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Tradition Title Owner Karen Keating Achieves Certified Reverse Mortgage Professional (CRMP) Designation

Bay Shore, NY Businesswoman is among Select Group of only 13 Nationally to Achieve this Distinction

Bay Shore, NY – September 7, 2010 – Record numbers of homeowners are using reverse mortgages as part of their retirement planning. This is driving the need for qualified professionals who can explain homeowner options and help them make more informed choices. To provide her lending professional clients with the highest level of advice about reverse mortgages, Karen Keating has achieved the title of Certified Reverse Mortgage Professional (CRMP) from The National Reverse Mortgage Lenders Association (NRMLA). Ms. Keating, President and Owner of Tradition Title Agency, Inc., a Bay Shore, NY Title Company, is among a select group of only 13 professionals across the country to hold this certification. Additionally she holds the distinction of being the only person affiliated with a title company to achieve this designation. More information about Tradition Title Agency is available at <http://www.traditionta.com/> or by calling 631-328-4410.

“Tradition Title Agency’s dedicated staff knowledgably explain the reverse mortgage process to help mortgage professionals complete more closings with fewer headaches,” Ms. Keating said. “I take great pleasure in knowing that I am helping seniors especially to enjoy some peace of mind as they control their own destinies.”

Ms. Keating has owned and led Tradition Title Agency, Inc. since founding it in 2007. The agency is well-known for providing title services for reverse mortgages, commercial mortgages and residential mortgages. She and her staff help lending professionals streamline the often-complicated process of assisting seniors who wish to remain in their beloved homes using a Reverse Mortgage. They also help lending professionals save time, aggravation and money by anticipating and solving challenges before they become deal breakers. They work to ensure that home buyers won’t face unexpected expenses, claims or losses before or after the closing.

Ms. Keating began her career as a technologist, using her computer programming skills to develop a solution for streamlining the complex and time consuming process of title research through an industry-specific software application called TitleTrack. This innovation led to the founding of her own company, AKT, Inc., which she led to \$7.5 million in sales and later sold to First American Title Insurance Co. of NY. Ms. Keating has taught Sales Advantage classes for Dale Carnegie and conducted seminars for New Jersey insurance title agents. She has written articles for

New York Land Title Association Magazine and Settlement Services Magazine. Ms. Keating is also a sought-after industry speaker. She has led roundtable discussions on computerization and served as guest speaker at national convention in Las Vegas.

“We were intent on creating a Certification that is rigid enough to demand the respect of professionals and government officials and the confidence of America’s seniors,” says Peter Bell, NRMLA President. “On behalf of the entire membership, we congratulate our designees, all of whom have demonstrated a deep understanding of the product and an eagerness to continually pursue additional education. Earning the CRMP will distinguish them as having demonstrated superior knowledge and competency in the area of reverse mortgages and dedication to upholding the highest ethical and professional standards.”

The CRMP designees will be honored at a ceremony at NRMLA’s annual meeting which will take place November 3-5 at the Roosevelt Hotel in New Orleans, LA.

About The National Reverse Mortgage Lenders Association

The National Reverse Mortgage Lenders Association (NRMLA) is the national voice of the reverse mortgage industry, serving as an educational resource, policy advocate and public affairs center for lenders and related professionals. NRMLA was established in 1997 to enhance the professionalism of the reverse mortgage business. Our mission is to educate consumers about the pros and cons of reverse mortgages, to train lenders to be sensitive to clients' needs, to enforce our Code of Conduct and Best Practices, and to promote reverse mortgages in the news media.

About Tradition Title Agency, Inc.

With decades of experience creating and using innovative solutions, our team of professionals has perfected title searches, transfers and deeds, for reverse mortgages, residential mortgages, and commercial mortgages in New York, New Jersey and Pennsylvania. We have never had a title issue for which we could not find a viable and satisfactory outcome. Tradition Title saves your company time and money by streamlining and fast tracking your title clearings. We ensure the safety of your clients’ interests and eliminate liability issues with no hidden fees in an average turnaround time of just three to five business days. Mortgage lenders, brokers, loan officers, and attorneys partner with Tradition Title again and again. The entire Tradition Title team is ready to assist you with reverse mortgages, title searches, title insurance, land titles, lien searches, residential title clearing, commercial title searches and more. Please contact our office to find out what we can do for you at 631-328-4410, email us at info@traditionta.com