

You, Your Clients and EC Purchasing

chapter one

EC PURCHASING is a discount purchasing service created and managed by Fidelity National Financial (we are a wholly owned subsidiary of FNF). Our sole mission is to help you deliver more value to your clients, by saving them money — in many cases, substantial amounts of money — on common business purchases from well-known, in-demand suppliers of office products, overnight shipping, communications, travel, gifts, temporary labor, and more.

EVERYDAY SAVINGS FOR YOUR CLIENTS. EC Purchasing makes it easier for your clients to select, manage, and negotiate prices with suppliers for their business. FedEx, Office Depot, Verizon, and dozens of other companies extend significant discounts — anywhere from 10% to as much as 60% — to members, while allowing them to retain a local relationship with their existing sales representative. For some of our

customers, this adds up to tens of thousands of dollars annually.

IT'S ALL ABOUT CLIENT LOYALTY.

EC Purchasing was founded for two very important reasons: to increase client loyalty (by adding value to client relationships), and to give our sales reps an important differentiator from the competition. Your clients can save hundreds or even thousands of dollars a year, and there's simply no downside.

MEMBERSHIP IS FREE. There are no annual fees, no monthly fees, no initiation fee, no minimum orders — in short, no obligations at all. Your clients can join at any time — as soon as you authorize their membership.

THE PROGRAM IS GOOD FOR

FNF, TOO. By bringing your clients into the “buying pool”, EC Purchasing is able to improve on the already-generous vendor discounts it negotiates for its own

internal use. This saves FNF money while boosting the value of each client's relationship with FNF. FNF gets both savings and a more loyal client base. Everybody wins.



How EC Purchasing Helps You and Your Clients:

- **Greater client loyalty.**
- **It's effortless for you.** Once you authorize a client, we get them started and provide assistance whenever required.
- **We take good care of our members.** Members can buy directly from our Web site or speak directly with us. Our account executives provide personalized consultative service between 8:00 a.m. and 6:00 p.m. ET.
- **We WORK for our members — not the vendors.** EC account executives are vendor-neutral, and are not commissioned.

Members are free to choose between FedEx and UPS ... HP or Dell ... Verizon and Sprint ... Office Depot and Staples. We'll recommend the best deal for our members, so they win every time.

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Let the Savings Begin

SAVINGS THAT MATTER. The discounts we provide to your clients are compelling. Every day we speak with customers that are so thankful that we have reduced their wireless invoice by 20 percent, cut their FedEx bill in half, and saved them hundreds of dollars on copy paper.

EASY TO PROMOTE TO YOUR CLIENTS AND PROSPECTS.

EC Purchasing publishes an annual newsletter describing the features of our program, which you can share with your clients (need a few copies? Give us a call at **888-387-0223** and we'll send them your way). Members also receive a monthly e-newsletter that keeps them up to speed on the latest discounts.

GETTING STARTED: HOW TO JOIN IN

To provide EC Purchasing to your clients, you first become a member yourself — because we'll want to link your clients to you in our database. This helps us keep the client list current, so only genuine clients get to reap the benefits of the program — and it also lets us send you periodic reports showing your clients' savings, plus the monthly newsletter.

It's also a good idea for you to use your logon access to check out the program thoroughly, so you'll be able to talk with clients about the benefits of the program. Membership to EC Purchasing is available strictly upon the invitation of FNF sales executives. Once invited, your client simply logs onto our web site, completes a short application (which includes Sponsor Name — your name!)

EC Purchasing contacts you to confirm that the application is valid. Then members receive authorization to logon with their username and password to use our Web site, and we join them on the phone to walk them through the site, making sure they see all the potential savings.

THEN . . . LET THE SAVINGS BEGIN!

Our members pay no dues and are under no obligation to purchase a minimum amount of products or services.



Frequently Asked Questions:

DO MEMBERS AUTOMATICALLY RECEIVE FEDEX AND UPS DISCOUNTS ONCE THEY JOIN?

No — but the discounts are easy to get. Members log in to our web site, supply their FedEx or UPS account numbers, and we do the rest — the discounts will commence in about 15 days.

MY CUSTOMERS ARE VERY BUSY; CAN I COMPLETE THEIR APPLICATION FOR THEM?

Sorry, but members are required to complete their application personally — and for good reason. We need to walk them through the program to ensure that they receive all of the savings.

HOW LONG DOES IT TAKE TO RECEIVE AUTHORIZATION TO LOGON TO THE WEBSITE ONCE THE APPLICATION IS COMPLETED?

Typically, a member receives their “welcome” e-mail within 24 to 48 hours after applying.

DOES EC PURCHASING PROVIDE ANY WEB SITE TRAINING?

Members may call at any time for web site training. We'll walk them through the web site and help them apply, if they wish, for all appropriate discounts.