

THE NATIONWIDE STANDARD

Vol. 5, Issue 2

2009 Special Edition

5/22/2009

Serving you since 1987

Our Mission

"We are committed to being the foremost provider of accurate information and quality customer service at a competitive price for our clients."

Nationwide Real Estate Tax Service, Inc.
 425 Tesconi Circle
 Santa Rosa, CA 95401
 (707) 528-7852
 (800) 528-7803
 (707) 528-1420 FAX
www.nationwidecompliance.com



Certified since January 2005

NFDA Certification Seal is a registered trademark of the National Flood Determination Association



THE DANGERS OF 'ADDRESS ONLY' FLOOD RESEARCH

Sometimes referred to as "instant hit" or McFlood Certs, they (as in 'the computer') give your flood zone determination back to you in seconds or minutes. They look like any other flood cert, presented as required on FEMA Flood Form 81-93. They satisfy a legal requirement for loans. They are intended to advise you of risk.

Let's have a Q&A session regarding the subject:

Q) Who cares if a flood cert is researched by a human or spat out by a computer?

A) The borrower would care... if they knew. They pay the insurance premiums (or not). They don't want to pay any more than they have to... or any less.

Q) Isn't it better to get a flood cert back in seconds rather than an hour or so?

A) Is it? If you had the choice between watching a movie in 5 seconds versus 90 minutes, which would you choose? A borrower would most likely enjoy the entertainment value of a 90 minute movie, as they would the knowledge that a person took a few extra minutes to do the flood research on their property to make sure the zone designation was correct.

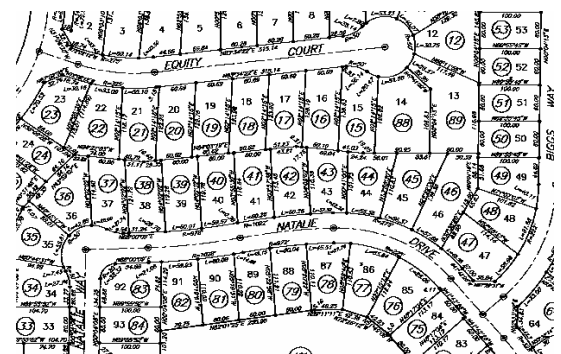
Q) Isn't it better that computer flood determinations are cheaper?

A) There's an old saying: "You get what you pay for." Yes, it does cost a few extra dollars to have a human research flood zones --- perhaps the price of a mocha latte --- to insure the thousands of dollars of a loan is properly evaluated for flood risk.

Q) Why is it important to match an address to a parcel?

A) Because properties are not points on a map, as much as they appear that way on Google maps. Properties have size and dimension and can cross multiple flood zones. Computer searches... well, they just plot points on a map.

Look at the picture to the left above. Now look at the picture below. One is a computer plot of a property based on address and one is a county parcel map based on a parcel number.



Q) Can you tell which one is which?

Q) Wouldn't you rather have a person using both maps to aid in their flood research rather than a computer just using the plot point in the top left picture?

Q) Don't you think your borrower would?

A) Your customer is you...

A Tale of Two Flood Companies

(Or, How I Threw My Money Away without Even Knowing It!)

It was the best of times it was the worst of times, but despite that enigmatic fact I needed a flood zone determination company and I needed one fast. I had a borrower itching for The American Dream and I was more than ecstatic to help them on their way with that. Heck, I had money to lend and Charles Dickens knew I could use the business.

