

# MIDYEAR MEETING 2017



**APRIL 10, 2017**

**STATE BAR OF GEORGIA**



## APPLICATION FOR MEMBERSHIP

☐ **ACTIVE** - Active Members are companies/firms directly and primarily engaged in the real estate title abstract industry, or the real estate title insurance industry, and which have been continuously so engaged for the five (5) years prior to their application for membership. Attorney issuing agents, whether sole practitioners or law firms, may qualify for Active Membership. Annual dues are \$250, which entitles up to three employees to be individual members with full benefits, including a listing in the membership directory, reduced registration rates for all SLTA events, a subscription to our quarterly newsletter, access to the Members Only section of our website and more. Additional employees may be added for \$25 each per year.

☐ **ASSOCIATE** - Applicants not otherwise qualified to become Active Members, but whose primary business activity bears a direct relationship upon qualifying activity as engaged in by Active Members, may qualify as Associate Members. Annual dues are \$200, which entitles up to three employees to be individual members with full benefits, including a listing in the membership directory, reduced registration rates for all SLTA events, a subscription to our quarterly newsletter, access to the Members Only section of our website and more.

1. Company Name: \_\_\_\_\_

2. Company Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

3. Company Website: \_\_\_\_\_

4. Type of Business (primary):

☐ Title Agent - Corporate

☐ Title Agent - Attorney/Law Firm

☐ Closing/Settlement

☐ Title Underwriter

☐ Other: \_\_\_\_\_

5. Classification (check all that apply):

☐ Abstractor

☐ Attorney

☐ Closing/Settlement

☐ Issuing Agent

☐ Underwriter

6. Number of years in the title business: \_\_\_\_\_ Date of Incorporation/Organization: \_\_\_\_\_

7. Is Company a member of the American Land Title Association? ☐ Yes ☐ No

8. Is Company an licensed Title Insurance Agency? (if applicable) ☐ Yes ☐ No

If yes, Company Agency License # \_\_\_\_\_

9. Number of Employees: \_\_\_\_\_ Number of Licensed Title Insurance Agents (if applicable): \_\_\_\_\_

10. List all Underwriters for whom Company is an Agent (if applicable):

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11. List all active officers and years of experience in the title business:

a.

b.

c.

12. References: Must include two references who are either members of SLTA or ALTA:

Name

Company

_____	_____
_____	_____

**One primary Individual Member + two more Individual Members are included in the base annual dues rate for the Company.** Additional employees may be added for \$25 per person per year.

Name

Email Address

Bar #/ALDOI # (if applicable)

1.  
(Primary)

2.

3.

(NOTE: For any additional employees to be SLTA members, please submit their name, email address, work phone, and Bar# or ALDOI #, and add an additional \$25 to your payment for each.)

Date of Application: \_\_\_\_\_

Payment for annual dues:

Applicant endorsed and sponsored by:

Online ☐

\_\_\_\_\_  
(Name of Underwriter)

Check ☐

By: \_\_\_\_\_  
(Individual - signature requested)

Active Membership \$250.00  
Associate Membership \$200.00  
(Plus \$ 25 for any individual members over 3)

# MIDYEAR MEETING 2017



APRIL 10, 2017

STATE BAR OF GEORGIA



- 7:45**                      **Registration Opens**
- 8:20**                      **Welcome Remarks**
- 8:30-9:30**                **Economic Forecast**  
Carl Hudson  
Federal Reserve Bank of Atlanta
- 9:30-10:15**              **Drone Technology used in Real Estate**  
Roman Molla  
Flyworx LLC.  
Lamar H. Ellis  
DroneNOIR
- 10:15-10:30**            **15 Minute Break**
- 10:30-11:30**            **Is your Legal Description Worth the Cost of the Paper It's Written On?**  
Carol Clark, Esq.  
Carol Clark Law
- 11:30**                    **Lunch**
- 12:00-12:45**            **Tristate Title Jeopardy**  
Kyle J. Levstek, Esq.  
Calloway Title and Escrow, LLC
- 12:45-1:00**             **15 Minute Break**
- 1:00-1:45**                **Social Media and Marketing for your Business**  
Cheryl Conner King, Esq.  
Sparks, King and Watts
- 1:45-2:45**                **Cyber Crime from the FBI's Perspective**  
Supervisory Special Agent Michael Anaya  
FBI Atlanta
- 2:45-3:30**                **Industry Hot Topics to Keep You Cool this Summer**  
Monica Gilroy, Esq.  
Deborah Bailey, Esq.  
Gilroy Bailey Trumble LLC



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## **SECTION ONE**

### ***ECONOMIC FORECAST***

**Carl Hudson**

**Federal Reserve Bank of Atlanta**



## CENTER FOR REAL ESTATE ANALYTICS

[CENTER HOME](#) [ABOUT THE DIRECTOR](#) [CONSTRUCTION AND REAL ESTATE SURVEY](#) [CONSUMER & COMMUNITY](#) [EVENTS](#) [REAL ESTATE RESEARCH BLOG](#)**About the Director****Carl D. Hudson****Director, Center for Real Estate Analytics**

Federal Reserve Bank of Atlanta  
1000 Peachtree Street N.E.  
Atlanta, Georgia 30309-4470  
404-498-7225  
[carl.hudson@atl.frb.org](mailto:carl.hudson@atl.frb.org)

For an interview, press should contact Public Affairs at 404-498-8748.

**Biography   Fed Research**

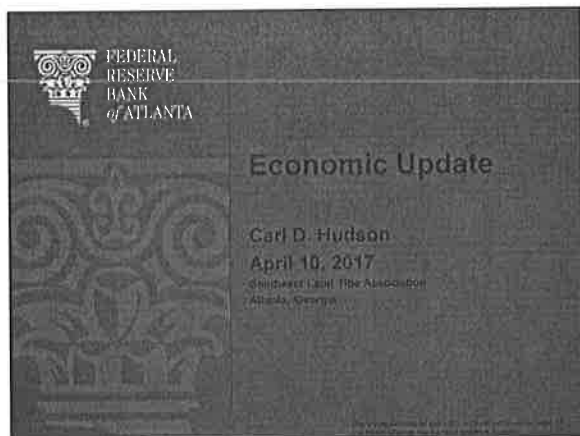
**Carl Hudson** is the center director of the Center for Real Estate Analytics at the Federal Reserve Bank of Atlanta, a position he's held since February 2011. Dr. Hudson is part of the financial markets team. A joint initiative of the Bank's Supervision and Regulation, Research, and Community and Economic Development departments, the center informs decision making by identifying and analyzing the systemic impacts real estate has on the economy, financial institutions, and consumers. Dr. Hudson contributes to the Atlanta Fed's *Real Estate Research* blog, which provides analysis on topical research and current issues in the fields of housing and real estate economics. He also occasionally contributes to the Atlanta Fed's *Economy Matters* magazine, which provides commentary and observations on regional economic topics.

Previously, Dr. Hudson was director of the policy and supervisory studies group, where he oversaw bank and policy research in support of Supervision and Regulation's central bank and examination functions. In addition to commenting on legislative, accounting, and other policy issues, the team conducted real estate market analysis and produced macroprudential analyses.

Prior to joining the Atlanta Fed, Dr. Hudson was an associate professor of finance at Auburn University for 14 years, where he taught courses in business finance, financial management of financial institutions, and derivative securities. His research has been published in such leading publications as the *Journal of Financial Economics*, *Journal of Banking and Finance*, *Journal of Accounting and Economics*, *Journal of International Money and Finance*, and *Financial Management*.

Dr. Hudson received a bachelor's degree in accounting from the University of Tennessee, Knoxville, and a master's degree from the Georgia Institute of Technology. He holds a doctoral degree in finance from Arizona State University.

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### The Fed's Dual Mandate

- The Fed is pursuing two objectives as given by Congress—**maximum employment and price stability**.
- The maximum level of employment is largely determined by nonmonetary factors that affect the structure and dynamics of the job market, although a stronger economy does help with job creation.
- The Federal Open Market Committee (FOMC) has chosen an inflation target of two percent year-over-year growth over the longer term.

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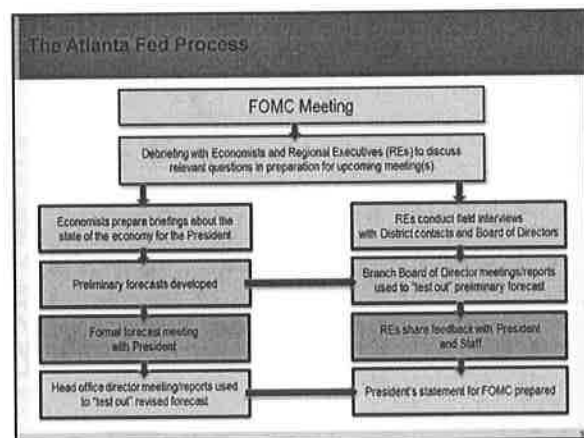
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**Summary of the Economic Environment:  
The March 2017 FOMC Policy Statement**

- Information received since the Federal Open Market Committee met in February indicates that the labor market has continued to strengthen and that economic activity has continued to expand at a moderate pace.
- Job gains remained solid and the unemployment rate ~~stayed near its recent low~~ **was little changed in recent months.**
- Household spending has continued to rise moderately, while business fixed investment ~~has remained soft~~ **appears to have firmed somewhat.**
- Inflation increased in recent quarters, ~~but is still below moving close to the Committee's 2 percent longer-run objective;~~ **excluding energy and food prices, inflation was little changed and continued to run somewhat below 2 percent.**

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**Summary of the Economic Environment:  
The March 2017 FOMC Policy Statement, continued:**

- The Committee ~~currently expects that, with gradual adjustments in the stance of monetary policy, economic activity will expand at a moderate pace, labor market indicators will strengthen somewhat further, and inflation will rise to stabilize around 2 percent over the medium term.~~
- Near-term risks to the economic outlook appear roughly balanced.
- The Committee continues to closely monitor inflation indicators and global economic and financial developments.

