thomas Cathey / Guardian Mortgage Documents Lakewood, Colorado
Laura Lippow / Lippow Development Martinez, CA
Richard Adame / BankAmerica Mortgage RLC Manager Pleasanton, CA
William Hogarty / Olympic Funding Inc. CEO Fremont, CA
John Novo / Diablo Funding Group Walnut Creek and East County
Lynda Plummer / The Mortgage Market Vice President Pleasant Hill, CA
Eric Chalifour / Pacific Guarantee Mortgage Owner Pleasanton, CA
Mick McLaughlin Sr. / Security Pacific Real Estate Top Producer
Bob Schwab / Partners Mortgage Branch Manager Alameda
Jo Sciarroni / ReMAX CC Connection Broker Walnut Creek, CA
Rod Deily / Titan RE Investments Broker / Owner Danville, CA
Cathy Turney / Better Homes Realty Top Producing Agent Walnut Creek
Micky Gill / C/21 Hosking, Inc. Broker / Manager Walnut Creek, CA
Josie Feddersen / Contra Costa Association of Realtors
David C. Brown / The Real Estate Place Broker / Owner Walnut Creek
Dave Culp / Security Pacific Real Estate Broker Walnut Creek, CA
Eddie Snow / Dale Carnegie and Associates Oakland, CA

HAWAII LOCAL REFERENCES:

Marsha Shimizu – Hawaii Association of Realtors
Floyd Murashige – Honolulu Board of Realtors
Chason Ishii – Coldwell Banker Pacific Properties
Les Kobata – Coldwell Banker Pacific Properties
Kevin Miyama – Coldwell Banker Pacific Properties
Cynthia Duarte – RE/Max Honolulu
Sachi Braden – Sachi Hawaii
Bobbie Ma – Prudential Realty Hawaii
Vern Heath – Prudential Realty Hawaii
Colleen Pang-Wong – C/21 Homefinders
Corky Summers – Coldwell Banker Pacific Properties
Cynthia Manabe – Property Profiles
Bob Vieria – Stott Realty
Jim Dempsey – Dempsey West Realtors
Karen Ono – Kauai Board of Realtors
Tracy Bradley – CBPP – NATO
Peter Heinen – Wells Fargo Home Mortgage
James Pycha – RE/Max Poipu-Kauai

**Awards
Received**



Solano Association of Realtors "Affiliate Of The Year Award" 2001
Solano Association of Realtors Outstanding Achievement Award **2000**
Service Star Award 4th Quarter **2000**
Service Star Award 3rd Quarter **1998**
Golden Eagle Award **1997**
Top Company Award "**The Bill Morrish Award**" **1996**
Dale Carnegie Sales Champion Award 1994
First American Top Sales Award **1994**
Achievement Award Established 1st First American Web page **1994**
Top Trainer Award "Mason McDuffie" W.I.N Program 1993
Service Star Award First American 2nd Quarter **1992**
Record Breaker Award In Contra Costa Branch Operations **1992**
CAR Special Affiliate Recognition Award 1991
The Excellence Award for Innovation First American **1991**
The Excellence Award First American **1990**
Top Orders Award First American 1990
Most Friendly Customer Service Award 1989

Testimonials From Satisfied Clients
and Co-Workers!

*"Thank you so much for your hard work and enthusiastic involvement.
Some transactions are easier than others - this was not one of those!"*

Judith Judson
Judson and Company

*"Tim and I wanted to thank you so much for everything. You are #1 in
our books and we will be happily opening escrows with First American
Title." You are much thought of!*

Nina Giannini
Prudential Real Estate

*"I am very pleased to learn you were selected for the BILL MORRISH Award!
In your ten years with our company, you have made many contributions, some of
them very unique. It has been your "Can Do" spirit, your ability to see how something should or
could be done, to apply yourself without reservation and to "Make It Happen". Those of us in
management place a high value on these traits, Brad, and all of us are pleased to recognize you
for the impressive results of your efforts and the fine example you set for others."*

William Bradford Morrish
First American Title Guaranty / Founder & C.E.O

*"Brad Andersohn certainly paved the way for us to get involved in Advantage Farming. He invited
our marketing team to participate in a demonstration and was extremely knowledgeable and
helpful. Brad also took the initiative to personally travel to Santa Ana and present the program to
the 'powers to be'. Thanks to his efforts and determination, First American Title now has a unique
and exclusive farming program made available Nationwide. I would like to express my thanks and
appreciation to Brad for being persistent in pursuing the possibility to launch the program
nationwide and help all of us be more successful!"*

Robert P. Rupert
President
First American Title of Marin

"Brad, thanks so much for your fast and efficient customer service. It is because

of service like this that your Title Company is my favorite. My escrows are handled by Sylvia Jenson in Lafayette."

