



## **The Title and Real Estate Industries Demand - “It’s Time for a New Direction”**

### ***CentRealTech Releases Industry White Paper***

**EL DORADO HILLS, Calif.** – November 9, 2009 – CentRealTech Inc. announced today that they have released an Industry White Paper that presents a compelling perspective for the adoption of a High Performance Model for the Title and Real Estate industries. This White Paper sounds the alert for these industries to prepare themselves to successfully address the full economic recovery by adopting a High Performance Model, whereby they assess the competitive landscape, enter new markets, and begin to look for new ways to deliver products and services more efficiently and effectively while reducing cost.

Although, the Title and Real Estate industries have experienced a rapidly changing economic environment, they have not aggressively implement new processes that drive significant levels of improved performance over those of the past. The commitment to legacy technology and/or systems that were developed internally or obtained from affiliated entities has impacted this lack of movement towards more effective and efficient operations. And perhaps the most telling aversion to change has been the slowness of the industries to reduce manual intervention and replace it with technological process integration.

“Title and Real Estate companies today are under tremendous pressure to reduce cost while they increase productivity and efficiency,” said Robert Matanane, President and CEO of CentRealTech. “The impact of embracing a High Performance Model, as we have done in our own company, will generate immediate results and align performance across the entire organization. In fact, making future business decisions and justifying investments become quite clear as the business case for a High Performance Model has been proven time and again. We believe that as companies navigate through the economic, legal and competitive pressures of the market; their success generating growth and profitability will be dependent upon them embracing the High Performance Model.”

To learn more about how to align your organization to the High Performance Model, please download the White Paper, “The Title and Real Estate Industries Demands...“It’s Time for a New Direction”” from the CentRealTech website at [www.centrealtech.com](http://www.centrealtech.com).

### **About CentRealTech**

CentRealTech, Inc. provides an automated, single seat solution for the Title Insurance Industry delivered over the internet as a Software as a Service solution. The powerful One Click System virtually automates the title production process, enabling title companies to effectively and efficiently process title orders. For those title companies that wish to outsource, CentRealTech’s Ultimate Service provides complete On-Shore title production services utilizing only U.S. title personnel. Founded in 2007, CentRealTech is a privately held software/technology and services company located in El Dorado Hills, CA that specializes in products and services for the title insurance industry and its real estate and lender customers.

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