

Escrows, Inc.

3520 W. Magnolia Blvd.
Burbank, CA 91505

*"Keep your fears to yourself, but
share your inspiration with others."*

~ Robert Louis Stevenson



OCTOBER '08

Dear Professional:

A friend recently introduced me to an "executive coach" and author named Marshall Goldsmith. One of Mr. Goldsmith's best ideas is an exercise he calls the "Feedforward Tool." In stark contrast to the practice of providing feed"back," the Feedforward Tool shifts the focus from what has happened in the past, to what's possible in the future. Isn't that a great idea?

The Feedforward Tool is a simple way to give people suggestions for their future, along with ways to achieve positive changes in goals selected just by them. While feedback is usually telling you what you did wrong, Feedforward puts the focus on what is possible, expansive and dynamic. And best of all, it's really quite simple. While there is more information about it on the Internet, the practice is to spend 10 minutes explaining to another person what it is you hope to accomplish in the future, and asking the other to give you any advice or suggestions to help. A key is to keep the conversation short (10 minutes), on topic and without judgment—just write the ideas down and evaluate them later. Another key is to spend a similar 10 minutes with as many people as possible. He says we will all be amazed with how much positive feedforward we can receive in such a short time.

These days, many business people (Realtors included) are looking for ways to enhance their business. Simple tools like Feedforward, provide new ideas and keep us focused on a positive future. Next time you have ten minutes, give it a try.

Until next month,

Marcia Amoroso
President/Escrow Officer

ESCROW EXPRESSIONS

DEDICATED TO INCREASING THE EFFICIENCY OF EVERY CLOSING

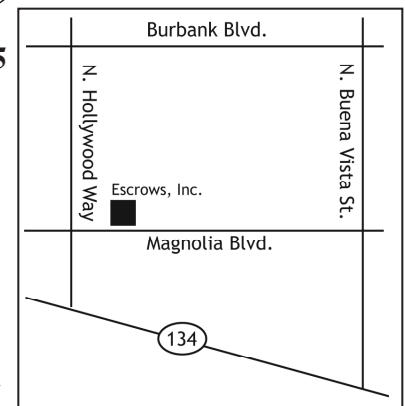
ESCROWS, INC.

3520 W. Magnolia
Burbank, CA 91505

Phone:
818-841-9400

Fax:
818-841-9839

Find us on the web at:
www.escrows-inc.com



REAL ESTATE TIP FOR OCTOBER

Avoiding Property Fraud Tips Buyers, Sellers & Agents Need To Know

Protecting consumers against fraud continues to be a high priority for everyone in our information and technological age. Real estate is no exception. The real estate industry, along with all credit and financial institutions, must be ever diligent to ensure both information privacy and best practices for all transactions. A recent article published by the Escrow Institute of California (www.EscrowInstitute.org) outlines what to look for and offers tips to avoid fraud. A short review is a good way to stay alert to potential problems.

continued...

ESCROW TIP, continued....

Schemes with the potential to be harmful to the public usually fall under a couple of categories. One such problem occurs frequently in non-owner occupied properties, where a criminal poses as owner and either attempts to sell it to unsuspecting buyers, or refinances the property. If accomplished, the criminal takes the money and runs, leaving the rightful owner and possible buyers in the lurch. Another problem often occurs with "straw" buyers who rent out their identity in order to secure money or as a part of a larger scheme. In most cases the criminal is frequently very charming and endearing — until it is much too late to avoid.