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**Economic Activity**

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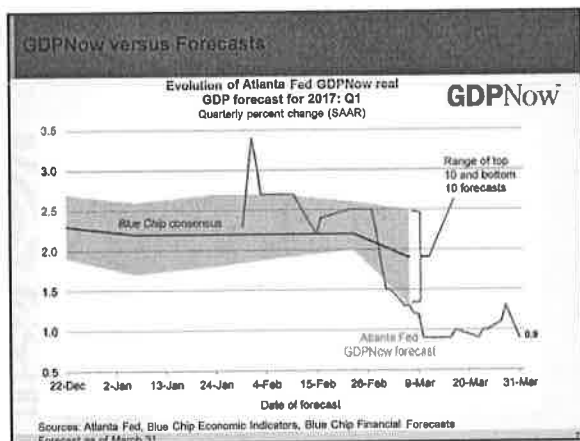
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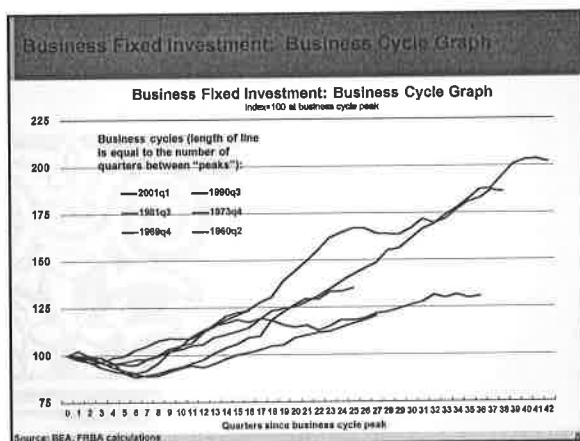
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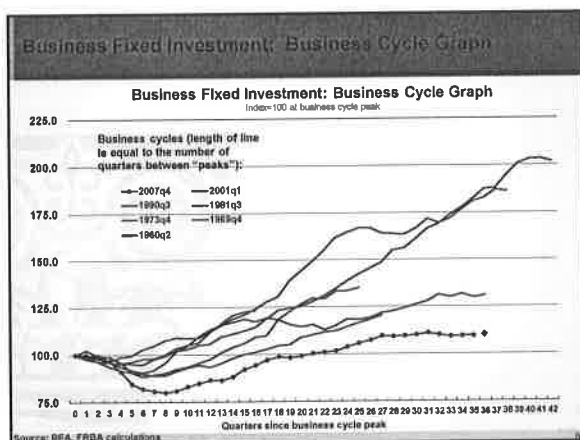
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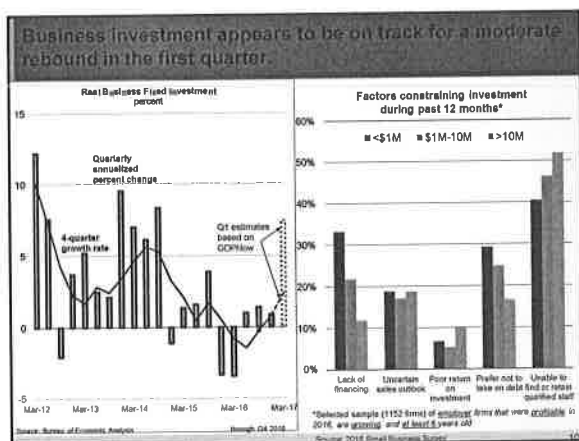
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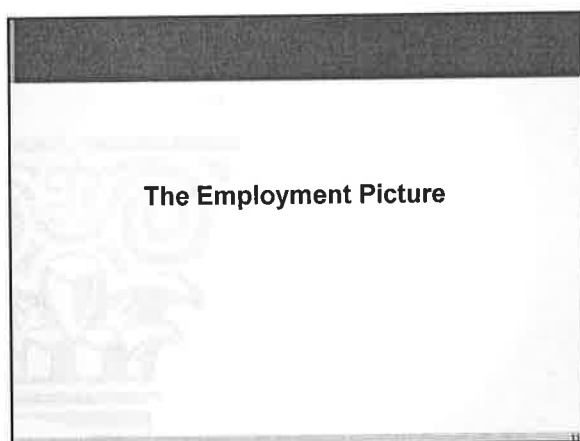
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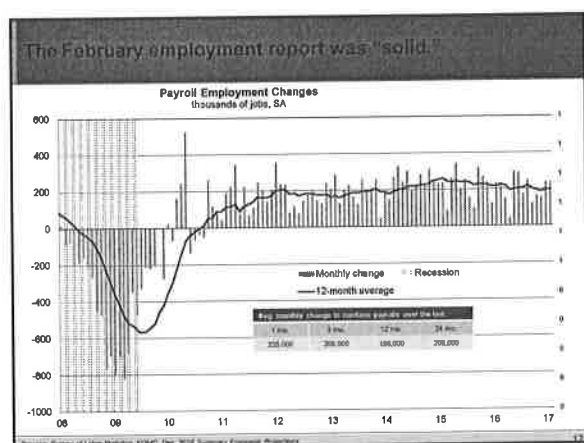
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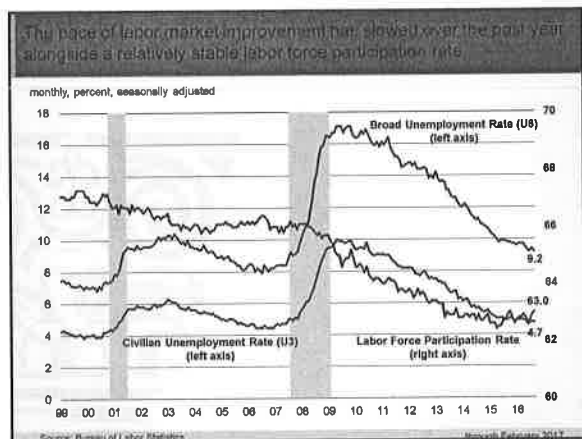
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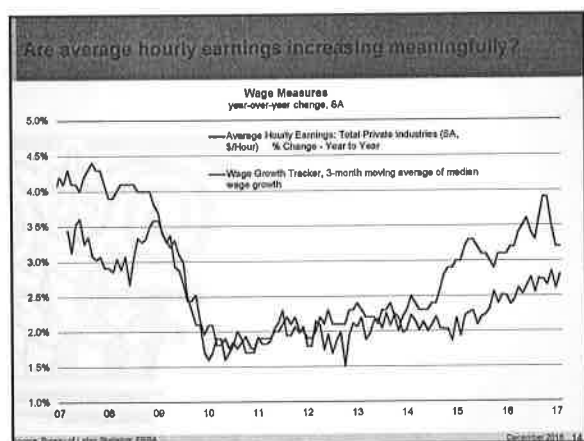
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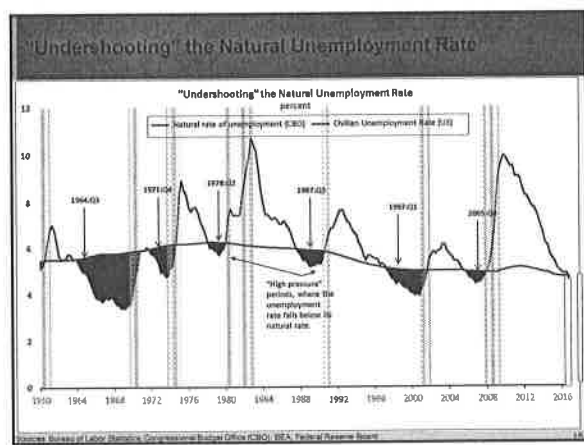
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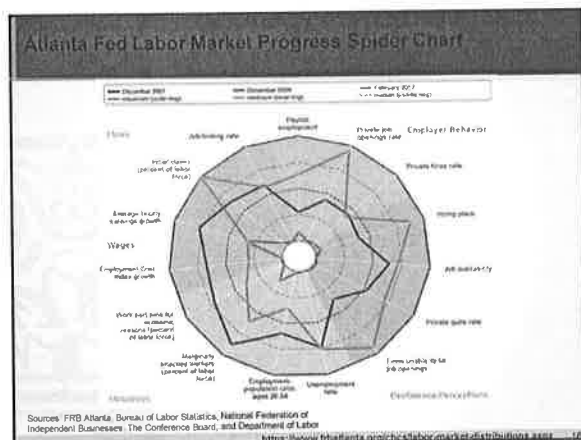
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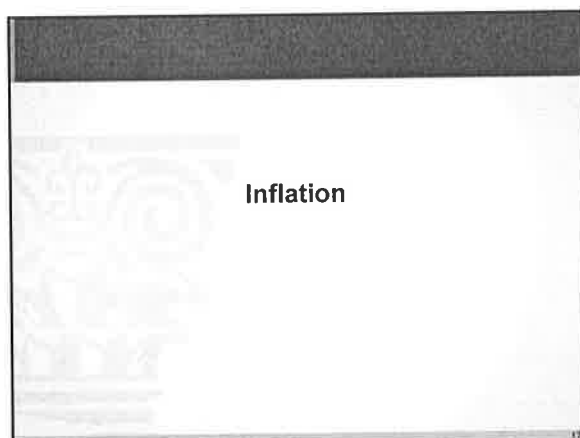
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### The Inflation Picture

- In January 2012, the FOMC set an inflation target of 2 percent over the long run as measured by the overall price index of personal consumption expenditures. For the past 4 years, inflation has remained below that target.
- "Market-based measures of inflation compensation remain low; most survey-based measures of longer-term inflation expectations are little changed, on balance."

