

Title Experts  
Business Office:

364 Terra Verde Lane,  
McKinney TX 75069

1-972-886-5020 Voice  
1-800-847-8238 Fax

[www.titleexperts.biz](http://www.titleexperts.biz)  
[Teams@titleexperts.biz](mailto:Teams@titleexperts.biz)

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# Title Experts and Management Services

ADDRESSING NEEDS OF UNDERWRITERS, CLAIMS  
COUNSEL, AGENTS, LENDERS AND TITLE INSURANCE  
CONSUMERS NATIONWIDE

Bob Philo and Gene McCullough are lawyers and each have over 30 years of senior level experience in the Title Insurance and real estate conveyance industry. Each has handled claims, managed agency operations and developed 'best practice' standards for agency and underwriter operations.

## Incentive Compensation Plan Advice

One of the most challenging tasks managers face is to develop an effective incentive plan. In the case of 'agency servicing' personnel, an *effective* plan is one that carefully measures the sales rep's success in achieving the objectives the underwriter desires. Sure, growth in net revenue production is a good target, but plans that focus solely on net remittances can create an environment that encourages behavior that's exactly the opposite of what an Underwriter really wants.

If a sales rep earns his incentive solely on the size of the agents remittances, there is a natural tendency for the sales person to try to preserve that commission source, *even if the agent has high claims, poor remittance practices, and is an otherwise undesirable agent.* Remember - "You get what you measure". It is up to management to tell the sales rep what traits you want to see in them and your agents, and then carefully craft an incentive plan that only pays for achieving those specific goals.

To build an effective plan, you have to be very clear in what you expect. If you are an Underwriter, identify behavior that you want to see in the agents you service.... For example,

- Low Claims
- Regular Remittances
- High Audit Scores
- Training Seminar Attendance, etc

Then identify measurable behavior that you want to see exhibited by your sales reps....

- # monthly agent "in office" visits
- # of new business prospect calls
- # of Agents exceeding targets
- # Agents with AR < 60 days

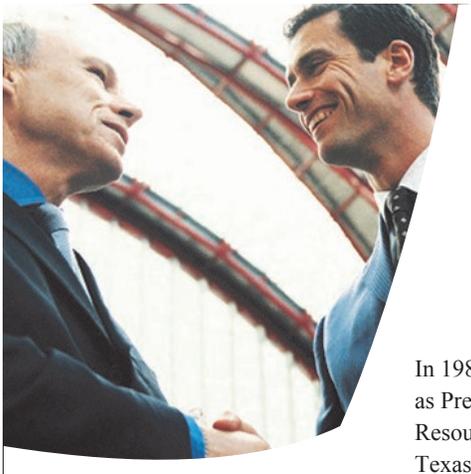
Once you have clearly identified what you want your sales reps to accomplish, structure their incentives based on their ability to hit these specific benchmarks each month.

Gene McCullough has developed these plans. For more information, see a video discussion of how such a plan could be structured. [Click HERE](#)



## Who we are.....

Our national consulting firm specializes in providing proven expert witness testimony, reports and analysis for litigation concerning escrow, title insurance and real estate closings. Our experts are licensed attorneys and each have more than 30 years industry-specific experience. We also provide title insurance software development and implementation consulting.



# Bob Philo



## Overview of his experience

*Years of handling claims and working through difficult underwriting issues have allowed Bob to gain invaluable experience .*



1-469-667-1206  
bobphilo@titleexperts.biz

Bob Philo began his career with 10 years in law enforcement, leaving as a Sargent in the Major Fraud Unit for Montgomery County, Maryland after securing a law degree from the University of Maryland in 1972. In 1980, he moved to Texas and became a member of the Texas State Bar. Between 1981—1984, he served as the Assistant Director of Title Insurance for the Texas State Board of Insurance.

In 1984, he accepted a position as President and CEO of Title Resources Guaranty Corp, a Texas Title insurance underwriter. He held that position until 1996 and then began to work with several of the national underwriters as subsidiary President and or State manager actively managing agents, handled underwriting and developed software to enhance underwriter operations.

**Bob served as President of the Texas Land Title Association in 1995 and was awarded the "Title Man of the Year" in 2007**

**Title Experts and Management Services** was formed in 2000 and since then, he has had an opportunity to testify in over 75 cases in a number of state and federal courts including Texas.

He holds a 'Certified Title Insurance Associate' Certification, the highest offered by the state of Texas. He has taught real estate and title insurance courses for the Texas Land Title Association for each of the past 31 years.

For a complete Curriculum Vitae and all contact info, click [HERE](#) or scan the QR code below with your smartphone



1-865-310-7842  
gene@titleexperts.biz

# Gene McCullough



## Overview of his experience

*For each of the last 30 years, he has simultaneously managed agency operations in up to 17 different states and is very familiar with the unique differences in business practices that vary from state to state.*

After graduation from the University of Memphis School of Law in 1977, Gene opened a solo general law practice where he handled closings and served as a title agent. In 1983, he accepted a position with Southern Title Insurance Company and served as its President from 1986 until 1998. Then, after a merger, he served as the Regional President of Fidelity National Title of New York from 1998 until 2002. He then accepted a SVP position with Southern Title Insurance Corporation but has served as President from 2008-2011.

During this career, he has handled

virtually every position with an underwriter, including managing direct operations, handling claims, responding to defalcations, development of forms, filing of rates, approval of agency applications, responding to market conduct exams, drafting audit procedures and managing operations.

His testimony in the legislature was instrumental in securing passage of Tennessee's Good Funds Law. He regularly presents Fraud Prevention seminars and has been on the 'first response' defalcation team of all his underwriting companies for the past 20 years.

In 2007 he served as the President of the Tennessee Land Title Association as well as a Director and Committee Chair for numerous years. He was the Chairman of the ALTA Title Executives Council on two occasions and Chaired the Tennessee Bar Association's Real Estate Council.

Gene regularly presents CE and CLE accredited seminars and currently has been retained to write the Pre-licensing and "Title Specialist" course materials for the Tennessee Land Title Association.

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