



"How Much Does Culture Really Affect the Transaction?"

Topics covered:

- Insight into cultural nuances and how they affect a successful closing with the multicultural consumer
- Understanding of the closing process from the diverse homebuyer's point of view
- Tips for improving your multicultural homebuyer's closing experience; including how to take the confusion out of Title and Escrow
- First American Title's educational materials and resources for servicing our diverse marketplace. Information about the Closing & Settlement process in 22 different languages!



**Darryl Freeman, Market Integration Manager
First American Title - Strategic Markets Division**

Darryl Freeman routinely conducts monthly presentations on multicultural and specialized markets. This past year he conducted more than 70 internal and external presentations to over 2,000 real estate practitioners. Darryl works consistently with many multicultural real estate trade organizations & housing agencies such as the Asian, Hispanic, and African-American real estate associations as well as the Women's Council of Realtors and Operation Hope.

April 15, 2015
11:00 am - 1:00 pm

REGISTRATION:
WWW.HAREPARIZONA.ORG

MEMBERS: \$20
FUTURE MEMBERS: \$25

Sheraton Phoenix Airport Hotel
Arizona Room

1600 South 52nd St. Tempe, AZ 85281



First American
Home Warranty Corp.



First American
Title Insurance Company