



SAMPLE #5

Providence Title Celebrates 5th Anniversary With Updated Branding

Medium: Press Release

Audience: Real Estate Community, Referral Partners

FOR IMMEDIATE RELEASE

“Service to the local customer should be the first priority, not national stockholder value.”

It was this idea that prompted Dan Foster to found Providence Title Company in 2008. From its beginnings as a Tarrant County-based title company, Providence Title has evolved into one of the largest and fastest-growing title companies in the state of Texas, with more than 45 locations in all four of the major metropolitan areas. And on May 1, 2013, the company celebrated a milestone:

It turned 5 years old.

Due to its daily reinforcement of the mission, Providence Title has set the standard for service in the title industry and continues to go above and beyond to ensure that its clients’ and team members’ needs are met. As such, the company has undergone a branding overhaul.

With input from company leadership, clients, and team members, Providence Title has developed an updated look and feel that will ensure that its external identity properly aligns with its internal one. Along with a new logo, Providence Title will be offering its clients a series of continued enhancements -- everything from an updated web and social media presence to marketing collateral that home buyers, home sellers, and agents can use to streamline their daily routines.

“The whole ownership team is excited about the energy our new branding initiative is bringing to Providence. We think it better represents all our team members across the state and the level of professionalism they provide our clients,” said Lynda Tiedtke, President.

Providence Title will reveal its logo to employees at a company anniversary party and to clients through a series of unveiling get-togethers at local branches. Even with all of the change that’s occurring, clients can rest assured that the level of service that they’ve come to expect from Providence Title will remain the same.

Since its founding in 2008, Providence Title has built a reputation for being a service leader in the title insurance industry. Providence’s mission to provide excellent service in a friendly environment with local leadership emphasizing personal relationships and teamwork is reinforced daily by its team members, all of whom are dedicated to increasing the success of the company’s customers and their clients. Providence Title is headquartered in Arlington, TX, and maintains a network of over 45 offices across Texas. For more information, please call 817.483.9100 or visit www.protitletx.com.

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