



## FIRST AMERICAN CENTRAL EMPLOYEE SPOTLIGHT



### **Brad Andersohn Brings Technology to the Real Estate Community**

Submitted by: Karen Knox

The real estate community of Benicia, Calif. had no idea what it was in for. Until very recently, this small town in the middle of the East Bay Area region had not been very technology oriented. That's when Brad Andersohn arrived.

Brad, a sales representative and Branch Manager for First American Title's Benicia branch, jumped right in to show the real estate community how technology can help them be more effective in their business. He quickly became chair of the Board of Realtors' technology committee and served as chair of a technology fair for the community. He also introduced local Realtors to the Palm Pilot and Top Producer, a program that is used for data management, home flyer design, contact management and more.

The Board has come a long way since Brad's arrival and now even hosts a Web site for its members. In recognition of his significant contributions to the community, Brad was recently honored by the local Board of Realtors with a special award for his educational efforts and also given the highly coveted "Affiliate of the Year" Award. Brad Andersohn has proven himself to so many brokers and agents in so many ways. He has earned the reputation of being the "Go To Guy" when anyone needs help regarding their Real Estate Business and the marketing tools they wish to incorporate.

All of his efforts stem from Brad's desire to provide the best possible service to his customers by helping them to be more effective in their jobs, as well as promoting First American and our expertise. "Brad is truly a consultant when it comes to advising the local realtor," said Tom Lucini, director of sales and marketing for Contra Costa and Solano counties. "He is a 15 year employee who loves his job and the customers know it."

Taken from the National Employee Central Intranet. July 2001. The url for this publication is located at:

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