

REAL ESTATE WEEKLY

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PROFILE OF THE WEEK

**Jarett Fein, founder, president
Vanguard Title Agency**

Team Player, Fein, is building strong fan base

The recent credit crunch that is winding its way through New York's real estate market has left no aspect of the industry unscathed. Brokerage houses, contractors, appraisal firms and title insurance companies alike are all feeling the heat of tougher lending standards and fewer deals being made.

But for Jarett Fein, president and founder of Vanguard Title Agency Inc., the current turbulent climate is an opportunity to strengthen the core beliefs that have made his growing agency a success in a competitive market.

"It's a relationship business and you want to use who you feel the most comfortable with," Fein says. "So in a climate where there are fewer deals getting done and tighter lending standards, you're going to see developers, lenders and equity firms all pushing harder to have a say in which title company to use. That's where it helps to be a company with strong, deep rooted contacts and relationships."

At Vanguard, superior legal expertise, exceptional service and per-

sonal attention have always been at the heart of what makes the company a success, and Fein's strategy – turning



his clients into loyal, enthusiastic fans – positions his company to do well in an environment where relationships

are more key than ever before.

"Our goal with every single deal is to always exceed, not simply meet, expectations," Fein continues. "You don't hear the words 'No' or 'Can't' at Vanguard. No matter how complex or time sensitive the deal is, we get it done. We have the best and brightest and as such, from a title perspective, there is little we can't do or can't handle."

Today, Fein is busy growing the title company he founded in 2002 on a shoe string budget, to a company that has over 40 employees and reports record breaking revenues for 2007. Fein anticipates continuing at this pace, to double sales by the end of 2008. His company, located on Madison Avenue, now underwrites several billion dollars worth of insured real estate transactions annually with hundreds of closings each month written on the largest national title insurance companies in the country.

Vanguard was recently involved in the underwriting for the billion dollar acquisition of 5 Times Square; the \$8 billion national sale of Home Depot with a \$650 million real estate

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Fein building strong fan base

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component; a large Storage Rentals of America deal that involved over 16 sites in several states; a \$900 million portfolio for RFR Holding, LLC and the \$300 million acquisition of 1180 Sixth Avenue on behalf of the Carlyle Group.

With this caliber of deals, Fein is shaking up the title industry in New York City, where for decades the same companies have gotten the largest share of the city's real estate pie. Today many of the established players who have ruled the industry are wondering how this young, successful entrepreneur – who five years ago, knew little about the title industry – has managed to take the market by storm and make people take notice. In one simple word, it is his “passion” for closing the deal.

Recently Fein hired several savvy sales associates with solid contacts in the industry who have targeted other young, successful superstars who represent some of the city's future top developers, private equity funds and law firms like Magnum Realty Group, RFR Holding, LLC, Buttonwood Real Estate, Townhouse Management, The Carlyle Group, Seyfarth Shaw and others.

Together Fein and his team can be found networking at all the top professional and social events in New York City and the Hamptons – from luncheons at the Waldorf to fashionable, star-studded Polo Tournaments in Bridgehampton – parlaying contacts into a golden rolodex of pedigreed clients.

But Fein hasn't counted out the old guard. Earlier this year, he pulled

off what many realize is a major coup that helped launch his already successful company into one of the fastest growing title organizations in the country. Fein persuaded 75-year-old Joseph Friedman, while he was still vice president at Ticor Title Insurance, to join Vanguard, giving the company a strong advantage in its ability to attract and underwrite high liability commercial transactions in New York.

While title itself wasn't in his blood, from an early age, real estate was. A lawyer and an entrepreneur, Fein started his company after a series of experiences and epiphanies, each one refining the vision and entrepreneurial streak that began during his first days as an undergraduate student at Boston University. While his fraternity brothers were socializing, Fein leveraged his connections and earned \$30,000 in commissions renting off campus apartments to fellow students.

After graduation, for a short time this Long Island native worked in Miami real estate before going back to New York to attend law school and run a nightclub promotional business in New York City and the Hamptons. He also rented and managed summer houses there, quickly becoming a fixture in the Hampton's nightlife and social scene.

After graduating from Brooklyn Law School, Fein had jobs in the telecommunications industry and entertainment law, but eventually decided the only way he could achieve the level of success and gratification he wanted, was to start his own business. He chose title after a real estate friend suggested

that industry appeared to be a lucrative one. Within weeks, Fein learned everything he could about the industry and opened his company in the back office of his friend's law firm.

Today Fein's hard work and commitment are getting noticed. He was named a “2007 Rising Star” by Real Estate Weekly and is a member of the Young Real Estate Professionals, B'nai Brith Real Estate and The National Realty Club. He is also a member of the United Jewish Appeal's influential Steering Committee.

Fein has sponsored many charity events in New York City as well as the Hamptons for organizations like the Multiple Sclerosis Fund, The Fresh Air Fund, A Little Hope, The Safe Foundation, the Alzheimer's Association and others.

