



CondoWorks

A NEW GENERATION

OF SERVICES

FOR THE

CONDOMINIUM

INDUSTRY

Business

OPPORTUNITY

- Create a new business model for “RCA Market” (residential community association). For purposes of the business model, RCA Market includes the community association, individual homeowners and renters, property management companies, developers and third-party vendors, including CondoWorks’ Franchisees.
- As first to market, CondoWorks will set a new standard for the industry; and, supply products and services that can be leveraged on a national scale.
- Align with strategic partners to provide value to their businesses
- Provide these products and services using a more efficient, targeted and scalable model
- Broaden business model from RCA market to the CID Markets (Common Interest Development).

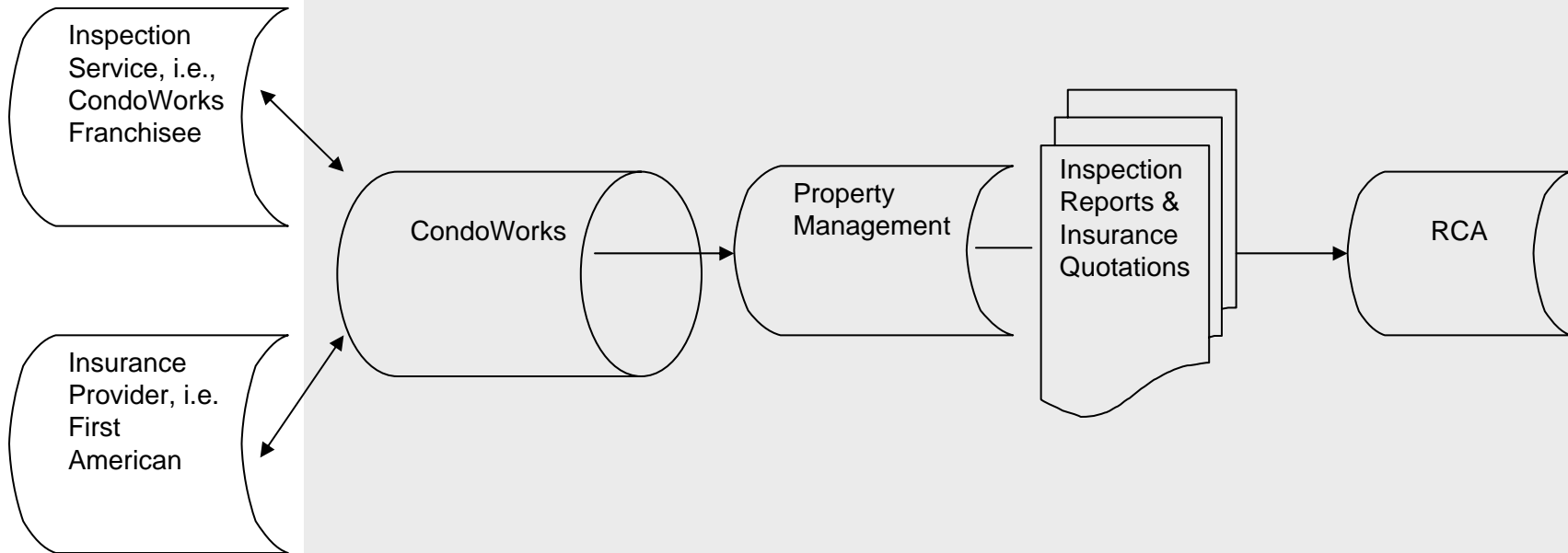
Business DEFINITION

- The current business model is fragmented, unsophisticated and inefficient
- Targeted customers are seeking products and services that are easier to access, packaged and more cost-effective
- CondoWorks intends to meet these customer needs by creating a “Marketing Portal,” through which products and services will flow
 1. Insurance services
 2. Inspection/Reserve Services
 3. Web sites with data storage and platforms to market commercial and consumer products and services
 4. Future products and services including residential, resales, banking and volume purchasing
 5. Residential resale of individual condo units as a CondoWorks third-party referral company