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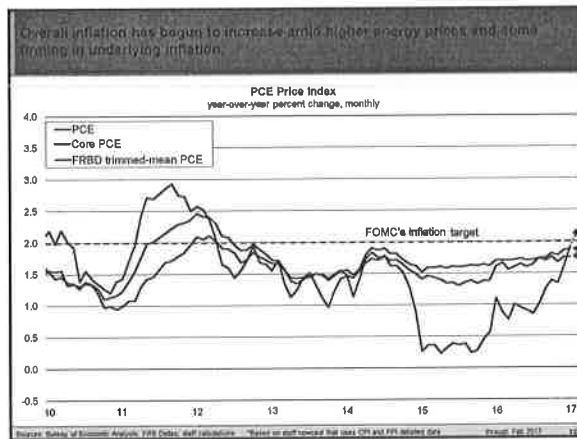
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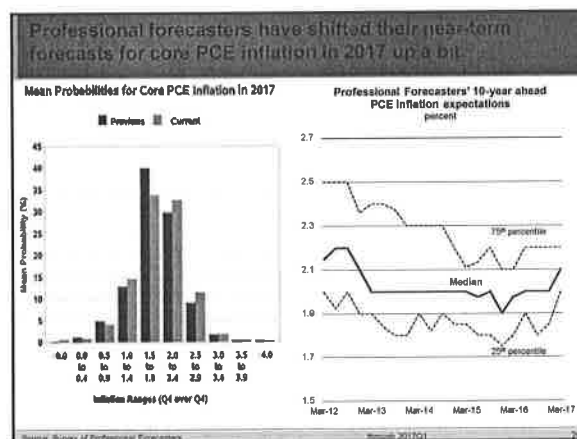
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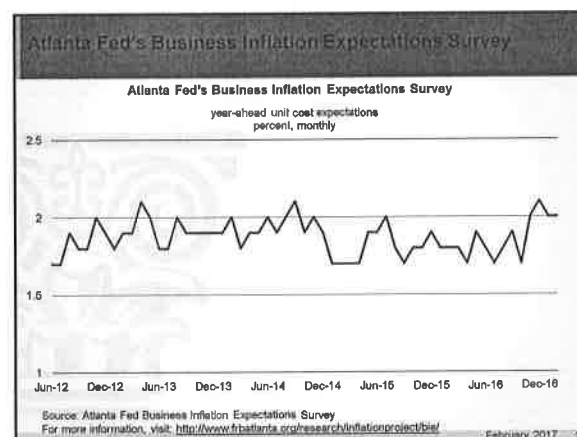
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## Thoughts on Commercial Real Estate

"The best loans are made in the worst of times;  
the worst loans are made in the best of times."

### On one hand . . .

- CRE Prices have rebounded
- Cap Rates have declined
- Foreign capital attracted
- Leverage

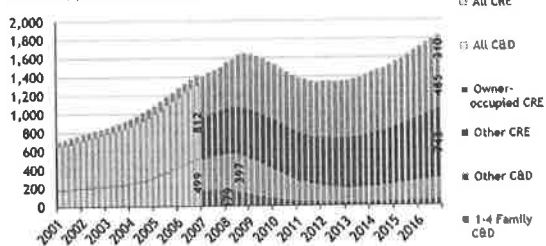
### On the other hand . . .

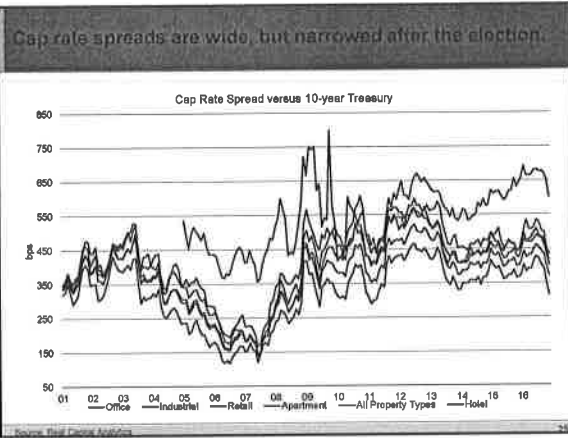
- Muted construction?
- Wide cap rate spreads?
- Activity mostly in major markets?
- Impact of HVCRE and liquidity regs?

Except for construction loans, CRE lending has recovered in nominal terms.

### CRE Loans Outstanding at Banks

\$ billions, peak balances shown






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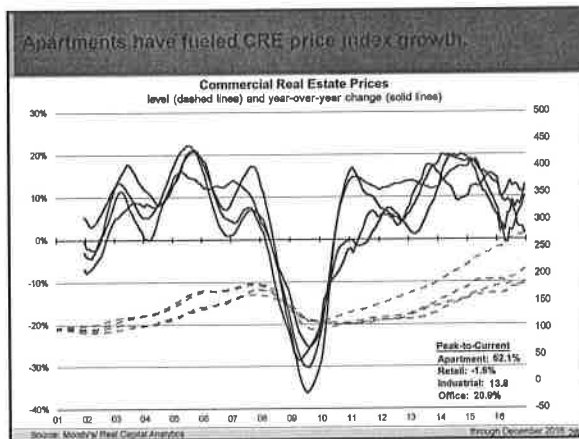
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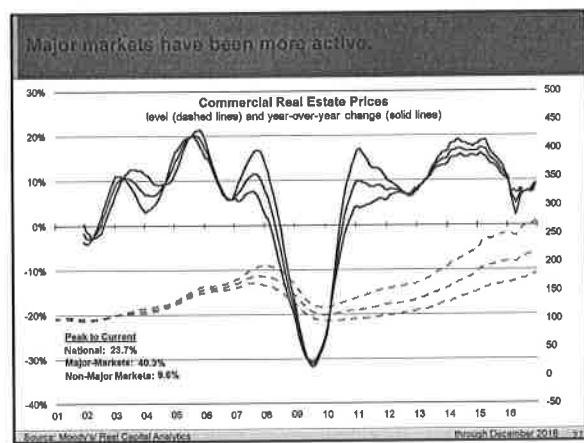
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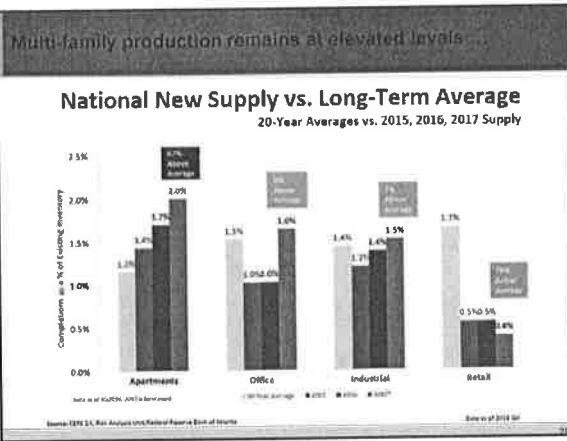
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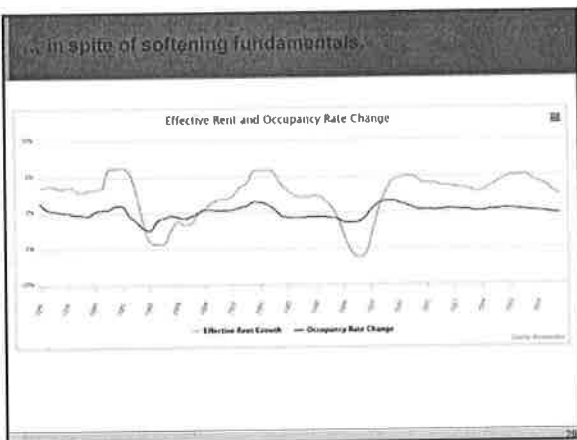
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### Conclusion – Atlanta Fed's Outlook

- The economy appears to be on a moderate growth track, supported by ongoing strength in consumer spending and a nascent rebound in business fixed investment.
- Despite elevated readings in some measures of uncertainty after the U.S. election, consumer confidence and business optimism has increased. However, there is still little clarity regarding likely changes to future fiscal, trade, and regulatory policies. Potential policy changes and how households and businesses react to those changes are risks to our outlook.
- Recent labor market indicators are consistent with an economy that is closing in on full employment.
- Underlying inflation continues to run a bit below target.

