

FirstClose Taps Doug Beaty as Executive Vice President of National Sales

Industry veteran recruited to drive sales strategy, grow business development team

AUSTIN, Texas, September 25, 2012 - FirstClose, a recognized aggregator of mortgage settlement services, announced it hired industry veteran Doug Beaty as executive vice president of national sales. In this role, he is responsible for providing leadership to execute on the company's goal of expanding its business and marketing its product line.

Mr. Beaty holds more than 30 years of experience and possesses a proven track record of arriving at sales strategies that build successful organizations. He holds deep experience in the mortgage industry, has extensive sales credentials, and is adept at taking sales organizations to the next level.

"We are fortunate to have landed a seasoned mortgage veteran of Doug's caliber who has a wide-ranging background in enterprise business development and sales force management," said Tim Smith, president of FirstClose. "Having Doug in charge of sales arms us with the necessary expertise and leadership to aggressively expand our business in the settlement services space. We are confident that he will develop a viable strategic sales strategy that quickly grows our revenue."

Prior to joining FirstClose, Mr. Beaty was the vice president and regional manager of production at Mason-McDuffie Mortgage Corporation, a long-standing California-based mortgage banker founded in 1887. Prior to that, he was the president of Beaty Financial Solutions, which provided consulting services to the private mortgage insurance space. As a consultant, Mr. Beaty helped numerous organizations develop business plans and sales strategies that positioned them for top-line growth. Before consulting, he was a senior vice president and also the director of national and field sales for Triad Guaranty Insurance Corporation. In addition, Mr. Beaty has also held positions at Franklin Mortgage Capital, Amarillo National Bank and private mortgage insurance firm Ticor.

"I am excited to join FirstClose and play a key role in helping the company increase its sales and footprint in the settlement services space," said Doug Beaty, FirstClose's newly appointed head of sales. "After thoroughly evaluating FirstClose's business model and supporting technology solutions, it was clear that there is a tremendous amount of potential for this company. Joining FirstClose was an easy, clear-cut decision. I look forward to working with the FirstClose team to achieve peak sales performance, new client acquisitions and exceed our growth objectives."

About FirstClose

FirstClose is an Austin, TX-based online service, owned and operated by First Lenders Data, Inc., a mortgage settlement service solution for lenders looking to improve efficiency and accuracy while lowering costs and turn-around time. FirstClose aggregates nationally recognized vendors and service providers into one easy-to-use online solution. FirstClose products and services include credit reports, flood certifications, AVMs and traditional valuation products, as well as income verification, tax tracking, title insurance, doc prep, closing and recording services. Additionally, FirstClose provides more progressive services, including hybrid and gap valuations and alternative lien reports.