



The Multicultural & Sustainability Times

Editor's Note

Census 2010 Data and Home Ownership.

Every ten years, the United States government surveys demographic information. The data is reported as the U.S Census. Earlier this year, the 2010 U.S Census data was released revealing a few surprises. Below are some interesting numbers in strategic states for the Multicultural Marketing Program.

Keep in mind that the U.S Census data underrepresents some groups as the data doesn't include undocumented immigrants and households that don't fill out the Census form. From Census 2000 to 2010:

- Our nation grew by almost 10% to 308 million people. Previously the nation had grown by 13%.
- The White population grew only by 1%, compared to 9% for African Americans (AA), 40% for Asian Pacific Islanders (API) and 43% for the Latino Population.
- Whites continue to be the largest population segment in the United States (64%).
- Hispanics are the largest ethnic group in the U.S and by 2050 one in every four people will be Hispanic.
- As in the U.S, California's population grew by 10%, compared to 35% growth in the state of Nevada, 25% in Arizona and 21% in Texas.
- In Arizona, California, Colorado, Florida, Nevada, Oregon and Washington states, the Hispanic and Asian populations grew by 200 to 400 percentage points higher than the White and/or African American population segments.

This data is important to us as these population trends determine from which population segments will first time home buyers come from. The home ownership rate for Latinos and African Americans households is about 25 percentage points below the Whites. Even the Asian Pacific Islanders population segment, which is supposed to have the highest income and education level of all groups including Whites, has a home ownership rate about 20% points below Whites.

In the Did You Know section below, I have provided Census data in key states. I will provide data on key cities and counties in the next two issues.

Be Green and Think Multicultural.

Pablo Wong

Senior Vice President

Employee Spotlight



Jordan Sumner, Assistant Vice President, Chicago Title DFW

"Even though we have just begun to integrate the FNF Multicultural Marketing program into our organization, it has been incredibly valuable so far! First and foremost, it provides us with resources that make it effortless to offer cultural competency training to our employees. Additionally, by using the knowledge and resources provided by the program, we are discovering new sources business in both the residential and commercial arenas. We have found that the foreign language marketing materials and the educational seminars have been particularly popular within our local real estate community and have allowed us to, yet again, shine in comparison to our competitors!"

Green Tips

By Michele Skupic and Jeff Howell, FNF Sustainable Strategies.

Why should I promote the LEED Data Report?

1. It's something NEW to talk about and gives your client powerful information and protection in the ever-growing competitive green industry.
2. It can lead to title and escrow business!
3. It can make \$\$\$ for you and your operation!

How do I sell the LEED Data Report?

1. Ask whether the client has any LEED projects in portfolio or plans to close any.
2. Ask how they are completing due diligence to confirm the CURRENT status of LEED certification.
3. Clarify to the client that initial certification status may not be sufficient because certification can be challenged, expire, reduced, or revoked entirely.
4. Articulate that Fidelity has the only report available to confirm POST certification status of LEED projects that may be essential to the due diligence process.
5. Visit the www.fnfdatabreport.com website to learn about the product, view the report, and download marketing materials.
6. Coordinate a conference call between client and Michele or Jeff to help close the sale.

What are the benefits of FNF Green branch certification?

1. To create a new marketing niche for you to promote "green to green" business with like-minded customers and consumers.
2. To save money by protecting the environment.

Did You Know?

Population growth table for CA, TX, OR, WA, FL, NV

U.S Census 2000-2010 Population % Change

State	Total Growth	Whites	Hispanics	African Americans	API
AZ	25%	13%	46%	50%	83%
CA	10%	-5%	28%	-4%	29%
CO	17%	10%	41%	14%	41%
FL	18%	4%	57%	22%	66%
NV	35%	12%	82%	38%	60%
OR	12%	5%	63%	17%	39%
WA	14%	5%	71%	21%	49%

Have You Visited Our Multicultural Marketing and Green Resource Centers Located in the Marketing Section, under Business Tools of our Home.FNF Intranet?