<https://www.frbatlanta.org/news/speeches/2017/02/14-lockhart-crisis-recession-recovery-huntsville.aspx>

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## **SECTION TWO**

### ***Drone Technology used in Real Estate***

**Roman Molla**

**Flyworx LLC**

**Lamar H. Ellis**

**DroneNOIR**



# Drone Technology and Its Integration into Industry

**Presented by:** Roman Molla of FlyWorx and Lamar Ellis of DroneNOIR



Roman Molla is the president of FlyWorx, LLC, an Unmanned Aerial Systems company. Since 2013, FlyWorx's goal first and foremost is the safe and legal integration of Drone Technology into society. FlyWorx not only advises in the development of comprehensive Unmanned Aerial Systems solutions but is also a full-service provider using proven and tested systems. Some of FlyWorx's many clients include CNN, ABC, CBS, AMC, NBC, Microsoft, Walmart, IBM, and GM Motors. Drones are changing the world and FlyWorx is an industry leader in Drone Technology.

FlyWorx General Reel: <https://flyworx.box.com/s/f9yji3we0ru60hw7um0ow8f6hqi5qx5y>

FlyWorx Cine Reel: <https://flyworx.box.com/s/ds5k6p0onvmvm4y4tanwtsfxbve1z1xq>

Contact info: [www.FlyWorx.co](http://www.FlyWorx.co) [www.Facebook.com/flyworx.co](https://www.facebook.com/flyworx.co)

Lamar H. Ellis, III is from Atlanta, Georgia and holds the prestigious MAI and SRA designations along with being an approved instructor with the Appraisal Institute. He currently consults with Drone companies all over the United States, is a published author and assists in business development for several Atlanta based drone companies. In addition he is also presenting seminars across the United States to varying fields of industry on the impact of the drone industry. He has presented seminars in 23 States to Chapters of the Appraisal Institute, divisions of the EPA, East Coast Insurance Brokers, the Georgia Erosion and Agricultural Expo, International Drone Day 2016, Turner Broadcasting Systems, and various other real estate entities.

DroneNOIR Reel 2017: <https://www.youtube.com/watch?v=ScFWw6ROld0&t=4s>

Contact info: [www.DroneNOIR.com](http://www.DroneNOIR.com) [www.Facebook.com/DroneNOIR/](https://www.facebook.com/DroneNOIR/)

**Georgia Bar Association – April 10, 2017**

**9:30 am – 10:15 am Presentation**

**Drone Technology and Its Integration into Industry – 45 Minutes**

The seminar is a 45-minute presentation of the integration of Drone Technology into Industry.

- |              |   |   |            |
|--------------|---|---|------------|
| Introduction | – | Introduction  | 5 Minutes  |
|              |   | <ol style="list-style-type: none"><li>1. About the presenters, how we became interested in the technology</li><li>2. all the various institutions that we have presented to and worked with</li><li>3. why it is important to understand</li></ol>  |            |
| Part One     | – | Introduction to Drone Technology  | 5 Minutes  |
|              |   | <ol style="list-style-type: none"><li>1. what exactly is a drone?</li></ol>   |            |
| Part Two     | – | The Benefits of Drones  | 10 Minutes |
|              |   | <ol style="list-style-type: none"><li>1. Drones can revolutionize so many industries, especially agriculture.</li><li>2. Using drones saves money.</li><li>3. Drones are more energy efficient.</li><li>4. The drone industry will create jobs.</li></ol>   |            |
| Part Three   | – | Rules and Regulations for Recreational/Commercial Use   | 25 Minutes |
|              |   | <ol style="list-style-type: none"><li>1. Drone Registration</li><li>2. Recreational Requirements</li><li>3. Where to learn to fly</li><li>4. Various clubs and organizations to join</li><li>5. Tips on how to test your drone</li><li>6. Commercial Requirements</li><li>7. How to get your commercial certification</li><li>8. The kind of information required to have on inspection site</li><li>9. State Laws</li><li>10. Federal Laws</li></ol> |            |

**Note: Questions are welcomed.** They make for a more informative presentation. The presenters will take the time to answer each question. The presenters will also add important points when they fit the question being answered.

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## **SECTION THREE**

***Is your Legal Description Worth the  
Cost of the Paper It's Written On?***

**Carol Clark, Esq.**

**Carol Clark Law**



Carol  
Clark  
Law

HOME

FIRM

PRACTICE AREAS

ATTORNEYS

ACHIEVEMENTS

CONTACT



## Carol Clark

[carol@carolclarklaw.com](mailto:carol@carolclarklaw.com)

Carol is founder of Carol Clark Law, is a trial lawyer with more than thirty years of experience, specializing in mortgage banking, construction and lease contracts, and other real estate related matters. A "Double Dawg" graduate of the Honors Program at the University of Georgia and its law school, Ms. Clark currently serves on the Board of Governors for the State Bar of Georgia and is a Director for the Mortgage Banking Association of Georgia. She is also Past President of the Atlanta Lawyers Club, served as chairperson of the 2000+ member Real Property Section of the State Bar of Georgia, is a member of the American College of Real Estate Lawyers, has presented papers at the Real Property Law Institute Mortgage Bankers Association Legal Issues Conference, and has made occasional televised appearances, including The Layman's Lawyer.



Her publications include the 4th and 5th Editions of Padrick's RESPA, TILA HOEPA and ECOA in Real Estate Transactions, and the contribution of several chapters in Pindar's Georgia Real Estate Law and Procedure, Civil Procedure and Georgia Procedure, Property. She feels the secret to her many blessings is an old fashioned commitment to provide top service to her clients by a practical approach to dispute resolution with minimal expense. Her faith and philosophy of giving back to the community have been a hallmark of her career, and her awards for leadership and board service are many. She is proud of her A.V. rating from Martindale Hubbell but is most proud of her clients' continuing confidence. Carol has been named as a Georgia Super Lawyer and repeatedly as one of Georgia's Fifty Top Female Lawyers by Atlanta Magazine, and also as one of Georgia's Top 100.

In May, 2008, Carol was awarded the prestigious George A. Pindar Award for lifetime achievement in real estate law. She was the first woman so honored and also the youngest ever named.

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## **SECTION FOUR**

### ***Tristate Jeopardy***

**Kyle J. Levstek, Esq.**

**Calloway Title and Escrow, LLC**

# Calloway Title and Escrow, LLC

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## Kyle J. Levstek

Associate Counsel, Georgia



### Contact Information:



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2<sup>nd</sup> Floor, Suite 285  
Atlanta, GA 30319

Office: (770) 698-7960  
ext. 8915

Facsimile: (770) 698-7999

Direct Dial: (678) 406-8915

Direct Fax: (678) 406-8949

Mobile: (404) 216-6317

Email: [KyleL@titlelaw.com](mailto:KyleL@titlelaw.com)



Kyle J. Levstek has spent his entire life in the Title Insurance Industry. Kyle was raised in a family that includes a title insurance company underwriter, title insurance company account manager, title examiners, and other assorted closing professionals. Having grown up at the closing table, Kyle started with Calloway Title and Escrow, LLC in May 2000 as a copy room assistant and has worked in nearly every aspect of the company as a title examiner, legal assistant, senior closer, and upon passing the bar in 2011, joined the firm as an associate attorney.

He attended Missouri Valley College on a football scholarship, and upon transferring to Kennesaw State University received a BA in English in 2007. Kyle received his Juris Doctor from Atlanta's John Marshall Law School in 2011, and is an active member of the Georgia Bar Association and the Atlanta Bar Association. He is currently the Georgia Director and Georgia Membership Chairman of the Dixie Land Title Association.

Kyle currently resides in Acworth, GA with his wife, Crystal and his two children, Cloey and Carter, and is a member of Piney Grove Baptist Church.



[www.titlelaw.com](http://www.titlelaw.com)

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## **SECTION FIVE**

### ***Social Media and Marketing for your Business***


**Cheryl Conner King, Esq.**

**Sparks, King and Watts**

## Cheryl Conner King

Cheryl is a Founding Partner and the Managing Attorney for the firm's Alpharetta office. She serves on the Management Committee for the firm and oversees Support Services and Firm Marketing. She is the Director of the Infinity Institute which is a division of Sparks|King|Watts|Reddick that provided valuable for credit education to the real estate community. Cheryl frequently provides presentations to mortgage and real estate companies on loan fraud, contract creation, contract interpretation, license law, short sales, cyber security and social media. She is certified Social Media Professional.

Cheryl received a Bachelor of Arts degree from Louisiana State University and a Juris Doctor degree from University of Richmond Law School. While attending University of Richmond, she was the Managing Editor of the Journal of Law and Technology. She published an article in the journal entitled "CompuServe v. Patterson: Creating Jurisdiction Through Internet Contacts."



