

10 YEARS OF TRADITION SOFTWARE: APRIL 1, 2005 - APRIL 1, 2015

According to BLOOMBERG, 8 out of 10 entrepreneurs who start businesses fail within the first 18 months. Eric T. Wagner of FORBES MAGAZINE wrote in 2013 five (5) reasons that businesses fail. Here are three (3) of my thoughts as to why TRADITION SOFTWARE and its great team of employees bucked the trend and succeeded for ten (10) years.



Craig Altman, President
TRADITION SOFTWARE

Reason #1: *Not really in touch with cus- tomers through deep dialogue.*

Within the first thirty (30) days of purchasing SIERRA PHOENIX, I traveled to

Phoenix, AZ (no joke) to meet with customers. Subsequent customer trips occurred in the Midwest, Texas, Florida, and much of California. I heard loud and clear the previous owner provided poor support, buggy software and notices that rarely were legal. Several current and past employees helped greatly improve all three of these areas.

Reason #2: *No real differentiation in the market (read: lack of unique value propositions)*

PreLien2Lien's main competitor is Lien Writer, owned by GOLDENOMEGA.NET. Since Lien Writer and PreLien2Lien were part of the same company in late 90's, their GUI (Graphical User Interface) looked remarkably similar. Miriam Liskin, Software Development Manager and I cleared a lot of clutter off the main entry screen. We made the print menu state specific by document titles. We religiously made sure technical

support at our 800 number was available first thing at 8AM PST when we opened, and was available until 4PM. I personally re-wrote sixteen hundred (1600) legal notices in the software. And we licensed software technology that made it easy for notice customization. Finally, we decided the total cost of ownership for should be at least 50 percent less than our competitors.

Reason #3

A Failure to communicate value propositions in clear, concise and compelling fashion.

The first day TRADITION SOFTWARE, INC., a California S-corporation was open for business was April 1, 2005 (no joke again). I wanted our verbal communication, website messages, and marketing collateral to communicate three (3) things:

- 1) PreLien2Lien is easy to use.
- 2) PreLien2Lien is legally compliant.
- 3) PreLien2Lien is reliable, with overall up-time across all customers at 99.99%.

We continue to acquire new customers nationally while keeping an overwhelming majority of our customers, succeeding with our unique value propositions.

Going forward

As Andy Dufresne says in THE SHAWSHANK REDEMPTION "...hope is a good thing, maybe the best of things, and no good thing ever dies." That quote, along with one I gave to my Batavia High School (Batavia, IL) 1982 graduating class as Farewell Address Speaker on June 3, 1982 "... "then give to the world the best that you have, and the best will come back to you" sums up my focus going forward. Hope, and giving my best will enable TRADITION SOFTWARE as a market leader to keep helping its highly valued customers with products, services and solutions for construction lien management.

PROJECT HOLD FEATURE ADDED WITH JUNE 2015 UPGRADE.

There are times when processing and printing a notice has to be put on hold. This is usually due to a promised payment, a delay in a project starting, or missing information such as a bond company and number or a legal description for a lien.

The June 2015 upgrade for PreLien2Lien now has a HOLD button, that when selected puts in red text HOLD on the project screen, as a reminder to the user to not print a notice, or graduate the project into HISTORY.

NEW CALIFORNIA NOTARY ACKNOWLEDGEMENT AND JURAT FORMS EFFECTIVE JANUARY 1, 2015.

Effective January 1, 2015, pursuant to Senate Bill 1050, all CALIFORNIA county Recorder's Offices will require the Notary Consumer Disclosure. This bill requires a legible notice at the top in an enclosed box, stating that the Acknowledgment, or or Jurat verifies only the identity of the individual who signed the document to which the acknowledgment, or jurat is attached, and not the truthfulness, accuracy, or validity of the document.

PreLien2Lien had this new notary text change incorporated into the 18.12.01 version.

