

ACB and First American Corp. Launch Web Site for ACB Members

America's Community Bankers Business Partners Inc. and The First American Corporation formulated an agreement effective September 2005 to offer ACB members settlement services.

Recently, ACB and First American announced a new customized Web portal—<https://faws.firstam.com/faws/>—where ACB members have access to a full range of settlement products and services. Deborah Whiteside, ACB Business Partners senior vice president of mortgage solutions, discussed the benefits of the Web site with Randy Gilster, vice president, business line director, at First American.

Deborah Whiteside: At the ACB 2006 Real Estate Lending Conference you introduced a co-branded custom Web site for ACB members. Can you tell us a little about it?

Randy Gilster: The site is what I would call the “next generation” of our centralized ordering and delivery platform, co-branded for ACB members. First American provides ACB members with access to its suite of mortgage-origination services from a single platform where they can order a full range of settlement related services.

The products are tailored to maximize the unique lending markets of ACB members and the technology platform is designed to streamline the ordering and delivery of products. ACB members receive advantaged pricing on individual purchases and can get further discounts based on the total volume of ACB member orders.

First American's best-in-class solution components and adoption of innovative technology helps drive lower settlement costs for the con-

sumer and mitigates risk for the lender while reducing the average number of days to close. The improved efficiencies and savings help community banks compete with the larger mortgage lenders and the streamlined processes assist homebuyers in achieving more certainty on the price of settlement services.

DW: What products are available through the Web site?

RG: **First American Credco** which is the most widely used, accessible and portable credit report in the industry, and it allows our credit report to be reissued to the investor during loan qualification. This results in savings and fewer delays during the qualification process.

First American eAppraiseIT is a very well known national appraisal management firm. Using eAppraiseIT's management services can help members become compliant with the new Office of the Comptroller of the Currency regulation, thereby lowering appraisal quality control costs and eliminating delays during the loan process.

First American Flood Data Service is the most widely used flood determination service in the industry. The broad acceptance of our flood product by investors eliminates most conversion fees on the backend when the servicer requires our flood determination or life of loan tracking services.

First American Nationwide Documents is the leading document preparation provider of three-day initial disclosure documents as well as final closing packages for all loan types, including reverse mortgages. Our automated closing solution can cut days out of the closing process.

First American Real Estate Solutions specializes in customized data solutions, with more products to meet your information needs. Customers can access property profiles, AVMs legal and vesting, document images, and custom research services as well as lead generation tools.

DW: What benefits can ACB members derive by using this Web site?

RG: As we mentioned earlier, ACB members can order a full range of settlement products and services at advantaged pricing. Members will also realize immediate efficiency gains by going to one place for obtaining all their settlement services. Each member will have just one account allowing them to order services, thereby eliminating the need to maintain and manage multiple logins and passwords. Additionally, one system, which is Web enabled, eliminates the need to manage multiple technology systems and vendors supplying those systems.

Members also recognize a benefit from a centralized customer service center. First American Centralized Services (FACS) division is designed to manage customer support needs with just one phone call to 866-FA4-IT-ALL.

DW: How do ACB members find out more and sign up?

RG: For a demonstration of the new First American ACB multiproduct platform or to learn more about the efficiencies and services available, call Dan Solomon at (866) 785-9386. **5**

For more information about the First American/ACB relationship, contact Deborah Whiteside at (202) 857-5580 or dwhiteside@acbankers.org.