



PRESS RELEASE FOR IMMEDIATE RELEASE

Ernst Using Social Media for Important Customer Alerts

Firm shares recording fee, transfer tax and title data changes via Twitter and Facebook.

HALF MOON BAY, Calif.—March 29, 2011—Ernst Publishing Company, the leading authority on land recording requirements for almost two decades and processing more than 120,000,000 transactions annually, began today to notify its clients of important changes in recording fee, transfer tax and title data through Twitter streams and Facebook postings.

“Social media has come of age, and has become a vital form of business communication that ensures that our clients receive updates and changes in data immediately without delay,” said Gregory E. Teal, president and chief executive officer of Ernst Publishing. “Given the challenging real estate market and the demands placed on our clients to deliver accurate information in as close to real-time as possible, we recognized that Twitter and Facebook were important tools that will help us achieve this goal—and so do our clients.”

Ernst will continue to provide its data through existing methods, such as its well-respected Client Hosted XML Direct DLL Solution, but will also distribute information through Twitter and Facebook. Having access to information via social media channels is expected to give Ernst customers an important advantage.

“We could not ignore these new channels for getting information out to our clients in a fast, accurate and secure manner—especially when doing so ensures they can perform their work better than in the past,” said Teal. “We are the only firm to source its own data and the first to make information about that data available through Twitter and Facebook.”

Although Ernst has earned a market share greater than 94%, it is not content to rest on past accomplishments. Instead, it is moving forward, proactively, with plans to improve its services and increase the number of ways that its clients access its real estate data.

About the Ernst Publishing Company

The Ernst Publishing Company has been the leading authority on land recording requirements for more than two decades. In fact, Ernst’s recording fee, transfer tax and title data have been integrated throughout the title and lending industries. Due to RESPA requirements that went into effect in January 2010, accurate recording fees and taxes for recording documents have never been more important. Ernst excels at creating solutions for their clients to manage not just those fees—but also all vendor fees—with unparalleled precision. As a company, our goal is simple: Empower clients to not only meet RESPA’s new compliance regulations for Blocks 3-8, but set the industry standard for client satisfaction, an attainable goal due to our technology, impeccable data standards, expertise at creating custom solutions, and network of partners.

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