## Marketing Your Legal Business Using Social Media

CHERYL CONNER KING, PARTNER  
SPARKS/KING/WATTS/REDDICK

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## The Stats – Why We Care About Social Media




### Realtors are Using It

- The median age and number of years in the business dropped in 2016 to 37, lowest number in almost a decade (2016 NAR® Members Profile).
- 63% of Realtors use social media to some extent (REACTOR® Technology survey).
- 42% of Buyers (33% of first time buyers) visit their search online.



### Lenders are moving mobile

- Mortgage companies are moving online and mobile.
- Individual type efforts are moving toward social media because our mutual source of business – the real estate agent – is there.
- The MBA's Ingrid, Clare Sells (CEO, Housing Society) to their 2016 annual convention to learn of plans to adopt or become efficient.



### A New Way to Market

- Two way advertising through which you can learn about and engage with your marketing targets.
- You can micro target your efforts.
- Satisfied customers can become Brand Ambassadors – trusted marketing.

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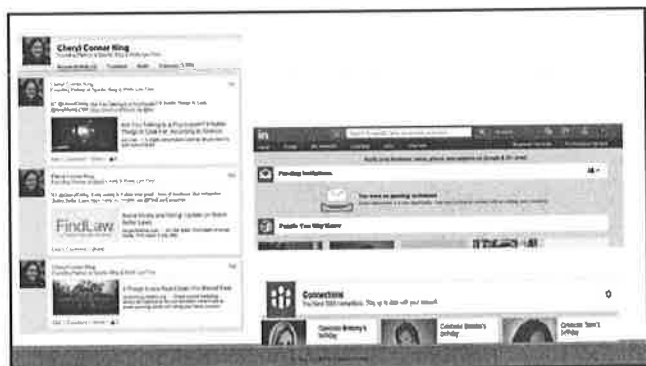
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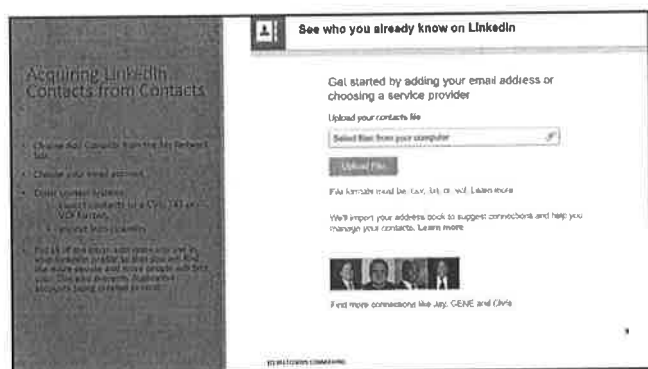
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### Acquiring LinkedIn Contacts from Alumni Link

- Always assume that the only network link you are searching for is the one that is most likely to be the most relevant to the business.
- There is a search and filter tool that can be used to find the most relevant contacts.
- The search results are shown in a grid.
- Search results can be refined by using the filters on the left.
- The search results can be refined by using the filters on the left.
- The search results can be refined by using the filters on the left.



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### Acquiring LinkedIn Contacts from People You May Know

- When people who may know you are shown, you can click on their profile to view their contact information.
- When people who may know you are shown, you can click on their profile to view their contact information.
- When people who may know you are shown, you can click on their profile to view their contact information.
- When people who may know you are shown, you can click on their profile to view their contact information.
- When people who may know you are shown, you can click on their profile to view their contact information.



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### Getting Business on LinkedIn - Groups

- In the search bar, you can search for people, companies, groups using whatever keywords you choose.
- Under 'Interests', you can choose 'Companies to discuss', 'Interests to discuss', and 'Groups to discuss'.
- There are groups that focus on:
  - Using and promoting referrals
  - Networking with colleagues
  - Geographic-based real estate groups



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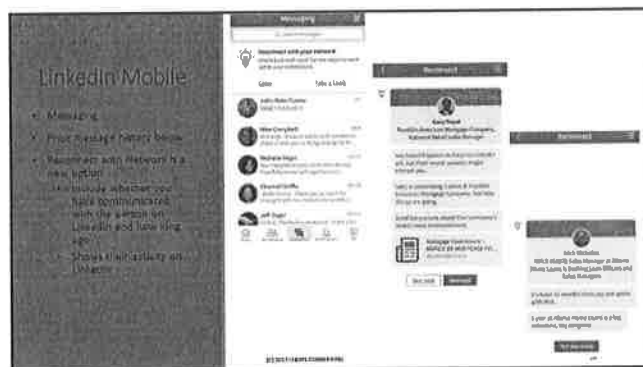
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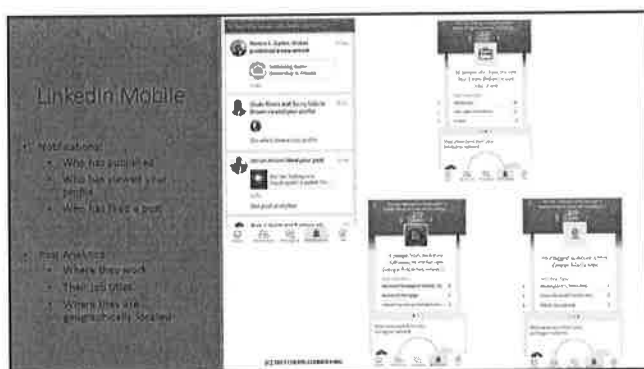
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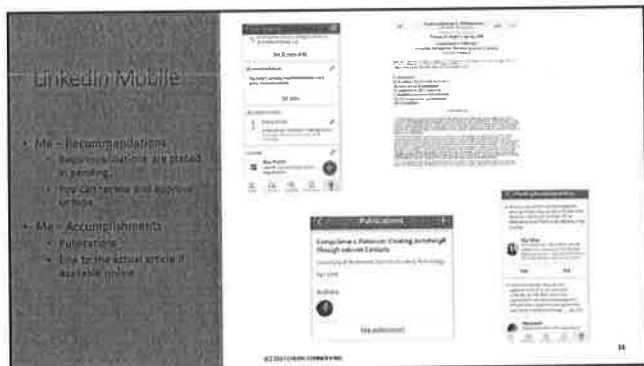
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### LinkedIn Wrap Up

- ☐ Bare Minimum:
  - ☐ Have an account – but only one – resolve multiple account issues.
  - ☐ Complete the bio and profile picture.
- ☐ Better Use:
  - ☐ Get notifications – allow in phone settings.
  - ☐ Celebrate the anniversaries and birthdays of your contacts.
- ☐ Best Use:
  - ☐ Create or curate content.
  - ☐ Pay attention to job changes – they are business opportunities.

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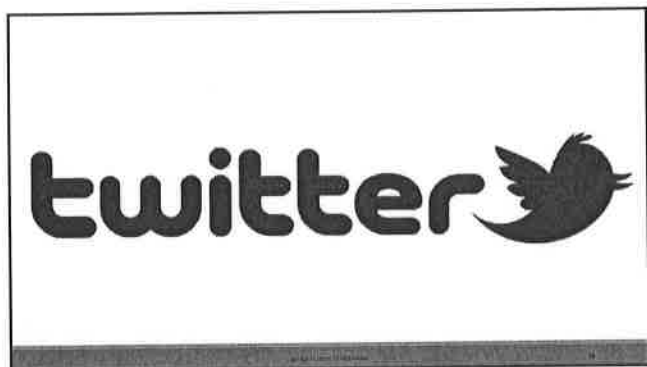
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## TERMINOLOGY

**Tweet:** The message you post and send out to your followers is called a "tweet". You can also use this word as a verb, as with "tweeting a message". Twitter has limited the length of tweets to under 140 characters, as the best tweets are those that are concise and direct to the point. This, however, is not a quality formula, as they are non-linear.

**Follow:** A follow is a Twitter user who has subscribed to your account so he or she can see all your posts and updates on your own page. Literally, if you "follow" another user, that user follows you back. This is not reciprocal, however, as that user may also choose not to follow back. The more followers you have, the bigger audience your tweets will get and the greater influence you will likely have in the micro-blogging community.

**Retweet:** Also called as "re-tweet" or "re-tweet", a retweet simply is a sharing of your original post by another user (either on his own page). Retweets are usually by typing "RT @username" before adding content to the post. The username is the original source of the post. A retweet is used when a user thinks that your post is interesting or stimulating enough to share with his or her own followers.

**Quote:** Used as a verb, "quote" happens when one of your followers decides he or she doesn't want to be updated with your posts anymore. Used as a noun for being unfollowed includes your Twitter "quote", reminding in a post, but much sparser, and usually, too much "quote".

**Reply:** To communicate with another Twitter user, you can either send a direct message (privately) or mention the user in your public post so others can also see. To mention, simply insert an "@" sign before the username. Using the mention automatically directs the tweet into the @username's section of his largest Twitter account.

**Hashtag:** A hashtag is a keyword or phrase that is preceded by a pound (#) sign. Anybody who clicks the hashtag will be led to a page that lists all Twitter users who have applied the hashtag to their own posts.

