



WFG on track for another record year

Portland-based Williston Financial Group (WFG) continues to exceed growth projections following a record-breaking 2020.

“Last year was a banner year for us, and we are excited to report with confidence that WFG is well on the way to surpassing those historic 2020 revenue figures in 2021,” WFG President and CEO **Steve Ozonian** said in a release.

After WFG National Title Insurance Co. experienced a 46 percent increase in revenue from 2019 to 2020, the company reports its

2021 gross revenue is on track to rise by another 50 percent over 2020. At midyear 2021, gross revenue

is already up more than 50 percent, with net revenue up 45 percent.

WFG’s agency operations also have experienced tremendous growth. During the first half of 2021, gross revenue rose 57 percent over the same period in 2020, and net revenue figures rose 53 percent. WFG’s claims reserves also are up 23 percent year-over-year, with policy surpluses up 105 percent during the first six months. The number of agents in WFG’s agency channel grew by 7 percent year-over-year, with nearly 1,600 active agents during the first half of the year.

“We believe the rapid growth of our agent

network is largely attributable to the popularity of our unique agency model, which leverages WFG’s national coverage and local expertise to provide cost-effective solutions and operational efficiencies through our WFG Blocks program, which enables agents to convert fixed costs to variable ones,” WFG Executive Vice President, Agency Operations, **Gene Rebadow** said.

WFG’s overall market share rose by 14.5 percent between first quarter 2020 and first quarter 2021 and is expected to continue to grow through the balance of the year, according to the company.

Its ongoing success is directly attributable to the loyalty and engagement of the company’s clients, agents,

and employees, WFG founder and Executive Chairman **Patrick Stone** said.

“We continue to keep our principal philosophy front and center across our many divisions and regions,” he said. “‘Because of You’ is a constant reminder that we exist only because of the relationships we maintain with customers and the colleagues with whom we ‘communicate, collaborate and co-exist.’”

WFG entered its second decade in 2021. The company said its emphasis on technology has allowed it to grow into a family of companies providing products and services across much



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of the real estate and mortgage spectrum. Its Enterprise Solutions group includes title and closing service providers WFG Lender Services, WFG Default Title Services, and Valustrust Solutions, a national appraisal management and property valuation provider.

The WESTprotectSM cybersecurity helpdesk service is run by WEST, a Williston Financial Group company's Senior Vice President and Chief Information Security Officer **Bruce Phillips**.

Introduced in September 2020, Westprotect.com is a self-service cybersecurity website that enables title and real estate agents, lenders, and other settlement service providers to receive alerts about active internet fraud threats and submit questionable emails for evaluation.

MyHome, the company's consumer collaboration portal service, has been in use for several years within WFG's direct title operations. It was

launched into the lender refinancing space in late 2020 and will soon be made available to WFG's agent network.

WFG, Stone and Ozonian receive high marks from consumers and industry insiders. Both executives received Progress in Lending "Lending Luminaries" awards in 2019.

In September 2020, Stone received October Research's "Leadership Award."

WFG also continues to receive consistent Net Promoter Score (NPS) ratings from customers, in the high 70s or above.

"We adopted NPS some years ago, and we are proud to maintain such positive feedback," Stone said. "It has helped WFG measure performance and improve service levels. This, combined with the drive of dedicated teams throughout the WFG organization, has us well-poised for success as we embark upon our second decade."



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