

#### THIS ISSUE:

- AIC Conference recap, photos
- Deed Fraud Legislation
- MOUs w/e-recording partners
- Engage Your Community
- Types of AI defined; questions
- Restoration and/or Digitization

#### **INDIANARECORDERS.ORG**

### **Fall 2025**



Association of Indiana
Counties (AIC) Conference,
Sept. 29-Oct. 2, was held at
the French Lick Resort.

The conference consisted of a keynote address and workshops. Topics discussed were social security, artificial intelligence, cybersecurity and Senate Enrolled Act (SEA) 1, along with the resulting changes to local government finance. See Pages 2-7.



Final witness to Kennedy assassination was AIC keynote speaker. See page 4.



What do you do for your veterans? See Page 9.

# AIC Affiliate Sessions - Recorders

#### **Agenda**

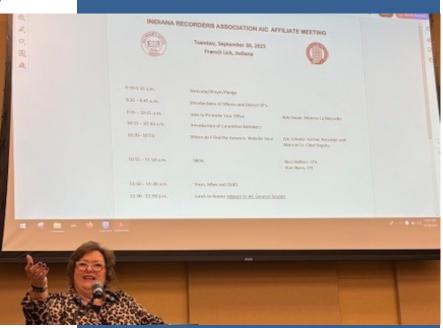
- Welcome
- Introduction of Officers and District
   Vice Presidents
- How to Promote Your Office
- Introduction of Committee Members
- Website tour
- State Board of Accounts
- Yours, Mine and Ours
- Networking Lunch



During the Recorder affiliate meeting, Eric Schmitz from the IRA Technology Committee spoke about content on our current website. IRA President Tami Hines announced that the site would be migrating to a new host by the end of the year.



State Board of Accounts (SBOA) representatives Staci Byrns (above), Ricci Hofherr and Atty. Mike Rouker spoke.



IRA President Tami Hines led the session, and introduced Officers and District Vice Presidents as well as members of the 2025-2026 committees.



Incoming AIC Board President
Barbara Hackman, Bartholomew
County Treasurer, spoke about her
hopes for a wonderful year during
her term as president, starting
November 1, 2025.

# AIC Affiliate Session for Recorders - Yours, Mine & Ours



CSI & Doxpop Team: (I-r)

Julie Pickett, Doxpop; Bridget Primo, CSI;

Nick Fankhauser, Doxpop; Dusty Wicker, CSI;

Louie Falcone, Doxpop.



**Fidlar Team**: (I-r) Greg "Sully" Sullivan, Greg Bachman, Brock Smith.

Ever wonder what someone is talking about when they work with a different vendor? This agenda item was to clear up some of the mystery so we can talk apples to apples. Potato, potawto.

# <u>Computer Systems, Inc. (CSI)</u>

#### **Doxpop**

Free access - 6 searches per month Subscription for more frequent users

Land Records Management System (LRMS) = CRS or Title 1

<u>Property Watch</u> Equity Protect

#### <u>Fidlar Technologies</u>

Tapestry - everyday users
Laredo - title searchers

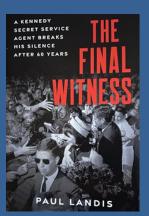
Land Records Management System (LRMS) = AVID

**Property Fraud Alert** 

**AIC Keynote Speaker** 







Paul Landis, former Secret Service agent and author, was the keynote speaker. Landis, the last remaining agent of the Secret Service detail that accompanied the Kennedys on the Dallas, Texas trip and motorcade, shared some stories of his time with the Kennedys. He was assigned to Mrs. Kennedy's detail. Top photo: shown on running board of vehicle behind the Kennedy car, wearing sunglasses.

# **Screen Scraping**

This technique is used to extract data from websites or other web applications. Screen scraping software automates navigating a user interface, interacting with its content, and extracting data from the website's HTML or other data displayed on the screen. So it could be used to "scrape" or copy our documents from websites.

In the U.S., courts have ruled that scraping publicly available data does not violate the <u>Computer Fraud and Abuse Act (CFAA)</u>, but scraping private or copyrighted data without permission can lead to legal issues. Examples of legal screen scraping would be Kayak or Zillow.

Different techniques to combat it are usually ineffective. However, scraping can easily be detected by servers tracking IP addresses, traffic patterns, catching high request rates, and analyzing headers or browser fingerprints.

