



# The Multicultural & Sustainability Times

## Editor's Note

A few months ago, I was introducing the Multicultural Marketing Program to one of our operations in Florida and one of our salespeople asked me: "How do I become culturally competent?" The question made me smile as it confirmed the important role of our Multicultural Marketing Program. One of our tools is a workshop for members of our team called Culture Competencies for Today's Market Place. It is a training workshop designed to help members of our team be more culturally competent, to better understand and to better interact with people who are different from themselves, beyond ethnicity. The 3-hour workshop also addresses diversity at-large and tips on the Asian and Latino cultures. If you are interested in bringing this workshop to your operation, please contact me to schedule.

In the last few months, I have come across a few articles highlighting how the Asian American vote may play its biggest role in the upcoming presidential election. In an article published in a July issue of the San Jose Mercury News Rep. Mike Honda, D-Campbell said: Asian Americans "...started to understand they have the leverage...a marginalized community has become a margin of victory." The article further stated that "coupled with Pacific Islanders, Asian-Americans represent the nation's fastest-growing minority group. Census data show that the population grew by 41 percent nationwide from 2000 to 2011, but at higher rates -- in many cases, much higher -- in nine of 11 states likely to be key battlegrounds in November's presidential election."

More important than how Asian Americans vote, for us in real estate or any business, is their purchasing power, which is a product of their income level. Asian Americans have the highest income and education level of all major ethnic groups including Caucasians. Thus, it is imperative for us to be working with those real estate professionals who are serving this rapidly growing and affluent group of consumers.

On a Green note, we recently rolled out Green Plus, a higher designation level of our FNF Green branch certification program. Green Plus is awarded to those branches that meet the "certified green" program guidelines and that have incorporated smart VIEW in their operations. We are also introducing FNF Green to our title operations Texas attorneys and invited them to participate in the "certified green" program. More information on FNF Green in the Did You Know section below.

Be Green and Think Multicultural!

### Pablo Wong

Senior Vice President  
Market Development

## Clarification

In the last issue I wrote: "...in states like California, Florida, New York and Texas, where 33% of the U.S population resides and 40% of title premiums are underwritten, it will be more like that seven to eight first time home buyers will be Latino, Asian or African American." I did not specify that it is seven or eight out of ten first time home buyers that will be Latino, Asian or African American.

## Employee Spotlight



**Jason McDonald**, AVP, Director of Client Services, Fidelity National Title, San Francisco

*"In the pursuit of new business both the Multicultural Marketing Program-MMP and FNF Green have contributed to my success. Many times I've been in the middle of a new business appointment and my prospect has asked "What is Fidelity National Title Company doing in the community?" Between our Multicultural Marketing Program and our Green Title Strategy, I have plenty to say. The MMP tools and resources help our clients serve their diverse customer base. Because of FNF Green, we are recognized as an environmentally responsible company and I am able to connect with green-minded agents. The MMP and FNF Green give me a competitive advantage."*

## Did You Know?

- Hispanic Heritage Month is the period to recognize the contributions of Hispanic Americans to the United States and to celebrate heritage and culture. The observation began in 1968 as Hispanic Heritage Week under President Lyndon Johnson and was expanded by President Ronald Reagan in 1988 to cover a 30-day period starting on September 15 and ending on October 15. It was enacted into law on August 17, 1988.
- In the June 18 issue of the New York Law Journal, an article by attorney Peter Britell titled "Understanding Green Due Diligence," FNF was called an "early pioneer" in green reporting. Peter went on to provide the following testimonial soon after the article's release: "Because green legal and contractual requirements and green financial benefits can dramatically impact property value — whether for a purchase, lease or mortgage — green due diligence is now critically important for investors, tenants and lenders. FNF's LEED Project Certification Data Report is a pioneering resource — it will likely become standard in the 'tool-kit' as the importance of green due diligence is fully recognized." For more information on this report, please visit <http://www.fnfdatarport.com>.
- FNF Green's LEED Data Report product-ordering Web site can be accessed through the new National Agency Website. Simply visit [www.nationalagency.fntg.com](http://www.nationalagency.fntg.com), select the Products and Services tab, then select the FNF Sustainability tab (soon to be FNF Green) to link to the site.
- FNF Green's new bundled-service Web site at [www.fnfgreen.com](http://www.fnfgreen.com) features expanded information on who we are, what we do, and our strategic partnerships that enable us to provide even more new services and products. The site is a great resource for employees and agents to share with clients who are interested in learning how FNF can be their "go to" resource in the energy retrofit and due diligence fields.

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

**For more information, please contact  
Pablo Wong at 415.291.5124 • email: [Pablo.Wong@fnf.com](mailto:Pablo.Wong@fnf.com)**