**Trend:** A trend is a list of updates or tweets that are currently being updated. They are usually arranged in chronological order, with the most recently updated ones at the top for easier viewing. Your home page, for instance, is a kind of trends of accounts you follow; your main profile page presents a trend of your own tweets, while the search results on Twitter show a trend of tweets that contain the words you are searching for.

**Link Shortener:** Sometimes, while from posts, you will want to share links to websites to your followers. Because tweets are limited to under 140 characters, online marketers have thought of a way to shorten the links into clickable tags that will allow your posts to be online through a website, i.e. links that start with bit.ly, t.co, or go.ly. A link shortener creates the more useful of the address that automatically transfers anybody who clicks to the longer address of the page you want to share.

**Trending:** When a hashtag is particularly popular on Twitter, it becomes a trend or a trending topic. The Twitter homepage presents a list of the most popular hashtags at a certain time. Your homepage also shows a list of trends at this top side, although these are topics of any thing to which you are following.

## Why Use Twitter?



### Twitter Search

- Search for keywords or people by name / Twitter handle or hashtag
- Change results to "All Tweets" to get full results or leave it on "Top Tweets" to see the tweets about the topic which are getting the most attention.



### Finding Content

- Follow good news and article sources.
- Retweet and push to other social media outlets for instant content.



### Twitter Listings

- Best messaging is 80% newsworthy and 20% sales.
- Consider including a picture. Simple text can get lost in the Twitter feed.
- Link to your website - leads to more unique visitors which increases Google search results.

## How to Use Twitter?



### Personal Name Based Account

- Personal photos are best.
- Tell time to complete a goal but short bio - 160 character limit.



### Company Based Account

- Wide banner is great for company group photo.
- Agents - complete the bio.
- Use your "pin" your tweets - you want them to be pinned.



### Beating the 140 Character Limit

- It is OK to use shorthand & symbols.
- You can also include a picture to beat the character limit.

## Twitter – Don't forget



### Give Credit

- Include @TweetersName to give credit to the original poster.
- You do not have to include the person's full name or company to be sufficient.

### Follow the Right People

@Southeast_Tile	@ALTaxline
@HAAAdorRealtor	@ALTAnetwork
@RealtorAction	@MBAMortgage
@WomensCouncil	@HousingWise
@WSJRealEstate	@HUDgov
@LegalRealEstate	@InmanNews

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## The Basics



- ☐ Create an Account.
- ☐ Use a picture for your profile.
- ☐ Use it to find good articles to repost on other social media outlet.
- ☐ Use it when you need to know what is happening in the world in real time. Examples:
  - ☐ Snowmagadon road conditions
  - ☐ Tragedy in a Paris night club
  - ☐ World reaction to a surprising election outcome
  - ☐ What everyone is saying about your team's possible new coach since yours just got fired
- ☐ Don't let Twitter stress or intimidate you. For adults, it is a tool.

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# facebook.




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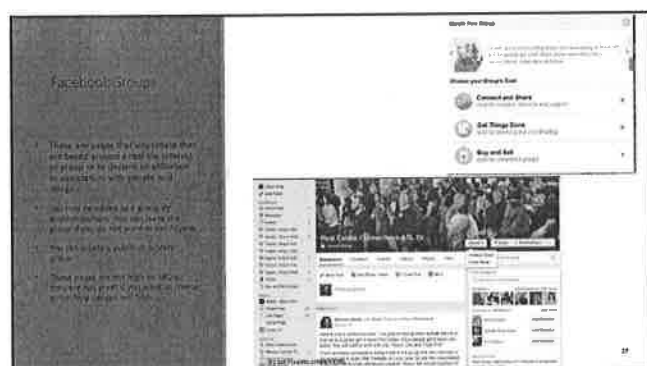
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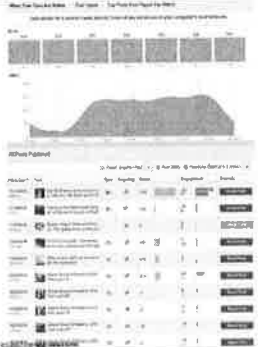


### Post insights

See how your posts are performing across Facebook. The insights are based on the analytics, which are based on the data you have shared with Facebook. You can see a history of your posts and all the data points that make up the insights. (Facebook, 2017)

How can I use these insights to improve my posts?

- Check the insights for each post to see how it is performing. You can see the number of likes, comments, and shares for each post. You can also see the number of people who have liked, commented, or shared your post.
- Use the insights to see how your posts are performing over time. You can see the number of likes, comments, and shares for each post over a period of 30 days. You can also see the number of people who have liked, commented, or shared your post over a period of 30 days.
- Use the insights to see how your posts are performing across different devices. You can see the number of likes, comments, and shares for each post on a mobile device, a desktop computer, and a tablet. You can also see the number of people who have liked, commented, or shared your post on a mobile device, a desktop computer, and a tablet.



Facebook Post Insights

Post	Like	Comment	Share	Reach	Engagement
Post 1	12	3	1	100	16
Post 2	15	4	2	120	21
Post 3	18	5	3	150	26
Post 4	20	6	4	180	30
Post 5	22	7	5	200	34
Post 6	25	8	6	220	39
Post 7	28	9	7	250	44
Post 8	30	10	8	280	48
Post 9	32	11	9	300	52
Post 10	35	12	10	320	57

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### Facebook Ads

Learn how to create and manage your Facebook Ads. You can create ads for a variety of purposes, including promoting your business, increasing brand awareness, and driving traffic to your website. You can also manage your ads, including setting your budget, targeting your audience, and monitoring your performance. (Facebook, 2017)


Choose your objective

Select your audience

Decide where to run your ad

Pick a format

Set your budget



Facebook Ads

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### Facebook Page Reviews

Learn how to review and manage your Facebook Page. You can review your page to see how it is performing, including the number of likes, comments, and shares. You can also manage your page, including adding new content, removing old content, and changing your page settings. (Facebook, 2017)

Make sure you have a Facebook Page. If you don't have a Facebook Page, you can create one. You can also review your page to see how it is performing, including the number of likes, comments, and shares. You can also manage your page, including adding new content, removing old content, and changing your page settings. (Facebook, 2017)

Review your page

Manage your page



Facebook Page Reviews

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## Facebook Events

- 25 million people view a public event each day.
- If Facebook is linked to their phone calendar, the event will show up on the calendar whether or not they responded.
- There is now a separate app — events by Facebook — although everything can be handled through the traditional Facebook app.



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## Facebook Live

- You pick the password - Select "only me" if you are trying to protect it
- Finally you have to...
- You have a 20% chance of finding a good password in the first 100 attempts
- Finally you are asked to use the same system
- You may get lost for up to 4 hours



1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 84

## Facebook for Real Estate – What to Do

- Make sure the content reflects who you are and speaks to the people you are trying to target.
- Use a healthy mix of images, links, text post and videos.
- Focus on getting likes from your target audience and not from colleagues.
- Hold contests and conduct polls with Facebook apps like Heyo and Woodbox.
- Recommend vendors on your page – as long as you truly trust them. Remember nagative referral liability.
- Post and perhaps boost different types of material and check your insights to see what is getting the most traction and not from you spouse, parent, child, best friend, etc.
- Regularly update your Facebook Page header – holidays, featured listings, etc can be used for this.
- If you find a qualified lead, send them a personal message with links to your website. Don't spam everyone using this method.
- Do share things about your personal life (shows who you are) but watch out for controversial topics. Don't go negative.
- Don't shamelessly self-promote.
- Don't outsource – people know.



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# Instagram

- Global reach and growing user base
- Easy integration with other platforms (e.g., Facebook, Twitter, YouTube)
- High engagement rates (likes, comments, shares)
- Visual content is highly shareable and viral
- Strong focus on user-generated content (UGC)
- High quality of images and videos
- Easy to use and intuitive interface
- Free and accessible to a wide range of users
- High potential for monetization (e.g., sponsored posts, brand partnerships)
- Strong focus on community and social interaction
- Growing presence in various industries (e.g., fashion, travel, food)
- High potential for future growth and innovation

## Instagram Metrics: Likes and Followers

Source: Statista, based on data from Instagram, 2023

| Platform  | Metric    | Value |
|-----------|-----------|-------|
| Instagram | Likes     | 4.5B  |
| Facebook  | Followers | 2.8B  |
| Twitter   | Followers | 1.2B  |

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# Instagram – Videos too!

