

## Alliance Title & Escrow Corp

380 E. Parkcenter Blvd., Suite 105  
208 388-8881  
Fax 208 388-8984  
www.alliancetitle.com



# eMarket Share Reporting

Delivering a powerful combination of technology and comprehensive data to provide up-to-date information to your desktop.

**A**lliance Title & Escrow Corp. is now offering a comprehensive Market Share application, covering 29 counties. The eMarket Share Reporting Tool has been designed to provide an in-depth analysis and trending suite of reports to assist you in evaluating business performance.

**T**he strength of eMarket Share Reporting comes from pulling data directly from our centralized Title Plant on a daily basis. Alliance maintains strict guidelines to have all recordings posted within five business days from the date the recordings are received from the County. Through these guidelines, Alliance is able to provide the most up-to-date information available for Market Share reporting.

**T**he eMarket Share Reporting works directly on your computer desktop and runs over an internet web browser such as Microsoft Internet Explorer. The user interface has been designed for easy navigation and easy selection of search criteria. Alliance offers direct customer support to provide training and assistance as well as custom report requests to be reviewed.

**C**ost for the product is \$75/month with discounts available for multi-county purchases. For more information, or to demo the full version of the product for 10 days, please contact:

Paul Fritz | SR. VP & CFO | Alliance Title & Escrow Corp.  
380 E Parkcenter Blvd, Suite 105 | Boise, ID | 83706  
(208)955-9668 (Office) | (208)388-8984 (Fax)  
paul\_fritz@alliancetitle.com

### Available Counties

#### *Idaho*

- Ada
- Bannock
- Bingham
- Boise
- Bonner
- Bonneville
- Canyon
- Caribou
- Clark
- Custer
- Fremont
- Gem
- Jefferson
- Jerome
- Kootenai
- Lemhi
- Madison
- Nez Perce
- Owyhee
- Payette
- Power
- Shoshone
- Teton
- Twin Falls
- Valley

#### *Montana*

- Flathead

#### *Washington*

- Asotin

#### *Wyoming*

- Lincoln, WY
- Teton, WY



## Market Share by Instrument Type

The Market Share by Instrument Type report provides data detailing the recorded Warranty Deeds and Deeds of Trust by market segment and company. These reports are shown by number of actual documents or overall percentage.

**Selection Filter**

County: Flathead, MT  Region: -- Select Region --

Date: November 2008

**Market Share By Instrument Type (Number)**

Market Source	DT	WD	Grand Total
Alliance Title & Escrow	37	22	59
Fidelity National Title of Flathead	18	19	37
First American Title	57	46	103
Insured Title	62	31	93
Sterling Title	46	28	74
Grand Total	220	146	366

**Market Share By Instrument Type (Percent)**

Market Source	DT	WD	Grand Total
Alliance Title & Escrow	16.82%	15.07%	16.12%
Fidelity National Title of Flathead	8.18%	13.01%	10.11%
First American Title	25.91%	31.51%	28.14%
Insured Title	28.18%	21.23%	25.41%
Sterling Title	20.91%	19.18%	20.22%
Grand Total	100.00%	100.00%	100.00%

## Market Share by Segment

Breaks out by segments as shown below.

**Market Share By Segment (Number)**

Market Source	Commercial	New Construction	Refinance	Resale	Grand Total
Alliance Title & Escrow	3	1	26	7	37
Fidelity National Title of Flathead	3	2	8	5	18
First American Title	9	0	27	21	57
Insured Title	6	2	37	17	62
Sterling Title	3	4	25	14	46
Grand Total	24	9	123	64	220

**Market Share By Segment (Percent)**

Market Source	Commercial	New Construction	Refinance	Resale	Grand Total
Alliance Title & Escrow	12.50%	11.11%	21.14%	10.94%	16.82%
Fidelity National Title of Flathead	12.50%	22.22%	6.50%	7.81%	8.18%
First American Title	37.50%	0.00%	21.95%	32.81%	25.91%
Insured Title	25.00%	22.22%	30.08%	26.56%	28.18%
Sterling Title	12.50%	44.44%	20.33%	21.88%	20.91%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%



## Market Share Comparisons

The application provides multiple reports comparing performance against the previous years. Reports available in this category include: Comparison by Instrument Type, Comparison by Segment, Trend Comparison by Instrument, Trend Comparison by Segment. Reports can separate Warranty Deed from Deed of Trust or provide both of these in a single inclusive report.