Karl Zimmank

Coldwell Banker / Realtor

"Brad, a special thanks for your time, expertise and patience in getting our computer system going. I've had this system for nearly 4 years and have never had it efficiently the way it was intended. In about 3 hours, you accomplished what three other so-called professionals were unable to do. WOW! Everything is up and running great! A million thanks would not be enough. I was extremely impressed with your knowledge, professionalism and ability to simplify tasks to a level I could understand. You have a rare talent, which should take you a long way in life and to a successful career. Thank you so much again...you have been an absolute "Gold Mine" to my office!

Steve Turnbloom

Owner / Broker

Turnbloom & Associates

To the Division President-

"It is very seldom that I write a letter of commendation about someone. However, I can not end the year without letting you know just how valuable Brad Andersohn has been to our Danville office, our staff, and to myself this year. Brad's assistance in writing computer programs for our Marketing Allotment Program and Escrow Coordinator will make our office systems and staff time more efficient. He has been wonderful about finding out exactly what our needs are and following up to make sure the programs are accommodating those needs. Brad's positive attitude and professionalism are truly an asset to your company."

Joan Carter

Prudential California Realty

Sales Manager

"I want to take this opportunity to say that I really appreciate the extra effort you make to take care of your clients, especially me! I would like to say once again, that Brad Andersohn has been the ultimate Service Representative and I look forward to working with him far into the future."

Marlene Rebhan

Mason McDuffie Real Estate

To The County Manager,

"Last Friday afternoon at approximately 4:50pm, I had an emergency request. On the

advice of Linda in the Danville Office, I called your office as I needed a set of C.C & R's for a subdivision. Brad Andersohn answered the phone and was most helpful. He took a lot of personal time to look for them and left copies for me to pick up. I really do feel that he went out of his way, at such short notice, and saved both myself and my clients from worrying unnecessarily during the weekend. Would you please thank him for me?!"

Pam Overstreet

Great American Real Estate Team

Dear Mr. President,

"I am writing you to Thank You for allowing Brad Andersohn to participate in the Computer Farming Seminar held at the California Association of Realtors Convention in San Diego. Brad's high professionalism helped contribute to the success of the seminar. You are very fortunate to have on your team a person of such high Caliber! Please convey my sincere appreciation for a job well done!"

John Bolton

C/21 Landmark

"Brad, I want to thank you for your gracious hospitality for hosting my "Back To Basics" training program for Mason McDuffie agents. I was really pleased to see that you stayed around and helped with the program. You have a great facility and I also appreciate set-up and tear-down, your always being prepared. I look forward to working with you in the future and I know you and your office will do well in your new site."

Joe Banuat CRB, CRS

Mason McDuffie

Vice President / Director Franchise Services

"Brad, just a short note to say 'thanx' for coming to my sales meeting and giving a demonstration of the Advantage Farming System. T wanted my account reps to come away with a knowledge of the features and benefits of the system and that is exactly what they did. They Marveled at your delivery and, of course, since we taped the entire presentation, they all have a copy they can refer to at any time. Thanks, once again, from all of us here in Santa Clara County."

Paul S. Grushka

Sales and Marketing Manager

First American Title

To the Branch Operations of First American,

"I am writing to you on behalf of your generous and brilliant team of support personnel which include Brad Andersohn. I can't say enough about him. He has helped me so many,

many times, and has gone out of his way, way above and beyond the "call of duty". I just hope that other agents are not as remiss as myself in writing to let you know how grateful we are to have him. He is truly exceptional and has done more for me than I could ever "Thank" him for!" It has taken a great deal to win my business, but I owe it to Brad. Many Thanks!!"

Cynthia Burke, CRS
Security Pacific Real Estate

Dear Bill Loftin,

"Norm Tuttle (A Good Customer) came in to ask about some "Customer Service" information he needed from Contra Costa County. He used our phone here in the office and called our customer service department. He said he got Brad Andersohn. Says that it was customer service at it's VERY BEST! Told me who he talked to and said he got exactly what he needed and FAST! Please pass this on to the appropriate department head. Thanks!"

Bill Morrish
First American Title
Board of Directors

To Gina Cotten,

"I teach a course for senior agents at Mason McDuffie in Orinda and have had Brad Andersohn speak at the prospecting session on three occasions. He is an excellent speaker with a tremendous amount of knowledge. I believe he takes his work very seriously and I will continue to ask him to be a part of my training classes. I think you have a great employee and team. Thank you!"