# AIC - Branding your office

#### **Effective Communications can:**

- Build support for a program
- Explain taxpayer benefits
  - o Provide critical emergency messages
  - Maintain essential services
  - Ensure clean elections
  - o Create environment for economic growth

- Think of communications as a "continuum"
- You want to move your audience along a continuum, from "opposition" to "support," or from "skepticism" to "tell me more."

# 10 Keys to:

# **Crisis Management**

- 1. Study what has happened in the past. Not just in your county
- 2. Assess your communications capabilities and be honest.
- 3. Inventory your media relationships. Invest in them (they ARE human).
- 4. Don't fear the media. They can be a great ally in a crisis.
- 5. Appoint a spokesperson (and a backup) in advance. Choose a static briefing spot that the media can count on. Don't assume phones or internet will be operable.
- 6. War game, war game, war game...or train, train, train...for worst case scenarios.
- 7. Written crisis plans are nice...but they will collapse almost immediately. Plan on that, too.
- 8. Be nimble. You will be better off. Be prepared to call an "audible."
- 9. Tell the truth.
- 10. Conduct a post-op review, and roll right back into planning.

## **Reputation Management**

- 1. You are guaranteed to be called in much later than you should have been.
- 2. If it is a third person whose reputation you want to bolster, start with a deep dive into previous media. Have a direct conversation with the subject. Demand honesty or quit. Your own reputation is more important than your job.
- If it is yourself, have a third party probe your history (confidentially). Be forthright. Secrets will come back to bite you.
- Create a "Plusses and Minuses" side-byside comparison.
- 5. Find positive elements that will balance weaknesses. Communicate them.
- Recruit third parties to endorse the subject's reputation with credible examples.
- 7. Anticipate things going wrong.
- 8. Lean on reporters with whom you have a good, long-standing relationship.
- 9. "No comment" is a comment and can imply guilt or that you're hiding something.
- 10. Keep the scope narrow and manageable. Forthrightness can limit damage.

# AIC - Senate Enrolled Act 1: Conclusions/Takeaways

#### ----- Income Taxes --

- 1. Counties have several key income tax decisions ahead of them.
- 2. The local income tax may replace property tax reductions, but from a narrower tax base.
- 3. For the first time, we may see differential income tax rates within counties.
- 4. Property tax relief changes may be confusing to taxpayers and taxing units.

To help us understand the ramifications of Senate Enrolled Act 1, Jason O'Neill, Manager Director, Policy Analytics (left) and Dr. Larry DeBoer, Professor Emeritus Purdue University (right) explained historical changes and how current legislation will affect our counties.



## ----- Property Taxes --

- 1. The policy change will have a long phase in, through 2031.
- 2. Net assessed value (tax base) will be much lower than it would have been otherwise. It may grow little or even decline from now to 2031.
- 3. Tax liabilities will shift from homesteads, other residential, farmland and businesses with less equipment, to businesses with land and buildlings
- 4. Local governments with more business property will see smaller losses in net assessed value.
- 5. Slow growth or decline in net assessed value will cause average tax rates to rise. The state average tax rate likely will be higher than \$3 per \$100 assessed value by 2031.
- 6. New deductions cause nearly all residential and farmland property, and most business property, to be eligible for tax cap credits when the district rate exceeds \$3. Beyond the \$3 rate, there will be little new property tax revenue to be raised.

# **AIC Awards Banquet**



For the second year in a row, Mandy Thomason, Starke County, was named AIC Outstanding Recorder. She was honored with a trophy at the AIC Awards Banquet on Wednesday night.

# CONGRATULATIONS Mandy



Sitting at the head table for the Awards Banquet on Wednesday night were Recorder Affiliate President Tami Hines and AIC Board Treasurer Tom Krueckeberg.

Other Recorder members of the AIC Board include: Jane Grove, Randolph County; Kim Grow, Jasper County; Mandy Thomason, Starke County and Rina Stuck, Wells County.

The AIC Board of Directors is made up of elected county officials and is responsible for overall **Association policy and** management. Five officers, a president, first, second and third vice presidents, and a treasurer comprise the AIC Executive Committee, which oversees administration of the Association. Presidents and vice presidents from each of the six districts also serve on the Board. Each year, a nominations committee makes recommendations to the Board of Directors which, in turn, elects officers.



# **PRIA Hot Topics**

**Deed Fraud legislation** 

MOUs w/e-recording partners

**Promoting your office & Engaging your community** 

Types of Al explained

#### **Deed Fraud - State Laws**

In most states, deed fraud, a.k.a. real estate fraud or title fraud, is addressed by a combination of civil and criminal laws to combat ongoing problems.

