



J. Herschel Beard
Chairman
District 6 Representative
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FEBRUARY "MESSAGE FROM THE BOARD"

Our "new" state agency is entering its third full calendar year of operation since its inception. It has been a long journey to get to this point. Many, many hours of thought, discussions, writing and just plain hard work has gone into getting us where we are today. Your Board members, along with dedicated members of the Oklahoma Land Title Association, have worked diligently with our excellent staff to try and cover all the bases so that we can adequately enforce our Abstractors Law.

As Chair of the Rules Committee this year, I'm discovering that the rule-making process is an arduous one, and we are learning from experiences--both good and bad--of how one word, a misplaced comma, or just an oversight can lead us in the wrong direction. You've heard the expression, "it takes a village", well that's certainly true in our industry. It takes the input of every licensee, every company owner and manager to strengthen our rules so that they adequately reflect the letter of the statutes we must live by.

I have the honor to be sitting on the American Land Title Association's Board of Governors this year and I am constantly asked about our plant law, about our abstracts, and if we are one of the only states left requiring and using them. You might think the answer is yes, but in reality, several states have some form of "abstracts" even if they are used in-house just for title examination and commitment preparation. I think I share the belief of most of us that we have a good system here in Oklahoma. We go to great lengths, and, yes, some would say to extremes sometimes, to make certain that our titles are cleaned up and spotless before we step up to the closing table. We are often unappreciated and underpaid for the service that we actually render. You could say that we are the best "consumer protection bureau" out there.

One of the areas that has been frustrating to the abstractors who sit on the OAB is that many of the questions, inquiries, and complaints we receive have to do with issues that cannot be legislated, but are strictly basic customer service issues. It's how we relate to our customers their perception of how they're treated, and the end product that they receive that often gives our industry a black eye. Unfortunately, the few bad apples tend to ruin the whole barrel. That's where we look to the Oklahoma Land Title Association to help with seminars, workshops and schools that will instill in all of us the constant need to remember customer service is our main goal.

I'm proud to be your District 6 representative on the Board, and I welcome your calls, emails, questions, comments and advice as I seek to serve this industry in this position. Thank you for your input. It is much-needed.

Sincerely,

Herschel Beard