



Media Release

Contacts: Thomas Cronkright II, Co-Owner and CEO, Sun Title, 616-458-9100 or 616-634-3304
Lawrence Duthler, Co-Owner and President, Sun Title, 616-458-9100

The Brighter Side of a Shadowed Housing Market

Grand Rapids, Mich., Oct. 19, 2008---A long-held belief in heightened customer service, investments toward a strong employee base, and divergent business strategy are paying off for Grand Rapids-based Sun Title Agency and their customers. Rather than simply tightening their belts and waiting out this weak housing market, Sun Title's owners, Thomas Cronkright II and Lawrence Duthler, are moving forward with the creation of a "full service" department, expanding their sales and closing staff, and announcing their new promotion of lowering title closing fees for refinance transactions and waiving them entirely for commercial property transactions.

The company recently hired Betsy Dean to spearhead the full service department which ensures that all purchase agreements, escrows, and other necessary steps meet the highest standards of completion, accuracy, and efficiency. In addition, Stacey Gonzales was recently hired as a Closing and Marketing Officer to expand the company's presence among realtors and lenders in the West Michigan area. Gonzales is focused on new business development through identification and resolution of client needs, in addition to guiding real estate clients and their customers through the closing process and presenting and notarizing Sun Title's closing documents.

"My 11 years of experience in the title industry, working closely with real estate professionals, gives me a wonderful opportunity to support Sun Title's role of providing smooth real estate transactions," says Gonzales.

Lowering the closing fees on all refinance transactions to an all-inclusive 99 dollars fee and waiving them entirely for commercial property transactions provides Sun Title's clients with the opportunity to pass along these savings to customers.

MORE



The Brighter Side of a Shadowed Housing Market, pg. 2 of 2

“The downturn in the housing and lending markets continues to validate our unique business model,” said Cronkright. “By leveraging bright minds, technology, systems and processes, we manage to minimize fixed costs while growing our market share. Our low-cost structure affords us the ability to pass the savings on to the customer in the form of reduced closing fees.”

At the forefront of a real estate industry push toward mobile closings with patented Mobile Closing Units, Cronkright and Duthler enjoy defying the pessimism of the sharply declining housing market by aligning business strategies with their brand philosophy of solid customer service through an expanding employee base and unconventional business solutions. Beginning with the title industry’s only Mobile Closing Units and following that up this past spring with a 15-day final policy guarantee, is the result of Cronkright’s and Duthler’s desire to stay ahead of this unusual market that trickled onto the scene just months after they opened their doors in 2005.

“We strongly believe our business tools, techniques and methodologies represent the future of the title insurance industry,” said Duthler. “We are thriving in this market and will continue to expand our market share. We realized double digit increases in profitability just this year.”

“Now more than ever, the real estate and lending industries need a title insurance partner that listens to them and adds value to their lives and those of the clients they represent,” added Duthler. “We are that partner.”

###

Additional information:

Sun Title, a full service title agency specializing in residential and commercial real estate transactions, is located at 1410 Plainfield Avenue NE. Sun Title’s office occupies a 100-year-old renovated building in the Creston Heights business district. Their team of 13 full-time employees includes on-staff attorneys and provides a combined total of 120 years of title and real estate experience.