## Indiana laws (click <u>HERE</u>)

IC 35-43-5 Forgery & Fraud IC 32-18-2-1 Fraudulent Transfers IC 29-1-13-4 Decedent/Estate IC 32-21-4-1 Conveyances, Mortgages IC 24-5-0.5 NTRAPS

# Legislation nationwide

Illinois SB 1523 Missouri HB 1249 Arkansas SB 406 N. Carolina HB 535 California SB 255 New York S605A Oklahoma SB 925

Virgina HB 2396 Kentucky SB 194 Oregon HB 2952 Michigan HB 5598 Michigan HB 5599

# MOUs w/e-recording partners

A Memorandum of Understanding, or MOU, is used to establish an agreement outlining intentions and expectations between parties. Work with your county legal liason for wording. It's critical to distinguish between a submitter and an e-recording vendor.

An MOU is intended to set forth parameters under which the recording office makes eRecording available. The MOU isn't a contract with the eRecording provider for the sale of goods and services. They are not government contractors.

The eRecording provider's role, once submitting parties have been vetted, is the electronic equivalent of the mail, courier or overnight delivery service. Many recording offices use MOUs that include provisions that are unnecessary and impossible for an eRecording provider to perform, such as making them responsible for content of docs.

**ALTA Announces New** Innovations on Fraud Protection



A group of Recorders and Chief Deputies from Indiana attended the 2025 Annual PRIA conference in Tacoma, Washington. Others attended virtually, including IRA President Tami Hines.

# Promoting your Office and Engaging Your Community

#### Speaking engagements

Speak at Groups and Organizations about the office and the programs you offers. Send press releases to get more exposure.

#### **Community Service Projects**

- Help after weather-related disasters.
- Holiday gift bags for nursing homes.
- Ring the Salvation Army bell as team.
- Participate in hometown parades.
- Serve at county fair milkshake stand.
- Fundraising efforts for local non-profits.

Mobile-friendly website - easy to navigate

Google/Bing business profile, social media

Need help? Contact Amy Swain, Monroe

County.

Advocate for Your Office - PRIA website

#### **Veterans Programs**

Work closely with your Veteran's Office and other organizations to make sure all the veterans coming in or at events we attend are thanked for their service with a handwritten note and/or a challenge coin.







# Promoting property alert system - property tax bill mailing

Now's the time to think about inserts in property tax bill mailing. For printing, use a "3-up" to fit 3 of same image on an 8 ½ x 11 sheet. Cutting costs will apply. Use in office, too.

### **Property Watch**



# **Property Fraud Alert**



# Different types of AI explained

# Robotic Process Automation

"I follow instructions exactly."

RPA is the task automation that eliminates manual effort wasted on repetitive tasks.

#### **Key Characteristics:**

- Executes structured, rulebase processes
- Performs repetitive digital tasks
- Operates within defined system boundaries
- Follows exact step-by-step procedures

#### **Generative Al**

"I can create based on prompts."

GenAl is a productivity amplifier that accelerates creative and analytical work that bottlenecks humans.

#### **Key Characteristics:**

- Assists with specific tasks (writing, analysis, coding)
- Requires human direction and oversight
- Improves individual productivity
- Works within existing job roles

#### **Agentic Al**

"I can understand goals and figure out how to achieve them."

Agentic AI is a collaborative actor that removes the need for constant human oversight of complex processes.

#### **Key Characteristics:**

- Acts as virtual coworker completing end-to-end processes)
- Self-directs and coordinates multiple tasks
- Transforms entire workflows
- Creates new organizational paradigms

# Different types of AI explained - continued

# Artificial General Intelligence

"I can think, reason, and learn like a human in any domain."

AGI is a self-directed intelligence that overcomes human cognitive limitations across all domains.

#### **Key Characteristics:**

- General problem-solving ability across domains
- Autonomous learning and adaptation
- Human-level reasoning and understanding
- Transfer learning between different types of tasks
- Self-improvement capabilities

# Artificial Super Intelligence

"I can outperform human intelligence."

ASI is a full autonomous intelligence that surpasses human cognitive capabilities and can solve problems and innovate on an exponential scale.

#### **Key Characteristics:**

- Surpasses human problemsolving and reasoning
- Forms independent goals and innovates autonomously
- Continuously self-improves and evolves
- Applies superior intelligence across all domains

#### **Questions to Ask**

- What Type of Independent Security Audits do you have?
- Is your model run on a Private or Public Tenant Server
- What Type of Al Model are you running?
- Is the data added to the Model or is it wiped after Processing?
- ∴ Who owns the data after the project or service is completed?

