



## **WHY FLYING S TITLE & ESCROW?**

Flying S stems from a cattle brand that originated with the Company founder's son, Dwain Stufflebeam. While stationed at the Air Force Base in Amarillo, Texas, Dwain and his wife, Joyce, created the brand and later used it in their ranching operation in Southeast Idaho. The "S" stands for Stufflebeam, and the "wings" on each side represent Dwain's love of flying.

We feel our new brand, Flying S, reflects the "whatever it takes" attitude prevalent among those who work on the land. It is this same attitude we want to reflect in our Company culture. The family brand seemed a fitting representation of the new Company identity.

## **IS THIS CHANGE A RESULT OF A MERGER OR ACQUISITION?**

The name change is not the result of a merger or acquisition. We proudly remain a third-generation family-owned business with roots back to 1905.

As an independent agent for over 40 years, we have used the name First American Title Company and have been confused with the national underwriter based in Santa Ana, California. While we have carried this name with pride, we feel it is time to rebrand our offices to set us apart and better represent our Company and culture.

## **WHEN WILL THE NAME CHANGE TAKE EFFECT?**

On October 31<sup>st</sup>, our First American Title Company and First Montana Land Title Company in Idaho and Montana, Gillette Title Services and Laramie County Abstract & Title Company in Wyoming, will officially become Flying S Title & Escrow.

Over the coming weeks, you will see changes in our offices.

## **WHAT WILL CHANGE WITH THE NEW NAME?**

You will see our name and logo updated on the exterior and interior signage, an updated website, updates on all documents, and other branded communications.

## **ARE YOUR FEES GOING TO CHANGE?**

The rebrand will not result in a change in fees, but fees may change due to other determining variants.

## **WILL YOUR UNDERWRITERS CHANGE?**

We will continue to write policies for the top national underwriters Old Republic National Title Insurance Company, Fidelity National Title Insurance, Commonwealth Land Title Insurance Company, Chicago Title Insurance Company, First American Title Insurance Company, and Westcor Land Title Insurance.

## **WILL THE EMPLOYEES AT MY LOCAL OFFICE CHANGE?**

The Team you know, and trust will continue to provide the same products, responsive service, and dedication to excellence. With the "whatever it takes" attitude, our top priority is providing you with exceptional service.

## **WILL THE PHONE NUMBERS, WEBSITE, AND EMAIL ADDRESSES CHANGE?**

- Our phone numbers will remain the same.
- Our website address will change to [FSTE.com](https://FSTE.com).
- Our email addresses will change to a new format and domain, for example, [firstname.lastname@FSTE.com](mailto:firstname.lastname@FSTE.com).

Please update our contact information in your address book and direct your messages to our new email addresses. No worries if you forget – we will still receive messages sent to the old addresses.

## **IS YOUR WEBSITE GOING TO CHANGE?**

Yes. Our website will now be [FSTE.com](https://FSTE.com), and our old site will route you to the new site.

## **WILL YOUR SOCIAL MEDIA CHANGE?**

Yes. You can find us by searching @FSTECity. For example, @FSTEPocatello or @FSTEMissoula.

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**Do you have more questions? Get in touch with us at [customercare@FSTE.com](mailto:customercare@FSTE.com).**

*Whatever It Takes*

IDAHO | MONTANA | WYOMING

[FSTE.COM](https://FSTE.COM)