NEW NOTICES FOR AZ, CA, FL, GA, IN, LA, MS, MT, ND, NE, OK, VA & WY

PreLien2Lien has had legal updates in thirteen (13) states since June 2012. This is due in part not only to law changes, but our TRADITION LIEN SERVICE division using PreLien2Lien to record lien documents in twenty-seven (27) states since the division was formed in 2009.

tradition lien service

Get your past due invoices paid through the effective use of each state's construction lien laws.

- Construction Liens: \$160. Includes all recording fees, owner and legal party verification, notarization and delivery costs.
- Bond Claims: \$60. Includes verification of bond number, owner and other legal parties, notarization and delivery costs.
- Stop Notices: \$60. Includes owner and legal party verification, notarization and certified mail delivery to lender.
- 1st Notices: \$24. Includes owner and legal party verification, certified mail delivery to owner or contractor. CALIFORNIA notices start at \$31.

Contact Craig Altman, at (800) 886-8770 x304.

RETURN SERVICE REQUESTED

The Tradition

THE TRADITION SOFTWARE NEWSLETTER

TIPS TO RECORD YOUR OWN CONSTRUCTION LIENS: Updates from NORTH DAKOTA and CALIFORNIA

Every year, TRADITION LIEN SERVICE records construction liens in numerous states. For everyone's benefit, we document our research and post it on our corporate websites.

A few pointers from around the country follow:

1. Recording a NORTH DAKOTA Construction Lien in Dunn County - According to Wikipedia, rural Dunn County had only 3,536 residents in 2010. The customer service by phone with Lisa A. Guenther, Clerk of the Court/Recorder was outstanding. At the current time Dunn County is not accepting electronic recordings for liens. For rural property, you are not going to have a "123 Main Street, Anywhere, ND" address, or sometimes even an APN that can be used for the legal description. For this lien, Peggy Hendricks, Deputy Recorder helped me come up with the legal description at deadline.

Dunn County is located in the western part of the state. Federal Express could not do next day delivery to the Dunn County Courthouse even if you paid for it.

Recorded liens must include the Subdivision, Lot and Block numbers. Fees are \$10.00 first page, \$3.00 each additional page of 8-1/2" x 11" paper. Out of state business checks are accepted. Actual recording is same day received. For the original document to be mailed back, request it in writing with self-addressed stamped envelope.

Dunn County does have a large top blank margin requirement – 3 1/2 x 4 at the top. They require one inch margins on the left and right sides along with the bottom. They want at least 10 point Arial type font.

2. Recording a CA Mechanics Lien in Contra Costa County - Contra Costa County is a suburban northern California County located in the East Bay region east of San Francisco and Oakland. Fees to record are as follows. \$14.00 first page, \$3.00 each additional page of 8-1/2" x 11" paper. \$3.00 additional per page of 8-1/2" x 14" paper. A required fee that must be also added is a \$3.00 mandatory Real Estate Fraud Prosecution Fund fee. Thus your typical lien should be \$20 to record.

The actual time if mailed for recording is the same day received. It is 1-2 weeks after recordation to view indexing information on their website. The original document will be mailed back 6-8 weeks after recordation. A conforming copy of the original document can be sent the next business day after recordation. There is no extra fee if you include an additional copy of the notice and an additional Self Addressed Stamped Envelope. Indicate that you are requesting a conforming copy.

Since you lease PreLien2Lien on an annual basis, help using the software to record or release a state construction lien is just a phone call away. Technical Support and training is available to you at no additional charge by calling us Monday - Friday, 8AM - 4PM PST at (800) 886.8770.

tradition software

TRADITION FORMS

Legal size USPS approved Certified Mail forms for PreLien2Lien.

- Enjoy the benefit of saving valuable time - no more stuffing envelopes, printing labels or attaching green cards .
- Replaces Pettit forms, which are not supported in PreLien2Lien after January 1, 2011.
- From \$0.25 - \$0.48 cents per form:
 - Certified Return Receipt
 - Electronic Certified Mail
 - Blank 1st Class Mail
- Price includes FREE shipping/ handling and USPS approved wafer seals.
- Purchase 200, or as many as 1,000.

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