Length: 15 seconds

- Limited to 30fps (30 frames per second)
- You can use filters with videos as well
- You can crop videos to crop out portions of your photos or record a video. (I like my party guy having the wheel before he dies)
- There is a video count, unlike in the app, so you can see posts that have the most views (but you can't see how many times it has been liked)
- If you upload a video to create, you will receive a link to it as well as a link to your video
- required to provide a video but you can upload a photo as a video and it will function as a photo – just as well as a photo

you can't see comments

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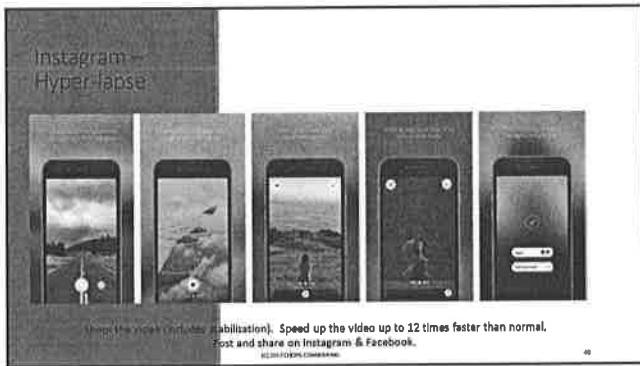
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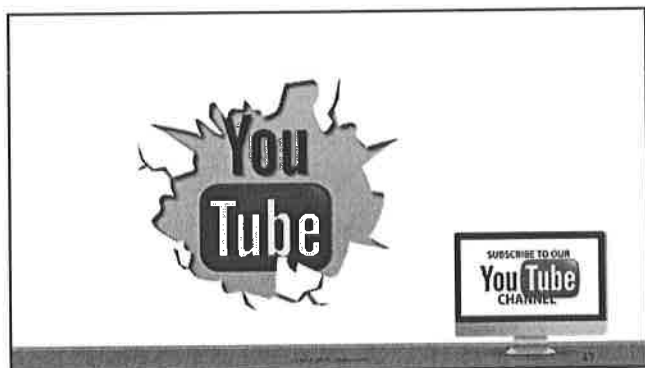
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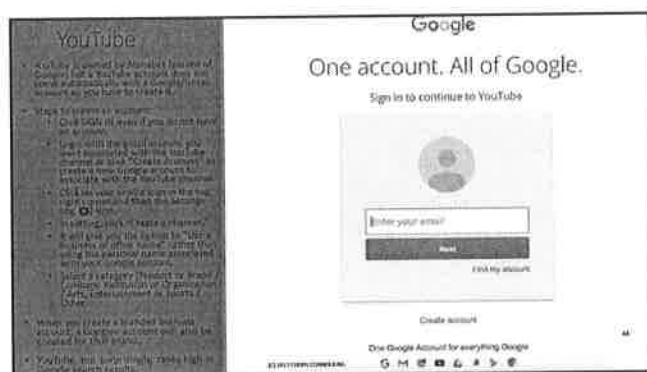
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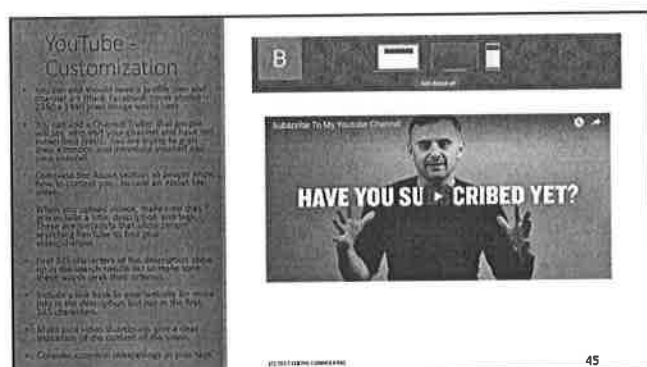
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### YouTube - Content

- Must videos about 2 minutes to 10 minutes and the content starts in the picture, audio, video.
- How to video and great for search in results and video.
- Also consider video come with people in the industry that can help and bring expert advice.
- You can look up to 3 links in your video description in your video.
- You can use YouTube to provide a calendar and Google Analytics to track visitors in your video.
- Change your video into a video of the video.



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### YouTube - Stats

**YouTube TOP 5 REAL ESTATE VIDEO TYPES**

| Video Type  | Percentage |
|-------------|------------|
| COMMUNITY   | 86%        |
| LISTING     | 70%        |
| INFORMATIVE | 54%        |
| TESTIMONIAL | 30%        |
| ABOUT ME    | 25%        |

#### Why YouTube Is Such A Vital Marketing Tool

- Real estate is a video rich industry which is why video is the most effective way to reach your target audience. Before the internet, real estate was the only way to reach your target audience. Now, it's the most effective way to reach your target audience.
- Of the most used social media networks used by marketers, YouTube has the highest and advertising conversion rate for search at 10% - Ad Platform
- Fourth 2015 research shows brands who used both YouTube and Facebook for video marketing received more leads in many cases than they did on either platform.
- YouTube is the most popular video network for search at 10% of all search results for search.

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## Google Ads

Advertisers pay for each click on their text or image ad. Advertisers pay for each click on their text or image ad. Advertisers pay for each click on their text or image ad.

Advertisers pay for each click on their text or image ad. Advertisers pay for each click on their text or image ad. Advertisers pay for each click on their text or image ad.

The screenshot shows the Google Ads interface. On the left, there's a sidebar with navigation options. The main area displays a list of ads with columns for Ad, Status, Budget, and Cost. A pie chart on the right shows the distribution of ad spend across different campaigns, with the top three campaigns labeled #1, #2, and #3.

| Ad                        | Status | Budget  | Cost    |
|---------------------------|--------|---------|---------|
| 1. Insurance - \$30.00    | Active | \$30.00 | \$30.00 |
| 2. Lumber - \$40.00       | Active | \$40.00 | \$40.00 |
| 3. Mortgage - \$47.12     | Active | \$47.12 | \$47.12 |
| 4. Attorney - \$47.51     | Active | \$47.51 | \$47.51 |
| 5. Credit - \$50.00       | Active | \$50.00 | \$50.00 |
| 6. Dental - \$50.71       | Active | \$50.71 | \$50.71 |
| 7. Finance - \$62.00      | Active | \$62.00 | \$62.00 |
| 8. Freight - \$60.41      | Active | \$60.41 | \$60.41 |
| 9. Housing - \$60.00      | Active | \$60.00 | \$60.00 |
| 10. Car - \$60.55         | Active | \$60.55 | \$60.55 |
| 11. Automobile - \$60.00  | Active | \$60.00 | \$60.00 |
| 12. Building - \$62.12    | Active | \$62.12 | \$62.12 |
| 13. Insurance - \$60.00   | Active | \$60.00 | \$60.00 |
| 14. Discount - \$60.00    | Active | \$60.00 | \$60.00 |
| 15. Real Estate - \$60.00 | Active | \$60.00 | \$60.00 |
| 16. Real Estate - \$60.00 | Active | \$60.00 | \$60.00 |
| 17. Finance - \$60.00     | Active | \$60.00 | \$60.00 |
| 18. Finance - \$60.00     | Active | \$60.00 | \$60.00 |
| 19. Finance - \$60.00     | Active | \$60.00 | \$60.00 |
| 20. Finance - \$60.00     | Active | \$60.00 | \$60.00 |

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The Bing Ads logo is displayed, featuring the Bing logo (a stylized 'b' with a chevron) followed by the text 'bing Ads'. Below the 'bing' text is the Microsoft logo (a circular icon with four colored squares) and the word 'Microsoft' in its signature font.

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## Bing Ads

- Bing is focusing a lot more of its advertising budget on the U.S. than Google and Yahoo. That's a good thing for the U.S. advertiser, but it's also a bad thing for the advertiser who is not in the U.S.
- Bing is also focusing a lot more of its advertising budget on the U.S. than Google and Yahoo. That's a good thing for the U.S. advertiser, but it's also a bad thing for the advertiser who is not in the U.S.
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1. Lowers - \$100.21
2. All-in - \$101.77
3. Standard (advertising) - \$73.30
4. DLA - \$70.50
5. Microsoft - \$68.85
6. Facebook - \$67.40
7. Google - \$67.31
8. IBM - \$67.70
9. Yahoo - \$65.94
10. Microsoft - \$65.18
11. Yahoo - \$62.73
12. Yahoo - \$43.07
13. Yahoo - \$40.50
14. Accounting - \$44.82
15. Entrepreneur - \$44.00
16. Yahoo - \$43.04
17. Microsoft - \$40.75
18. Yahoo - \$39.80
19. Yahoo - \$38.07
20. Yahoo - \$38.06

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### All Media— Posting Schedule

- 1. Social Media managers often use a tool to schedule posts in advance and post at the best time for each platform.
- 2. Social Media managers have responsibilities that are different from other social media users.

### SHARE AT THE RIGHT TIMES

Different social networks have different peak times for posting. Take advantage!

| Platform      | Peak Times           |
|---------------|----------------------|
| Facebook (f)  | 1pm - 4pm            |
| Twitter (t)   | 1pm to 3pm           |
| LinkedIn (in) | 7am - 9am, 5pm - 6pm |
| Google+ (g+)  | 9am to 11am          |
| Pinterest (p) | 2pm - 4pm, 1am - 3am |

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### Online Safety

- Realize that geo-tags allow people to find your location.
- Making personal and business posts provides family details to strangers.
- Remove unwanted/inappropriate contact and content in which you are involuntarily included. Report obscene content.
- Don't post the answers to your financial security questions on your social media or do not use things you may post as security question answers.
- Consider not posting your birth year to help curb identity theft.