The best place to start to avoid such problems is to remember that if something sounds too good to be true, it probably is. In most cases, red flags are present when potentially fraudulent actions are occurring. Some the biggest "red flags" to look for are:

1. If it sounds too good to be true it probably is
2. If a power of attorney is requested without explanation
3. If inspectors, title insurance and escrow holders are avoided
4. If there are cash payments out of escrow
5. If document dates don't add up
6. If there are sudden or last minute changes to escrow
7. If terms or fees don't make sense
8. If no one will answer your questions or return your phone calls
9. If you get mail from creditors you don't recognize

Avoiding fraud is not as difficult as it sounds as long as consumers approach the sale or purchase of real estate with care, attention and the involvement necessary to ensure a proper transaction. A few of the most important "Tips" to avoid fraud are:

1. Always know what you are signing.
2. Don't be afraid to ask questions and expect reasonable answers.
3. Never sign blank documents.
4. Check references with those you do business with, especially if you do business over the Internet and don't meet in person.
5. Beware of promises of outrageous profits.
6. Don't hesitate to hire professionals or counselors to help explain documents or complicated transactions.
7. Remember, if it sounds too good to be true it probably is.

Actually one of the most valuable ways to avoid real estate fraud is to use the services of a licensed and respected real estate escrow holder. In the world of real estate, business, equipment and just about any other thing that can be bought or sold, your independent escrow company can be your biggest asset to protect against fraud. Certainly the experience, education and training of a trusted escrow officer can often spot potential problems and situations, and bring them to your attention, long before they become detrimental. For more tips and ideas about avoiding potential fraud, be sure and check out the article at: http://www.escrowinstitute.org/pdf/PropertyFraud_Flyer.pdf

NEWS FLASHES!

Current Real Estate News You Should Know About

"Copyright (c) Information, Inc., 1999--Bethesda, Maryland"

Auctioneer, Online Discounter Team Up

Source: Overstock.com (08/20/2008)

Williams & Williams, a specialist in auctioning foreclosures nationwide, is teaming up with Overstock.com, a discount retailer. Overstock.com will provide real estate shoppers with tools to search thousands of auction properties and link to Williams &

Continued from below:

Williams so shoppers can bid online.

"We have dialed our customers into another overstocked inventory to allow them to make their best deal," says Patrick Byrne, Overstock.com chairman and CEO.

Successful RE Blogging: Don't Be Dorky

Source: Realty Times, Jennifer Allan (08/20/08)

Real estate consultant Jennifer Allan encourages practitioners who blog to avoid being "dorky," which she defines as boring and predictable.

When blogging, according to Allan, practitioners should be themselves--whether they are sappy, sarcastic, funny, or even frustrated. They also should write only about topics that they care about and ensure their voice is heard throughout.

They should also avoid being sloppy bloggers, meaning that they should spell check and proofread their posts.

Population Boom Will Drive Real Estate Industries

The Washington Post, Steven A Camarota (08/31/2008)

When the Census Bureau released population projections last month, more attention was paid to the country's changing racial composition than to the massive scope of the increase. What's clear is that the latest numbers will inevitably give the real estate business a boost.

The Census Bureau is projecting an increase of 135 million people in the U.S, a 44 percent rise, by 2050. That's equivalent to the entire populations of Mexico and Canada moving to the United States.

The bureau estimates that this population boom, largely fueled by immigration, will require 52 million new housing units, along with more places for people to shop and work.

DID YOU KNOW?

Company Takes Staging To A new Level And Offers Rent-a-Residents

A company called Showhomes Management LLC is taking staging one step further by hiring resident managers to occupy vacant high-end homes, furnish them, and keep them spotless until they sell. There are about 2.2 million vacant homes for sale, according to census data. And that means the Nashville-based company, which has business operations in 34 states, is doing fabulously.

"I hate to be the one positive person in the real estate market," he said. "We're really excited about the bust because there are so many vacant homes. We can be really selective -- almost picky," says Thom Scott, vice president of operations.

Home managers actually pay Showhomes to do the job -- about \$1,200 a month to live in the houses, which are often multi-million dollar mansions. In return for the bargain rent, they are expected to fill the homes with nice furniture and keep the properties open house ready. The deal lasts until the home sells -- usually five or six months.

Scott says finding managers isn't hard. Often people who have just sold their own expensive home sign on. Newly transferred executives are also likely candidates.

Chicago Tribune, Mary Umberger (08/10/2008)