



meet the team at WFG NATIONAL TITLE

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WFG of Eastern Washington: A Legacy of Leadership, a Future of Innovation

When you walk into WFG National Title Company's Eastern Washington offices, you're not just stepping into a title company, you're stepping into a community-driven team backed by the innovation, strength, and spirit of a national powerhouse. With roots deep in the Inland Northwest and a culture steeped in integrity and collaboration, WFG is writing a story of growth, gratitude, and grit.

As WFG celebrates its 15th anniversary in 2025, the Spokane-based team is marking milestones of its own, expanding market share, growing its staff, and doubling down on customer

care through a blend of homegrown service and cutting-edge technology.

Building Something Different From Day One

Founded in 2010 during a time of great disruption in the housing industry, WFG set out to remove the friction and inefficiencies in the real estate transaction. Patrick Stone, WFG's Founder and Chairman, envisioned a company centered on five core cornerstones: Everything We Do is Because of You, Take Time and Cost Out of the Transaction, Communicate, Collaborate, Co-Exist, Obsess About Service, and Reimagine the Customer Experience.

Those guiding principles resonated with the team in Eastern Washington, where

WFG acquired five offices, including Spokane's Cataldo location in 2018. What followed was not just a merger, but a mission: to preserve the family-first, small-town culture that had been cultivated for years, while elevating the client experience with the best tools and technology in the industry.

From Buyout to Breakthrough

"We've really built something special here," says Courtney Carlone, Assistant County Manager and Sales Manager for Spokane and Eastern Washington. "We were nervous during the buyout, but from day one, we were heard and supported. Pat Stone called me personally that first day to make sure we knew our values would be protected and they have been."

That trust became the foundation for exponential growth. Since joining WFG, Eastern Washington's market share has nearly doubled, and the team continues to attract and retain top talent, including Escrow Operations Manager Cynthia Azevedo, and Title Officer and Title Production Manager Adeidra Jones.

For Cynthia, joining WFG last summer marked a return to purpose. A seasoned escrow professional with decades of experience, she had previously worked in both leadership and frontline roles throughout Eastern Washington. But after years in high-volume environments that felt disconnected from core values, she sought something more meaningful.

"I wanted to be part of a company that put people first, both clients and employees," she shares. "From the moment I spoke with WFG leadership, I knew this was the right move. They didn't just talk about culture, they lived it."

Today, Cynthia leads escrow operations across Spokane and the surrounding markets, emphasizing quality, training, and team development. "I love helping people grow in their careers," she says. "Training isn't just about processes, it's about confidence. When our team feels empowered, our clients benefit."

Adeidra Jones has been with the Eastern Washington operation since well before the WFG acquisition. As a longtime title production leader, she played a key role in maintaining stability and service quality throughout the transition in 2018.

"I've worked in this office for many years and seen a lot of change," Adeidra says. "The WFG transition could have been tough, but instead it was energizing. Leadership truly made us feel like we were part of the bigger picture without losing what made us special locally."

Now serving as Title Production Manager for Spokane, Adeidra helps lead the team with a focus on high

standards, strong mentorship, and operational efficiency. "This team matters to me. I've been here through the growth, and I've seen what happens when you combine national resources with local relationships," she says. "WFG's willingness to listen and innovate has made this an incredibly fulfilling place to work."

A Culture That Stands the Test of Time

What sets this team apart is more than just performance, it's purpose. "We've worked intentionally to create a culture where family and work-life balance are truly respected," says Courtney. "That shows up in the quality of our work and the way our clients feel supported."

Cynthia echoes that sentiment. "The culture here is one of mutual respect and trust. Our leadership fosters a space where people feel seen and heard, and that translates directly into how we show up for our customers."

This spirit is now being celebrated across WFG with the launch of the GOAT campaign: Greatest of All Teams. Designed to spotlight teamwork, service, and collaboration, the campaign encourages employees to share their proudest WFG moments.

Courtney adds, "This campaign is more than a celebration, it's a reflection of who we are. At WFG, we know greatness is never about one person. It's about coming together to serve our clients and their consumers better than anyone else. GOAT honors that spirit of shared excellence."

Technology That Enhances, Not Replaces, the Human Touch

As the real estate industry evolves, WFG continues to lead through proactive innovation. The company's Spokane team has been quick to adopt tools like MyHome®, a digital platform improving transparency and communication across the transaction process, and MyHome® Prompts, WFG's award-winning AI marketing assistant.

"These aren't just tools, they're game-changers," Courtney explains. "Our clients love the visibility MyHome gives them. It's cut down communication complaints to nearly zero."

WFG's national investment in AI technology and its DecisionPoint® platform is also helping drive internal operational efficiency. Just as importantly, WFG is making meaningful strides in Information Security, deploying solutions like Cyber411 to proactively protect against wire fraud, identity theft, and data breaches.

"Risk reduction is part of the service we provide," says Cynthia. "We work hard to ensure our clients and their transactions are protected."

The Numbers Tell the Story

If data drives trust, WFG's numbers speak volumes. In the third week of June 2025 alone, the Eastern Washington team received 45 verified reviews, achieving a 4.94 average rating and a Customer Satisfaction score of 100%. But perhaps most impressive is the region's Net Promoter Score (NPS) of 97.78, an extraordinary result in any industry. For context, anything above 70 is considered world-class.

Client Feedback Sidebar

"Absolutely amazing people. Paige and her team were very professional and customer-focused. This was our 11th closing on a new home since 1994. I can say without hesitation that this Title company was the best, bar none. I highly recommend WFG for your closings."

"WFG did a fantastic job. Their technology is great, and it made everything so quick, easy and safe. Their people are friendly, knowledgeable, and responsive. Any question I had Jessica immediately answered in a clear, concise manner."

"Ashley and her team are always quick to respond and very communicative."

“Kat just rolled with the punches and never got frustrated. I appreciate the help!”

“Renee is quick to respond to my funders and to me. They always help us through transactions any way they can.”

“Very professional and done in a good, timely manner for us. Thank you.”

“Everyone we encountered was friendly, professional, & eager to help. Excellent service from Cynthia and her team.”

“Always perfect work and a pleasure to work with! Your dedication, professionalism, and prompt service don’t go unnoticed. We’re so grateful to have you on the team, Melissa!”

“Kendra was EXTRAORDINARILY compassionate and “HUGELY professional.”

These aren’t cherry-picked comments, they’re part of a continuous stream of positive feedback that confirms what the data already shows: WFG clients are satisfied, loyal, and willing to recommend the experience.

Looking Ahead: More Than a Milestone

While WFG is celebrating 15 years of national growth, it’s doing so with humility and gratitude. The Spokane team shares that outlook. “We’re not just growing for the sake of it,” says Courtney. “We’re growing because our customers trust us. They know we care, and that’s why they come back.”

In a competitive industry often defined by size or speed, WFG of Eastern Washington is choosing a different path, one paved with purpose, powered by people, and built on a belief that real estate can be better when everyone works as one team.



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