

**A MONTHLY EVENT HOSTED BY  
SCCAOR GLOBAL INVESTMENT  
COUNCIL**



## **HOW MUCH DOES CULTURE REALLY AFFECT THE TRANSACTION - ASIAN INDIAN CUSTOMERS**

Join us for this class and uncover what really makes a difference to your Asian Indian clients:

- Tips for improving your multicultural homebuyer's closing experience, including how to take the confusion out of the settlement process
- How to explain the benefits of title insurance to your Asian Indian customer
- Insights into cultural nuances and how they affect a successful closing with the Asian Indian consumer
- How to utilize First American Title's educational materials and resources to best serve our diverse marketplace
- and much more!



**TICKETS: \$10 MEMBER / \$20 NON-MEMBER  
PURCHASE: [SCCAOR.COM/CULTURE](http://SCCAOR.COM/CULTURE)**

**\* INDIAN LUNCH INCLUDED**

Holi Festival Lunch is provided by SCCAOR Global Investment Council

---

**FRIDAY, MARCH 22, 2019  
11:00 AM - 1:00 PM**



1651 North First Street  
San Jose, CA 95112  
408.445.5081

**Guest Speaker:  
Darryl Freeman**

National Market Integration Manager,  
Strategic Markets



**FIRST AMERICAN TITLE**

