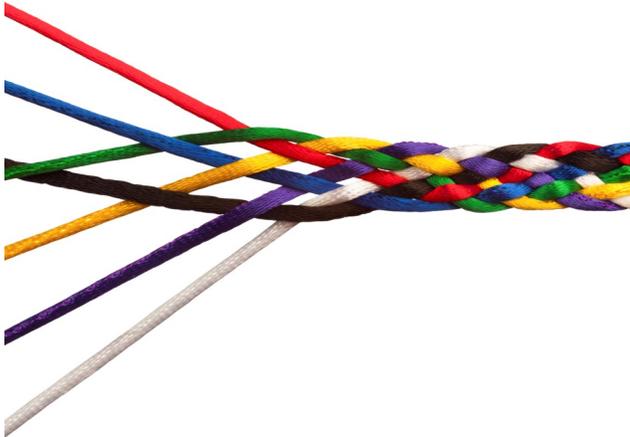


How Property Insight is tying loose ends to improve the search experience

The vision of an examination-ready title plant



There is a self-help Website aimed at consumers that covers such diverse topics as "how to sift flour" and "how to reduce your carbon footprint." It also explains, in 400 words and four photos, how to conduct a title search, saying that "... the task can be completed with relative ease."

If only it were so.

The truth is, title searching is a highly specialized activity, even when an automated title plant is involved. To complete a search you must understand not only *how* to look, but *where* to look for records and documents. This is especially true when it comes to linking properties to document images, such as maps, and associating parcels that may have a historical relationship. Title companies have been known to maintain their own local cross-reference tools, policies, and other media to streamline future searches.

Property Insight plant operations specialists have been working to simplify the search process by expanding and strengthening the integrity of property location keys, which together define the Property Control File, the backbone of a modern plant. This enables association of current and historical documents and records in the plant and ties parcels to historical maps and documents with absolute certainty, enabling products like TitlePoint to automatically "harvest" relevant images in a title search.

In the latest release of TitlePoint, links to recorded plat and tract maps, assessor maps, Arb maps and back plant Tract Book images (where available) are automatically displayed in the property history section of a title search in select counties in Arizona, California and Washington.

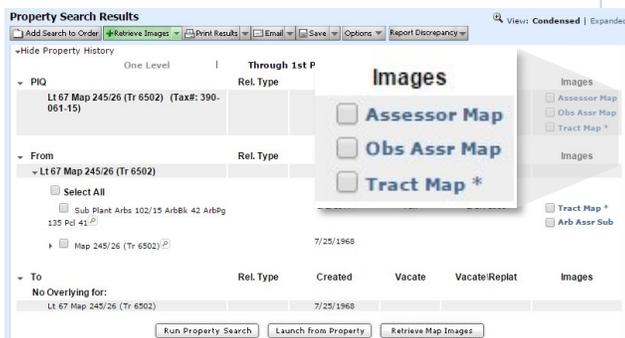
New TitlePoint Feature Brings Maps into Clear View

With the release of TitlePoint version 4.10 in August, TitlePoint users in select counties in Arizona, California and Washington State can automatically retrieve map images that correspond to the property in question (PIQ) in their TitlePoint search.

This is made possible by structural improvements within the plant that strengthen the integrity of property location keys, linking parcels to historical maps and documents with absolute certainty and enabling TitlePoint to automatically "harvest" relevant images in a title search.

Links to map images appear in the Property History section in the Search Results page (see illustration, below).

... the goal (of PIQ Xpress) is to minimize the amount of input required to return a complete data and image set for title research, including maps.





Examination-ready plant (from page 1)

historical plant records, new plant postings, cross-reference tables and back plant image sets to link all of the plant's resources.

"One key principle is the creation and maintenance of property account definitions granular enough to conform to the unique public record legal boundary," said Erik. "Add to that an association to its respective Tax Parcel number, and expand to include associations to all applicable and diverse map image sets, and even back plant images, and you can then get a sense of how we're endeavoring to streamline the title search process."

The integration of these data and image sets coincides with increasingly rigorous plant posting practices, such as tightly maintained property create and vacate dates, validated primary and secondary document relationships, and the strategic capture of key data directly abstracted off public records.

"Modern plant technology plays a vital role in facilitating these improvements," says Erik. "Property Insight is nearing completion in converting 100% of its title plants to the modern plant environment, with Los Angeles, CA being the final conversion candidate." (*Editor's note: This conversion was completed in November.*)

"Migrating to a modern plant environment has created opportunities historically unachievable in the legacy plant systems," he said. "All of the limitations resulting from constrained field space and truncated records are eliminated, creating the ability to store richer and more highly integrated data sets."

At the same time the required skill sets for plant operation specialists continue to evolve, as plant experts become more skilled in leveraging technology to maintain and perform quality control on plants.

"At one time plant operations was behind the technology curve," explained Erik. "Now we're ahead of it. We're seeing significant savings in plant operations expense at the same time we are delivering global improvements on plant data and creating a better examination environment for our clients," he said.

PIQ Xpress will have far-reaching, positive effects on title searching as it touches more counties and search operations to improve existing title automation services, believes Erik.

"Today's enhancements will enable tomorrow's routine processes," he said. "Once we demonstrate the reliability of these enhancements, users' confidence in the plants will only increase, and they will begin to reap the benefits of a more fruitful and productive search automation process."

Erik holds close to his vest a document entitled "Title Plant Data Automation." It lays out a vision, in three phases, to deliver search

and examination efficiencies through better data structure. Current enhancements, like the ability to automatically retrieve map images as part of a title search, are Phase 1 improvements. Phases 2 and 3 provide even more meaningful gains, building on the work that Erik and his team are completing today.

"When our community thinks about workflow efficiency, it tends to focus on search technology," said Erik. "But fundamentally improving how we capture, store, and associate the underlying data upon which that search technology rests," he added, "is what you might call the secret sauce."

And maybe someday the task of completing a title search can be performed with relative ease.

Thank you for your interest