Kitty Cole
Mason McDuffie
National Trainer RE Services

Dear Brad,

"Thank you for the personalized tour of the plant last week. I appreciate you taking the time to do that for me. You are "Johnny-on-the-spot" whenever I need anything. It makes me feel great to know I have "friends in the right places!"

Linda Dykwel
Fox & Carskadon / Better Homes

To The President,

"I would like you to know how much we appreciate Brad Andersohn. Brad continually goes the extra mile in service, and always with a smile. Brad has really made the Advantage

Farming system a super tool. He has spent countless hours helping us get it in running order. We know it will make a big difference in our future business. There is something to be said about someone who takes time out in the evening to call from their home because they know the next couple of days are filled with many appointments. Much dedication to your company as well as to the agents he is helping. Brad has been a treasure to deal with and it would be hard to think of doing business with any other title company Our sincere thanks and appreciation in your having such a dedicated employee."

Katy Huetter and Todd Van Laanen

RE/MAX Realtors

Dear Brad,

You are one of those kind of people that instructors "Dream" of having in their class! You are eager, enthusiastic, ready and willing to learn, supportive, and you walk the talk. Your application of what I teach is excellent as is your ability to adapt what I teach to you and your way of selling. To say I am one of your greatest fans would be an understatement! Congratulations on winning the Sales Talk Championship. The competition was excellent. To be chosen Best-of-the-Best is the highest honor. Best of luck to you always!"

Eddie Snow

Dale Carnegie

"Brad, thank you very much for bringing such joy to all the children who attended our Santa visit this year. Your hard work was so greatly appreciated by all. I know from talking with many of the parents and children that you being Santa was a huge success and brightened the Holidays for many! Thanks Again."

Frank Coon

Coldwell Banker Coon and McCreary

Owner / Broker

"Brad, you are a good salesperson! Usually I say no at least 3 times to test your perseverance, but I have had a couple of people in Northern California that were left with a bad taste from one of your competitors. Mainly from the escrow standpoint. Please mail me a few rate schedules and a listing of your office locations. I have used First American in some purchase transactions where the choice was the sellers. I have had no bad experiences, so I will give you a try. Thanks for your tenacity."

Norm Ottley

California Capitol Group

To Michelle Wilson,

"I am writing to let you know that you have a great team at First American. My letter is to specifically acknowledge Brad Andersohn. Brad has been to our

office on numerous occasions to help, again, a number of the loan officers better their marketing strategies. Not only is he helpful, he's extremely motivating and very good at what he does. I am very impressed with the commitment he has to not only keeping our business, but making the initial deposit to earn it!

Kathryn Cook
Partners Mortgage
Loan Officer

"Brad, I want to thank you for locating and sending me the leases and deeds for the properties that I am currently working with. I appreciate your courtesy and helpfulness as these are truly rare qualities!"

Russell V. Riggs
Home & Land Commercial RE

"Brad consistently exceeds my and my clients expectations. His responsiveness, knowledge and patience are always above and beyond the call of duty. He is an asset and a large part of my success!"

Russell Carroll
First American
Senior Account Executive

"There are not enough compliments I could give to express my appreciation for the amazing job Brad did with a presentation for one of our top producing agents. He prepared a 1 1/2 hour presentation to present at a masterminds marketing group for our client. Brad did a fabulous job, as always. There were rave reviews from all who attended. This is just one of the Thousands of reasons Brad should be the "Service Star of the Year!" Thank you for everything Brad!"

Kelly Cantrell - Lyons

"Brad, it is really a compliment when your peers acknowledge a talent, and being a friendly person is a talent! Keep up the good work, county managers are first and foremost friendly people!"

Richard P. Pauletich
First American Title / President

"Brad, to stand out as a "Service Star" in an era that requires lots of energetic performances just to keep pace with our volume, is certainly an accolade. Thank you for showing us all how to get the job done! You set an example for our newer

employees and keep the customers coming back. Congratulations on your 3rd quarter '98 award.

Mark Sachau
First American
Chief Operating Officer

"Brad, thank you for your effort and participation in our State of Division evening. I have received many wonderful compliments regarding the entertainment that you provided for us. I know how hard you have been working and that you had to put in extra time to be a part of our evening. With Heartfelt Thanks!"

Michelle Wilson
First American Title
Vice President and Director of Operations

"Brad was instrumental in the production of the 1st ever "Solano County Real Estate Tech Faire"! Being the Chairman for the SAOR Technology Committee, Brad took it upon himself to plan, direct, coordinate and implement the entire program. Most of his effort was done after hours on his own personal time. Brad definitely deserves a service star for his great and valiant efforts!"

Thomas Lucini
First American Title
Director of Sales