



First American Registry



SafeRent

Registry-SafeRent

Is Now



In June 2005, Registry-SafeRent launched a new logo, look and name – First Advantage SafeRent. Registry-SafeRent became part of First Advantage in June, 2003 when First Advantage was created as a public entity from First American Corporation’s information screening operations. Since its formation as a public company, First Advantage has made 26 acquisitions and one majority investment with a plan to unify these various entities into a common brand. As part of this long term strategy, we are pleased to announce that Registry-SafeRent has changed its name to First Advantage SafeRent and adopted First Advantage’s new logo and look. An example of our new logo is included above. While our name and look are changing, First Advantage SafeRent will continue to operate as its own division. Our dedication to you and our exclusive focus on the multifamily industry will remain, thus you will continue to benefit from:

- An individual business unit that focuses only on multifamily clients and their unique business needs
- A focused account team that includes your current sales, account management, and client services contacts
- Products and services designed expressly for the multifamily industry
- Our commitment to superior customer service

Throughout the coming months you will begin to see the new First Advantage SafeRent logo and look in all of our communications and products – from our websites to our applications to our collateral. If you have questions about these changes, please contact your sales and account management team or our Vice President of Marketing, Laura Farrelly at 720-947-5592 or lfarrelly@FADVSafeRent.com. While our name is changing, our dedication to you, our client, will remain our most important mission.



A Member of The First American Family of Companies