



MANDRIEN CONSULTING GROUP  
TITLE INSURANCE AND MORTGAGE INDUSTRY

# The Mandrien 3-Step Plan

*{From Local to National in **Just 6 Weeks**}*

Learn more inside, or give us a call today at 917-338-4222 to get started!





## 3 Steps in 6 Weeks {Go from Local to National}

It sounds simple. But anyone who has ever attempted a rapid expansion knows that it is not. However, Mandrien Consulting has the knowledge and tools to make it simple for you. Our 3-Step Plan allows you take advantage of new opportunities, expanding your business quickly and painlessly. Mandrien's team of expert consultants is there at every step to help you make the best decisions for your company. We have decades of industry experience, and have helped clients successfully expand from five counties to forty-five states in as little as six weeks. So, what are you waiting for?

Call us today at **917-338-4222**, and get started on your journey to greater success.

“*Working with Mandrien Consulting Group on our national expansion and marketing projects has proven to be an excellent decision. The return on investment has been exponential. Their hard work, dedication, and knowledge has been a breath of fresh air, but the best part is that I feel like I have a knowledgeable friend and expert who has my company's best interests at heart.*”

– Evan Grimm, CEO Bay National Title Company



# The Mandrien 3-Step Plan for Growth

Is your company considering an expansion? Would you like to be licensed in more states? Are you wary of the costs and challenges of expansion? We can help! **Mandrien's expert consultants can take you from local to national in as little as six weeks.** Licensing and compliance are tricky areas, but our staff has handled hundreds of national expansions. We are ready to help you seize new opportunities!

We have developed the **Mandrien 3-Step Plan** to rapidly transform your title company from a local shop to a major national player.

## Mandrien Consulting Group: *The Growth Experts* *The Mandrien 3-Step Plan Includes:*

### ***Rapid National Licensing***

- Rapid 40-state licensing programs
- Acquisition of bonds and insurance
- Automatic maintenance and renewals
- Continuing education and reminders

### ***Tailored Marketing Programs***

- World-class website design
- Social media marketing campaigns
- Email marketing, blogging and custom content generation

### ***Transformative Expert Consulting***

- 50-state compliance and licensing manuals
- Compliance knowledge transfer
- Seminars, workshops and special training

Give us a call today at **917-338-4222** or visit our website at **[www.mandrien.com](http://www.mandrien.com)** to get started today.

### **The Mandrien 3-Step Plan**

*{From Local to National in Just 6 Weeks}*

"It is our greatest pleasure to help businesses succeed by growing their national footprints. We can take you from one state to 40+ states in just six weeks. Our clients who have undergone this rapid transformation have watched their business double in less than two months. We have always offered these valuable licensing, marketing and consulting services, but our recent project for Bay National provided us with proof of concept for the 3-Step Plan. The combination of these powerful services is a true game changer for businesses of all sizes. When you are ready to expand, it's time to give Mandrien a call."

– Rusty Solomon, CEO Mandrien Consulting



# 1

## Step One: *Rapid National Licensing*

- Together, we develop a licensing strategy that maximizes your return on investment and guarantees new opportunities for your business.
- We handle all of your agent and agency licensing, obtaining the necessary documents and materials for you in a rapid and efficient manner.
- We help you obtain underwriter appointments through the state department of insurance where required.
- If necessary, we secure bonds and insurance in the appropriate amounts for each state.
- On an ongoing basis, we inform you of renewal deadlines and continuing education requirements.
- Whenever possible, we renew your licenses for you using our proprietary automated system.
- Additionally, coming soon: The Mandrien 50-State Licensing Handbook, containing all laws and regulations regarding title insurance licensing. Ask us about this exciting new offering!

# 2

## Step Two: *Tailored Marketing Programs*

- Working together, we develop marketing programs that target your company's goals and capitalize on your unique strengths as we tell your story to prospects.
- We can design or re-design a world-class Wordpress website that is user-friendly and search engine-friendly, making it easier for prospects to find you online.
- From there, we develop targeted social media campaigns that help you interact with prospects and produce real conversions.
- Depending on the marketing plan we have developed together, we implement any or all of the following tools in an integrated campaign designed to provide you with maximum return on investment:
  - Public relations, including press releases, media contacts, and speaking engagements
  - Content production, including blogs, white papers, press releases, social media updates and more
  - Content distribution via all relevant digital channels
  - Testimonial gathering, viral video production and custom web tools
  - Email marketing campaigns that target your prospects
- We back up all of our marketing efforts with analytics that justify spend and clearly demonstrate the value of your marketing investment.

# 3

## Step Three: *Transformational Consulting*

- Mandrien's expert industry consultants are on hand to guide you through difficult decisions on the road to becoming a national agency.
- Once you're licensed and engaged in the marketing program, business rolling in, Mandrien's experts will offer advice, training and consulting to bring your staff up to speed and prepare you for success.
- We offer national compliance advice, training and seminars/workshops to prepare your team for the challenges of maintaining a national agency.
- Our management consultants can help you cope with major organizational change without pushback from your employees or stakeholders.
- Mandrien's technology consultants can assess your current technology, recommend changes and upgrades, and even help you roll out new software as needed.
- Along the way, our consultants will transfer broad and deep knowledge of both the title industry and best-practice consulting strategies to enable you to thrive in the complex national market.
- Above all, we will be here to support and guide you through the process.
- Coming soon: 50-state compliance manual containing all rules and regulations with respect to multi-state compliance. Ask us about this exciting new offering!



# The Mandrien 3-Step Plan

To learn more or get started with your 3-Step Expansion, visit our website at:

[www.mandrien.com](http://www.mandrien.com)

or give us a call at **917-338-4222**

Our expert consultants are ready to help you expand into new territory, take advantage of market opportunities, and reach unprecedented levels of success.

**Get started today!**

