



# The Multicultural & Sustainability Times



## What's New

- Our Multicultural Resource Center is now easily accessible from your computer and iPad via productbook. Download marketing brochures, PowerPoint presentations, newsletters, demographics and other products to help your customers who are work with a diverse clientele.
- The multicultural marketing bilingual brochures are now available in your Edesk Content Library. If you need assistance finding your content library documents, please contact [ITSupport@fnf.com](mailto:ITSupport@fnf.com).
- **Videos**  
In productbook's Multicultural Resource Center you will find content to produce short informational videos that you can email to your clients. You will also find a couple of videos that I recorded. Please look for the Videos section.
- Thanks to your input, we have revised the format of this newsletter and added a "client testimonial" section.

Have a wonderful Christmas and a Happy New Year. Remember....

*Be Green and Think Multicultural!*

**Pablo Wong**  
Senior Vice President  
Market Development

## Client Testimonial



**Juan Martinez,**  
*Century 21 Martinez & Associates, Las Vegas, Nevada*

"For most of our customers, real estate transactions are complex, particularly if they speak limited or no English. When we are able to provide our clients with bilingual brochures, Spanish-speaking closers, and other in-language educational collateral, it makes a positive difference as they can better understand the complexities involved. With more than 50% of all FHA loans originated in Nevada by Latino borrowers, education and outreach are imperative to serving the Hispanic community. Fidelity provides some of these tools and we truly appreciate them." Mr. Martinez is the incoming Board of Directors Chairman of the National Association of Hispanic Real Estate Professionals-NAHREP and the #1 Hispanic Agent for both the State of Nevada and the U.S. according to a recent report by the Wall Street Journal Real Trends. He is a client of Fidelity National Title.

## Employee Spotlight



**Sherri Nolan,**  
*Vice President and Regional Marketing Manager, FNTG*

"When I first joined FNTG, I immediately received inquiries about green and "LEED"... particularly in the commercial and development arena where renewable energy and sustainability are a fast-growing prerequisite for projects. When I learned about FNF Green, I was delighted to join the Green Advisory Team and become the Division 1 liaison. I knew this would be a great marketing opportunity to show that our company was environmentally responsible and a leader in the green movement in our industry. Both our green and multicultural marketing resources provide additional tools to our employees to connect with customers who are green minded and/or working with the fastest growing population segments."



## Green Corner

- FNF Green will recently roll out Green Cap, a program to empower and make sure that the "certified green" branches are operating in compliance with the certification guidelines and avoid being accused of "green-washing."
- About 346 FNTG title branches have been "certified green" by FNF Green. NAR has a green certification for Realtors and many of them identify themselves as "Green Agents or Brokers." Is your operation taking advantage of this program?



## Did You Know?

- The average homeownership rate in the U.S. is about 66% and it varies according to different market segments. For example, for Whites it's about 72%, for Hispanics and African Americans 45%, and for Asian Americans 57%.
- **Black History Month**  
February is designated as Black History Month because the birthdays of both abolitionists Fredrick Douglass and President Abraham Lincoln fall during this month. In 1926, Dr. Carter G. Woodson launched Negro History Week.
- February 10, 2013 is the Chinese or Lunar New Year. It is the Year of the Snake. For more information, please visit [http://en.wikipedia.org/wiki/Chinese\\_New\\_Year](http://en.wikipedia.org/wiki/Chinese_New_Year). If you want to email your clients a Happy New Year card, please contact Pablo Wong at [pablo.wong@fnf.com](mailto:pablo.wong@fnf.com).

**Have You Visited Our Multicultural Marketing and Green Resource Centers Located in the Marketing Section, under Business Tools of our Home.FNF Intranet? Also find us on productbook at [www.itsproductbook.com](http://www.itsproductbook.com), a new additional location for the Multicultural Resource Center.**