# Get to know your fellow Indiana Recorders



I am proud to serve as Recorder, a role I took on after working in the Recorder's Office for just three years. With no prior political experience, I chose to run because of my commitment to service and dedication to our community. For over 26 years, I have been an active 4-H volunteer and leader, as well as a long-time member of the Ripley County Fair Board. I also enjoy serving through the

local Lions Club, where I join others in supporting community projects. My greatest support system is my family. Jason and I have been married for 23 years. Together we've raised our son, Ethan, who is 22 and engaged to fiancée, Kaitlyn. We are thrilled to be welcoming our first grandchild in January. When I am not busy with my professional duties or volunteering, I enjoy reading, researching genealogy, traveling, and most of all, spending time with my family. I feel blessed to live and serve in Ripley County, where faith, family and community remain at the heart of everything I do.

#### Monica Hansen, Ripley County Recorder, SE

I have been the Recorder since July 1, 2025. This is my first time as an elected official. I was the White Circuit Court Administrator for 35 years and wanted to be able to give back to my community, and I thought this would be a great way to start. The timing was right, too.

I have two grown boys, Nolan and Nathan, and an amazing daughter-in law and beautiful new granddaughter. I also have a 9-year-old lab named Maggie and a handful of chickens at the farm. I have taken ownership of a stray kitten from the neighborhood that I named Willow. I called her that because I figure I will owe a bunch by the time I'm done with her.



I love to be outside. I am always excited to travel. Right now Chicago is my favorite city. I love when football season is here and my Colts are playing. I could eat pizza and anything Italian every day if my cholesterol would let me. I would find a non-profit and dive in head first (if I was not the Carroll County Recorder).

#### Kathi O'Farrell, Carroll County Recorder, NW



I started working for Montgomery County in 2019 in the Treasurer's Office. I was caucused in as the Recorder in 2024, and my first day in the office was the Total Eclipse on April 8th. Then I was voted in for my first term, which began in 2025.

My husband Chris and I have been married 33 years, and are the parents of three children. Our daughter Emily and her husband Matt live in Chicago. Our son Aaron and his wife Lindsey live in Zionsville. Our son Adam is a Junior at Purdue.

We have an upcoming family getaway in Nashville, TN to celebrate Emily's 30<sup>th</sup> and Adam's 21st; born on the same day. As a family, we love to play games that usually get pretty competitive. That also explains my daily obsession with playing Wordle, Connections, Words with Friends and the like.

Chris and I love traveling. He especially loves seeing all the major league baseball parks, and I love exploring the cities around them. We only have three more to see! I never turn down pizza, salsa or any salty, crunchy chip. Call me a nerd, but I love back indexing and cleaning up old records. Being a Mom was my favorite job of all time, but I hear that Grandma will be even better!

Nancy Cox, Montgomery County Recorder, WC

# Get to know your fellow Indiana Recorders



I moved to Switzerland County in 2001. A friend talked me into running for Town Council. I enjoyed my 4-year term in that position, and was then asked to run for Recorder. I was a truck driver/heavy equipment operator for 25 years; I also managed the office for that company. Running a government office and running a corporate office is very different.

Switzerland County's Recorder Office was still writing in books when I took office in 2021. It would take us 15 minutes to enter 1 document. Within 7 months, we went live

with CSI. While learning my job twice that year and updating the office, I was also battling stage 4 cancer. With God, my 4 awesome daughters and 2 wonderful employees, we successfully accomplished all. We continue to back index and scan books. I hope to have much of that completed by the end of my term. I'm in the first year of my second term, and love my Recorder family.

#### Dawn Naylor, Switzerland County Recorder, SE

A respected public servant with a profound commitment to community, Faith made history on January 1, 2023, when she was sworn in as the first African American Marion County Recorder. She is charged with safeguarding more than 11 million vital records. Faith's focus is on accelerating the digitization of land records, restoring historical documents and optimizing office efficiency through strategic hiring of dedicated staff.



Faith served as a precinct committee person for more than a decade. Her career includes impactful work at Givelify, helping diverse churches from smaller congregations to mega churches effectively manage millions of dollars, enhancing their financial capabilities and outreach. A proud native of Indianapolis, Faith is a devoted mother to one daughter, who honorably serves as a Sergeant in the Army National Guard. Faith is an alumna of ISU, with a bachelor's degree in leadership and development. She's a member of Sigma Gamma Rho sorority.