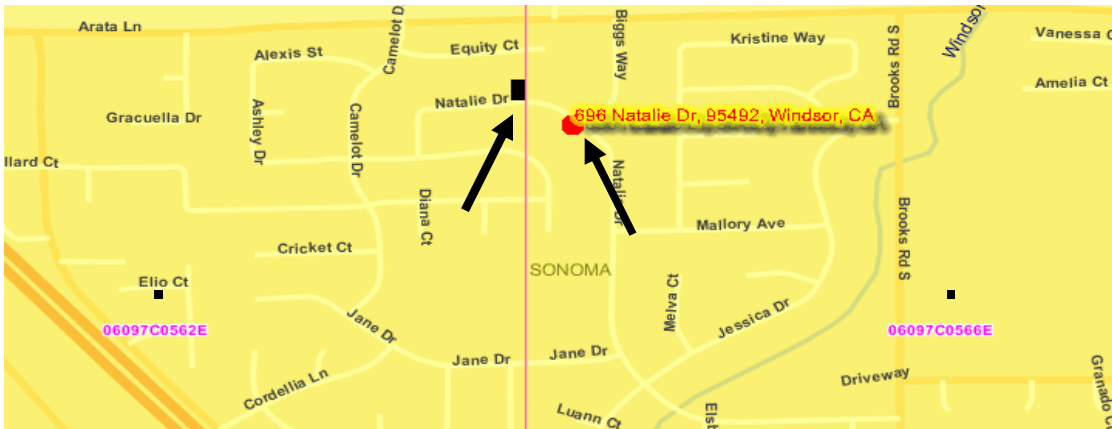
Company A looked nice: sleek website design, all high-fives and handshakes. They were cheap and fast, just the way I like it. \$10 per flood cert and they could fling them back at me before my fingers pulled away from the keyboard. And they only required an address! Slick!

Company B looked alright, except they cost a few dollars more per flood cert and take an hour or two to send it back to me. I don't have that kind of time... I like my pop tarts micro waved in 5 seconds, Mister! And \$15? What, were they bucking for early retirement? And I had to provide a parcel number with the address? What am I, an encyclopedia?

I had to make a decision and I had to make it fast. Ah, they're all the same... I'll just go with good 'ol fast and cheap: Company A.

INTERRUPTION: *What the person in this story doesn't know is that the address he is using: 696 Natalie Dr, Windsor, CA 95492 will be plotted on the wrong FEMA map by the computer. Company A will give him a flood cert that says the property is on FEMA map 06097C0566E.*

He just paid for the wrong information! He just threw his money away without even knowing it! Fast and cheap is how he likes it and fast and cheap is what he got!



*Company B does manual research. The flood researcher pulled up the parcel map and found out that the **property is really on FEMA map 06097C0562E**. It took a little bit longer and it cost a little more, but the information is real and accurate. Now, back to our tale...*

So, one day I'm reading an article by Company B about computer determined floods versus manually researched floods, so I decide to test them out with that loan I made on Natalie Dr. I couldn't believe it! Company B found out that Company A gave me the wrong information! I can't believe I threw my money away without even knowing it!

I found out a couple other differences between Company A and Company B. Real live people answer the phones at Company B and they provide free consultations. The HMDA Census Tract information was included without additional charge and they even provided free rush service. And Company A? Well they merged so many times and had their fingers in so many things that they finally went bankrupt!

Now I'm a changed person, no longer fast and cheap. Now that I have experienced the quality of Company B's Flood Service, I think I'll try their Tax Service. But that is a story for another day...

Hours of Operation:
Mon – Fri, 8am – 5pm

Important E-Mails:

General Info

info@nationwidecompliance.com

Business Development

dale@nationwidecompliance.com

Flood Questions

flood@nationwidecompliance.com

Tax Questions

tax@nationwidecompliance.com

**WISH TO RECEIVE
THIS NEWSLETTER
BY EMAIL?**

**Please e-mail Newsletter
@nationwidecompliance.com**

Management Team:

Linda Walling

CEO/President

Marci Dyche

VP / Tax Department

Dani Foster

Geologist / Mapping /

Information Technology

Scott Byorum

Director of Business

Development

**Nationwide Real Estate Tax
Service, Inc.**

425 Tesconi Circle

Santa Rosa, CA 95401

(707) 528-7852

(800) 528-7803

(707) 528-1420 FAX

www.nationwidecompliance.com



Certified since January 2005

NFDA Certification Seal is a registered trademark of the National Flood Determination Association