How It WORKS

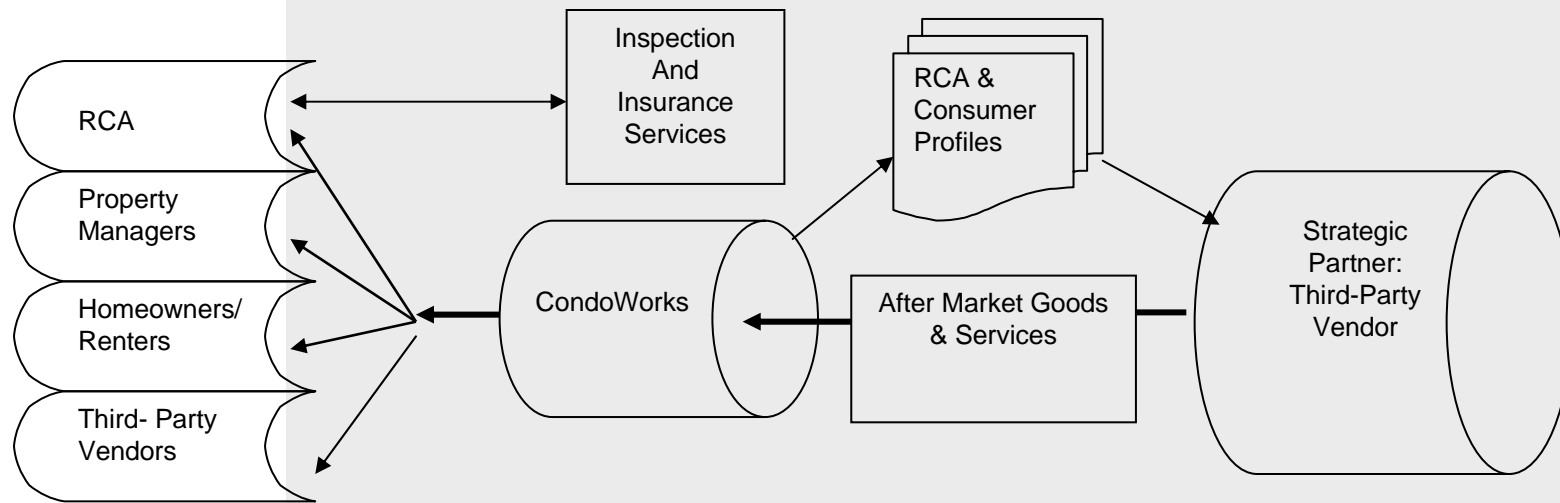
- CondoWorks' franchisees will perform reserve/inspections utilizing the company's suite of inspection software, licensed on a per use basis.
- CondoWorks will set up customer websites for the RCA and individual homeowners.
- CondoWorks will then introduce their insurance programs utilizing its insurance quotation software.
 - Option #1 – A strategic partner, (e.g., First American), will act as the “front end” carrier; and, CIBA will provide reinsurance
 - Option #2 – CIBA obtains alternative front-end carriers, but still provides reinsurance.
- Inspection and Insurance services will provide sensitive data for third-party vendors to market, sell, and cross-sell their products and services.

Core MARKETING MODEL



Core

MARKETING MODEL



CondoWorks

ATTRIBUTES

- **By** providing reserve studies, insurance and Internet capabilities, CondoWorks generates the necessary “hooks” to provide direct access to timely and sensitive data for after market sales for itself and third-party vendors
- Resident inspection and quotation software provide license fee control and security
- **By** franchising inspection companies and empowering property management companies, CondoWorks leverages distribution network for rapid sales growth and revenue generation
- CondoWorks’ Internet Portal provides on-line marketing and sales E-business capability
- The products and services CondoWorks provides are needed on a repetitive basis
- CondoWorks’ business model is scaleable on a national basis
- **As “first market”** CondoWorks enjoys a significant advantage over any competitor and will be able to set the industry standard

Start-Up PLAN

■ Start Date: September 1, 2003

■ Founders:

- Thomas Douma
- Carole Rodoni
- Carson McKissick
- Charles Bates
- David Costello
- Donald Simon

■ Senior Management

- | | |
|------------------------------------|---------------------------|
| • Director of Operations | Carole Rodoni |
| • Director of Marketing | Donald Simon |
| • Director of Inspection Services | Thomas Douma |
| • Director of Administration | Jay Beasey |
| • Director of Information Services | Interviewing 2 candidates |

■ Phase 1 – 1st six months

1. Establish Corporate Office
2. Establish Franchise Organization and sign on initial franchises
3. Initiate contacts with RCA's
4. Purchase/License Reserve/Inspection Software (currently looking at two vendors)
5. Develop Web Portal
6. Insurance Program Rollout (CIBA)
7. Establish two regional offices, one in California and one in Hawaii
8. Define if acquisition of reserve companies are merited

Opportunities/Benefits

First American – CondoWorks Partnership

Opportunities	Benefits
<ul style="list-style-type: none">▪ Ability to capture new, targeted, and timely data	<ul style="list-style-type: none">▪ New marketing, sales, and cross-sales opportunities
<ul style="list-style-type: none">▪ Ability to provide industry and consumer-related products and services to specific targeted markets (i.e., insurance, appraisal, credit, American Dream Program, etc.)	<ul style="list-style-type: none">▪ Sales and operational leverage, increased profits▪ Increased brand awareness
<ul style="list-style-type: none">▪ Ability to participate in new revenue streams	<ul style="list-style-type: none">▪ Increased revenue (i.e., Ceding commissions)
<ul style="list-style-type: none">▪ Ability to diversify allowing enhanced sales of products and services beyond the title business	<ul style="list-style-type: none">▪ Potential for First American Title's stock to have more appeal to the investment community
<ul style="list-style-type: none">▪ Increased title business	<ul style="list-style-type: none">▪ Increased revenue, brand awareness and opportunities to cross-sell other products, i.e., home insurance, warranties and American Dream.

CondoWorks

FINANCING

- Founders' Investment: \$ 350,000
- Seed Investments: \$ 250,000
- Strategic partner:
 - Series "A" Preferred Stock: \$ 5,000,000
 - 55% Ownership
 - Two Board Seats
- Distribution of funds as follows:
 - 20% on September 1, 2003, for software development/integration and Business initial setup
 - Balance quarterly upon Board review and approval