#### Faith Kimbrough, Marion County, EC



I began working for the county in 2011 as the Building Permit Coordinator. I transferred to the Recorders Office in 2014 as the Deputy Recorder, and was elected as Recorder in 2020. I'm in the 1<sup>st</sup> year of my 2<sup>nd</sup> term, and will retire from county government after 2028.

I have been married to my husband Ron for 27 years. We have one child (19 yo) still at home. Together, we have five children. 2025 has been a bit of a rollercoaster with the loss of my son-in-law who passed away at 30 years of

age with cancer,. Two weeks later, my son and his wife had a beautiful little girl. Lenora is a joy, and I love seeing her change and grow. I enjoy walking outside daily, eating out, and camping. We were fortunate to purchase a new 5<sup>th</sup> wheel last year and spend most of our summer weekends at a local campground. Our goal after retirement is to winter in Florida with our Beagles. I am not a fan of winter and three years seems so far away, but I am sure it will be here in no time. In the summer I enjoy riding my electric bike to work (I live a whole 0.8 miles from work). I am thankful for this job and all that it provides today and in the future with retirement.

Sheila Getz, LaGrange County Recorder, NE



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Belterra Casino Resort
Berrys Trace
Betsy and Molly
Big Oaks National Wildlife
Refuge

Browns Valley Eller Pond

Flora

Geist Reservoir Grape Stomp Great Dam
Heart Trail
Hog Rock Cafe
Hoosier Theater
Indiana State Fair
Indygo
Jim Baird
King Steam Car
Lancaster Bridge
Lucys Vedie Twist

Mennohof
Milligan Park
Mound Builders
Muzzleloading Heritage
North Crows Nest
Patriot
Pike Place
Recorder
Riley Park
Rivertown Art Walk

Rotary Jail Museum
Ruthmere Museum
Sherman House
Shipshe (nickname)
Speedway
Treaty of St Marys
Vevay
BONUS: Names of the
Profiled Recorders on

Pages 13 & 14

# **Fun Facts**

#### **Marion County**

- Has two state parks: Fort Harrison State
   Park & White River State Park.
- The capital of Indiana moved to Indianapolis in Marion County on January 10, 1825. Before that, the capital was in Corydon.
- Out of the 92 counties, Marion leads the way with 9 National Historic Landmarks.

#### **Ripley County**

 Home to Milan '54 Hoosier Basketball Museum, showcasing Indiana's basketball heritage. The film "Hoosiers" starring Gene Hackman, Barbara Hershey and Dennis Hopper was based on the true life underdog story of the 1954 Milan victory...before basketball teams were divided into different classes.

#### **Switzerland County**

- Hosts the Swiss Wine Festival, celebrating the area's European heritage and wine making traditions.
- Switzerland County's Vevay (vee-vee)
   Historic District is listed on the National
   Register of Historic Places, offering
   visitors a glimpse into the past with its
   well-preserved architecture and
   cultural significance.

#### **Montgomery County**

- In 1882, the Montgomery County Jail & Sheriff's residence was the first rotary jail in the country, and still operates today.
- Will Shortz, a puzzle creator and editor for the New York Times, recognized for his contributions to the world of puzzles, was born here.

#### **Carroll County**

- The Wabash & Erie Canal, which is the longest canal built in North America (second in world), played a crucial role in the region's development.
- Birthplace of Steve McQueen, a legendary actor know for his roles in the films like "The Great Escape" and "The Longest Yard."



#### **LaGrange County**

- Famous for Amish culture & Amish community; third largest Amish community in the United States.
- The town of Shipshewana was platted nearby in 1899 and incorporated in 1916 in Newbury Township.

# Restoration/Preservation or Digitization/Backfile Projects

#### Which to choose?

As Recorders, it is our duty to preserve and maintain records presented to our offices for recording for perpetuity. It is also our duty to ensure that these records are accessible to the public. Sounds easy enough, right? Well, maybe not necessarily. These tasks can often be met with many challenges, the biggest challenges being time and money.

Most Recorders have completed, are currently in the midst of, or are contemplating a restoration and preservation project or a digitization and backfile project. Let's first look at restoration and preservation. With the majority of the records in our offices dating back to the 1800's, it has become necessary for most Recorders to invest in some form of restoration. Over the years, writing has faded, pages have deteriorated or have torn, binding on the books has broken, and dare we mention stomach turning disasters such as fires and floods? Whatever the situation, our records are not in the condition that they once were.