Selected Year (Number)				
Market Source	Sep 2008	Oct 2008	Nov 2008	Grand Total
Alliance Title & Escrow	113	94	59	266
BTS	0	0	0	0
Fidelity National Title of Flathead	48	57	37	142
First American Title	170	157	103	430
Insured Title	98	132	93	323
Sterling Title	156	69	74	299
Stewart Title	0	0	0	0
<b>Grand Total</b>	<b>585</b>	<b>509</b>	<b>366</b>	<b>1,460</b>

Selected Year (Percent)				
Market Source	Sep 2008	Oct 2008	Nov 2008	Grand Total
Alliance Title & Escrow	19.32%	18.47%	16.12%	18.22%
BTS	0.00%	0.00%	0.00%	0.00%
Fidelity National Title of Flathead	8.21%	11.20%	10.11%	9.73%
First American Title	29.06%	30.84%	28.14%	29.45%
Insured Title	16.75%	25.93%	25.41%	22.12%
Sterling Title	26.67%	13.56%	20.22%	20.48%
Stewart Title	0.00%	0.00%	0.00%	0.00%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Prior Year (Number)				
Market Source	Sep 2007	Oct 2007	Nov 2007	Grand Total
Alliance Title & Escrow	116	117	122	355
BTS	0	0	1	1
Fidelity National Title of Flathead	0	0	0	0
First American Title	193	212	174	579
Insured Title	114	135	105	354
Sterling Title	143	149	132	424
Stewart Title	96	100	110	306
<b>Grand Total</b>	<b>662</b>	<b>713</b>	<b>644</b>	<b>2,019</b>

Prior Year (Percent)				
Market Source	Sep 2007	Oct 2007	Nov 2007	Grand Total
Alliance Title & Escrow	17.52%	16.41%	18.94%	17.58%
BTS	0.00%	0.00%	0.16%	0.05%
Fidelity National Title of Flathead	0.00%	0.00%	0.00%	0.00%
First American Title	29.15%	29.73%	27.02%	28.68%
Insured Title	17.22%	18.93%	16.30%	17.53%
Sterling Title	21.60%	20.90%	20.50%	21.00%
Stewart Title	14.50%	14.03%	17.08%	15.16%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Change (Number)				
Market Source	Sep	Oct	Nov	Grand Total
Alliance Title & Escrow	(3)	(23)	(63)	(89)
BTS	0	0	(1)	(1)
Fidelity National Title of Flathead	48	57	37	142
First American Title	(23)	(55)	(71)	(149)
Insured Title	(16)	(3)	(12)	(31)
Sterling Title	13	(80)	(58)	(125)
Stewart Title	(96)	(100)	(110)	(306)
<b>Grand Total</b>	<b>(77)</b>	<b>(204)</b>	<b>(278)</b>	<b>(559)</b>

Change (Percent)				
Market Source	Sep	Oct	Nov	Grand Total
Alliance Title & Escrow	1.80%	2.06%	(2.82%)	0.64%
BTS	0.00%	0.00%	(0.16%)	(0.05%)
Fidelity National Title of Flathead	8.21%	11.20%	10.11%	9.73%
First American Title	(0.09%)	1.11%	1.12%	0.77%
Insured Title	(0.47%)	7.00%	9.11%	4.59%
Sterling Title	5.07%	(7.34%)	(0.28%)	(0.52%)
Stewart Title	(14.50%)	(14.03%)	(17.08%)	(15.16%)
<b>Grand Total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>



## Trend Analysis Reporting

The application provides trending reports for both instrument types as well as market segments. Options include to provide Current Month, Year-to-Date, 6 month, and 13 month trending periods. Reports can separate Warranty Deed from Deed of Trust or provide both of these in a single inclusive report.

**Market Share Trend By Instrument Type (Number)**

Market Source	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Total	Average
Alliance Title & Escrow	98	123	122	146	136	135	107	103	113	94	59	1,236	112
BTS	0	0	0	0	0	0	0	0	0	0	0	0	0
Fidelity National Title of Flathead	0	0	0	0	0	0	0	63	48	57	37	205	19
First American Title	168	182	219	240	239	229	218	196	170	157	103	2,121	193
Insured Title	109	126	116	136	120	119	130	125	98	132	93	1,304	119
Sterling Title	117	102	118	106	158	146	145	153	156	69	74	1,344	122
Stewart Title	77	100	75	88	95	87	77	0	0	0	0	599	54
<b>Total</b>	<b>569</b>	<b>633</b>	<b>650</b>	<b>716</b>	<b>748</b>	<b>716</b>	<b>677</b>	<b>640</b>	<b>585</b>	<b>509</b>	<b>366</b>	<b>6,809</b>	<b>619</b>

**Market Share Trend By Instrument Type (Percent)**

Market Source	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08	Oct 08	Nov 08	Total	Average
Alliance Title & Escrow	17.22%	19.43%	18.77%	20.39%	18.18%	18.85%	15.81%	16.09%	19.32%	18.47%	16.12%	18.15%	18.09%
BTS	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fidelity National Title of Flathead	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.84%	8.21%	11.20%	10.11%	3.01%	3.07%
First American Title	29.53%	28.75%	33.69%	33.52%	31.95%	31.98%	32.20%	30.63%	29.06%	30.84%	28.14%	31.15%	31.18%
Insured Title	19.16%	19.91%	17.85%	18.99%	16.04%	16.62%	19.20%	19.53%	16.75%	25.93%	25.41%	19.15%	19.22%
Sterling Title	20.56%	16.11%	18.15%	14.80%	21.12%	20.39%	21.42%	23.91%	26.67%	13.56%	20.22%	19.74%	19.71%
Stewart Title	13.53%	15.80%	11.54%	12.29%	12.70%	12.15%	11.37%	0.00%	0.00%	0.00%	0.00%	8.80%	8.72%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



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