PART 23

PRINT AND THE PRINT A

Before and after shots of restored plat books in Marion County.

Restoring and preserving these records will require the expertise of a professional. Professional companies such as Kofile, HF Group and Faulkner's Bindery (contact info in last <u>newsletter</u>, pg. 17) can provide services such as binding repair, completely rebinding books, placing pages in archival sleeves, canvas jackets for books, de-acidification, page mending, tape removal and cleaning. These services not only bring these records back to life, but they can also help slow the aging process and prevent further deterioration. They can provide material that will protect the records from damage caused by water, fire and mold.

Restoration and preservation are necessary, but it can come at a hefty cost. With budgets and perpetuation funds often being limited, many Recorders find it difficult to take on these projects. Some counties can restore several books at one time, but other counties find it necessary to only restore the worst of the worst in small batches.

Digitization and backfile projects can be much more flexible than restoration and preservation projects. Digitizing our records has become increasingly important as our constituents and title searchers have come to rely on easier access to public records. Also, by digitizing our records, we are helping to protect and preserve the records. Digitizing allows easy public access, and also helps keep hands off, preventing wear and tear.

Scanning equipment that vendor used while working in Rush County.





Unlike restoration and preservation projects, digitization and backfile projects can be performed in several ways. These projects do not require hiring professional service providers and the cost can vary greatly. Projects can be performed in house by current staff, or often Recorders will hire a part-time employee that is dedicated to just working on these projects. While this is usually the most cost-effective way to tackle these projects, this will also likely be the most time-consuming. Companies such as US Imaging, Kofile and HF Group (links in last newsletter, pg. 12) offer digitization services that will help to complete the project much faster, but this route is, of course, more costly. As a bonus to hiring a professional to perform the digitization, these services can also include help with restoration by mending and repairing damaged documents as they are being scanned.

If you are contemplating or planning either a restoration or digitization project, there are several things to keep in mind. Of course, **cost** is always a factor. If it is necessary or you prefer to hire a company to help with your project, **request quotes** from multiple vendors as costs can vary greatly from one company to the next. Recorders have reported that there have been instances where the cost of services with one company can be nearly half the cost of the same services with a competing company. Also, ensure that you are working with **reputable and trustworthy vendors**. Recorders have run into problems of poor quality that includes print not being clear, pages being scanned backwards, and files being named incorrectly. It is important to stay in **constant communication** with the vendor that you ultimately hire, and it is important to provide that vendor with **clear instructions and expectations** as to avoid mishaps.

Lastly, if it is necessary to approach your Council for help with your restoration and digitization projects, it is imperative that they **understand the importance of these projects** to our job as Recorder. After all, it is our duty to preserve the history of counties.



- October 21 AIC Institute for Excellence, Human Resources, Blue Chip Casino, Michigan City indianacounties.org
- October 22 Combined IRA District Mtg,
   Garment Factory Events
   101 East Wayne St., Franklin, IN 46131
- November 18 AIC Institute for Excellence,
   Legislative Affairs, indianacounties.org
- January 27-28 AIC Legislative
   Conference; Institute class before on
   January 27, details: indianacounties.org
- Jan. 19-23 iGO Midwinter Conference
   Albuequerque, NM <u>iaogo.org</u>
- Feb. 24-26 PRIA Winter Symposium
   Virginia Beach, VA <u>pria.us</u>
- April 21-23 IRA Annual Conference
   Sheraton at Keystone Crossing, Indy
- September 21-24 AIC Annual Conference
   Grand Wayne Convention Ctr., Ft Wayne

# **Community Outreach**



#### **Madison County Recorder's Office**

1.1K followers • 91 following

Our Duty: Preserving Historical Land Records for the people of Madison County, Indiana.

# <u>Madison County</u> - Connecting with constituents using <u>Facebook</u>

Angie Abel and her staff have set goals for their office to grow in their own knowledge as well as educating the public about what the Recorder's Office does. Facebook seems to be a good source to engage a large audience in a wide range of age groups. Using Facebook, they're showing the community that we are all the same. It is used to celebrate and remember anniversaries of events in the country, county and in their office as well as the educational pieces they share about Property Fraud Alert and Honor Rewards.

They also share personable elements by including photos and posts of their office achievements, staff birthdays, holiday closings, "workaversaries," and showing their educational journey through classes and conferences. They feel that the personable relationship with the community makes them more approachable and helps get their message out.

2025-2026 Newsletter committee