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### Using a Social Media Manager

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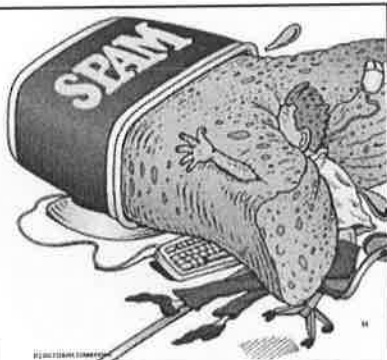
## Email & Constant Contact

CAN-SPAM is the federal Controlling on Assault of Non-Solicited Pornography and Marketing Act of 2003.

The purpose is to reduce deceptive and fraudulent commercial emails.

Each separate email found to be in violation of the CAN-SPAM Act is subject to a \$16,000 civil penalty.

Criminal actions can lead to up to a 5 year prison sentence. The first person convicted received 3 years probation, six months house arrest and a \$10,000 fine.




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## FTC Compliance Guide for Businesses



1. Do not use false or misleading header information. Clearly indicate who the email is from and to.
2. Do not use deceptive subject lines. The subject line should accurately note the content.
3. Identify that the message is an advertisement. The requirement is clear and conspicuous identification.
4. Provide recipients with your location. This is a physical address – PO Boxes count.
5. Give recipients the ability to opt-out of future communication. It must be easy to find and use.
6. Honor the opt-out request promptly. You must honor it within 10 days.
7. You are responsible if you outsource your commercial emails to a third party or company. There is liability for both your company and the one hired to send messages.

**There is no private right of action under the CAN SPAM Act.**  
The public can, however, file a complaint online or via email with the Federal Trade Commission.

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Cheryl Conner King  
Infinity Institute  
Sparks | King | Watts | Reddick  
678-869-0050



Connect via LinkedIn



Twitter



Facebook

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## **SECTION SIX**

### ***Cyber Crime from the FBI's Perspective***

**Supervisory Special Agent**

**Michael Anaya**

**FBI Atlanta**

**Michael F.D. Anaya**

**Federal Bureau of Investigation – Atlanta**

**Supervisory Special Agent (SSA)**

Michael F.D. Anaya is a Supervisory Special Agent (SSA) with the FBI in the Atlanta Field Office. As an Agent with the FBI, SSA Anaya participated in various investigations involving complex computer crime, program fraud, extortion, terrorism, fugitive apprehension, and counterintelligence. Prior to joining the FBI, SSA Anaya worked as a lead application developer designing and developing software for major commercial banks. He holds a Bachelor's Degree with a Business Computer Systems and Finance dual major and a Communication minor.



# Private Industry Notification

FEDERAL BUREAU OF INVESTIGATION, CYBER DIVISION

**21 July 2016**

PIN Number

**160721-001**

Please contact the FBI with any questions related to this Private Industry Notification at either your local **Cyber Task Force** or **FBI CyWatch**.

Local Field Offices:

[www.fbi.gov/contact-us/field](http://www.fbi.gov/contact-us/field)

E-mail:

[cywatch@ic.fbi.gov](mailto:cywatch@ic.fbi.gov)

Phone:

**1-855-292-3937**

## **Cyber Criminals Using Business E-mail Compromise Schemes to Steal Millions of Dollars from US Companies**

### **Summary**

Business E-mail Compromise (BEC) is a sophisticated scam targeting businesses working with foreign suppliers and/or businesses that regularly perform wire transfer payments. The scam is carried out by compromising legitimate business e-mail accounts through social engineering or computer intrusion techniques to conduct unauthorized wire transfers. Victim reporting indicates a vast majority of the fraudulent wire transfers initiated through BEC schemes are destined for banks in Mainland China and Hong Kong.

### **Technical Details**

While it is unclear how victims are selected, cyber criminals are known to monitor and study their selected victims prior to initiating the BEC scam, and are able to accurately identify the individuals and protocols necessary to perform wire transfers within a specific business environment. Some actors may also first send phishing e-mails requesting additional details on the business or individual being targeted, such as names and business travel dates of corporate personnel, to gain additional insight into the company and increase the perceived credibility of the scheme. Three of the most common BEC schemes include the compromise of e-mail accounts belonging to:

1. **Business Executives**: An e-mail account belonging to a business executive with the authority to request wire transfers, such as a CEO or CFO, is compromised and subsequently used to send wire transfer instructions to an employee with the ability to conduct wire transfers. Cyber criminals will commonly wait until the executive is out of the office on travel before sending

The information in this notification was obtained through an FBI investigation and is provided in conjunction with the FBI's statutory requirement to conduct victim notification as outlined in 42 USC § 10607

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Federal Bureau of Investigation, Cyber Division  
Private Industry Notification

wire transfer instructions, making the executive's use of e-mail for official business communications more realistic and simultaneously increasing the difficulty of identifying the transaction as fraudulent.

2. Vendors: An e-mail account belonging to a vendor that receives payments through wire transfers is compromised and subsequently used to send messages to clients, instructing them to send all future wire transfers to a new bank account that is under the cyber criminal's control. As the actual wire transfer requests and payments remain legitimate, the fraud may be harder to detect until the vendor inquires about the missing payments.
3. Employees: A personal e-mail account belonging to an employee that sends invoice payment requests is compromised and subsequently used to send instructions to vendors identified through the employee's contact list requesting payments be made to accounts under the cyber criminal's control.

### Threat

The FBI tracked a total of 44 fraudulent wire transfers provided through victim reporting that occurred as a result of BEC between 9 December 2015 and 9 March 2016 totaling \$75,657,487. The wire transfers averaged approximately \$1.7 million, and the largest attempted wire transfer was over \$19.8 million. Most of these BEC incidents involved the compromise of an e-mail account belonging to a CEO/CFO and the subsequent use of that account to e-mail wire transfer instructions to an employee with the ability to conduct wire transfers.

Cyber criminals primarily deceived victims into sending funds to beneficiary accounts in Hong Kong and Mainland China, accounting for 31 of the 44 transactions and approximately 84 percent of the stolen funds. 56 percent of the fraudulent wire transfers sent to Hong Kong were sent to beneficiary accounts at The Hongkong [ sic ] and Shanghai Banking Corporation (HSBC) while beneficiary accounts at Hang Seng Bank received the second most at only 17 percent. Beneficiary accounts located in Hong Kong and Mainland China exacerbates the BEC threat due to limited opportunities to deter actors and restore stolen funds to victims.

For a more comprehensive description of BEC schemes and additional BEC loss statistics, see Public Service Announcement (PSA) I-061416-PSA on [www.ic3.gov](http://www.ic3.gov).

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## Defense

Precautionary measures to prevent falling victim to BEC schemes include:

- Carefully scrutinize all e-mail requests for wire transfers to determine if the requests are out of the ordinary.
- Confirm wire transfer instructions with the requester, especially when the requester is out of the office, using an alternate and previously established communication avenue to avoid the fraudster receiving and spoofing the confirmation request.
- Require multiple approval authorities, and establish this procedure in such a way that would be difficult for fraudsters to discover.
- Question any variations to typical business practices and wire transfer activity, such as a current business contact suddenly asking to be contacted via their personal e-mail address when all previous official correspondence has been through a company e-mail address.
- Be suspicious of requests for secrecy or pressure to take action quickly.
- Scrutinize e-mail addresses for accuracy and be aware of small changes that mimic legitimate addresses, such as single characters that have been added, removed, or duplicated in the local segment of the address, or a change in the hostname.
  - Local Example: "username@abc.com" vs. "usernname@abc.com"
  - Hostname Example: "username@abc.com" vs. "username@def.com"
- Create intrusion detection system rules that flag e-mails with extensions that are similar to company e-mail extensions.
  - Example: "abc\_company" vs. "abc-company"
- Register all company domains that are slightly different than the actual company domain.
- Use discretion when posting to social media and company Web sites, especially job duties/descriptions, hierarchal information, and out-of-office details.

## What to do if you are a victim:

If funds are transferred to a criminal account, it is imperative to act quickly:

- Contact your financial institution immediately upon discovering the fraudulent transfer.
- Request that your financial institution contact the corresponding financial institution where the fraudulent transfer was sent.



Federal Bureau of Investigation, Cyber Division  
Private Industry Notification

- Contact your local FBI office. The FBI, working with the United States Department of Treasury Financial Crimes Enforcement Network (FinCEN), might be able to help return or freeze the funds.
- File a complaint, regardless of dollar loss, with [www.bec.ic3.gov](http://www.bec.ic3.gov).

When contacting law enforcement or filing a complaint with IC3, it is important to identify your incident as "BEC" and also consider providing the following information:

- Originating<sup>a</sup> business name
- Originating financial institution name and address
- Originating account number
- Recipient<sup>b</sup> name
- Recipient financial institution name and address
- Recipient account number
- Correspondent bank if known or applicable
- Dates and amounts transferred
- IP and/or e-mail address of fraudulent e-mail
- Incorrectly formatted invoices or letterheads
- Requests for secrecy or immediate action
- Unusual timing, requests, or wording of the fraudulent phone calls or e-mails
- Poorly worded or grammatically incorrect e-mails
- Reports of any previous e-mail phishing activity
- Description of any phone contact, including frequency and timing of calls
- Phone numbers of the fraudulent phone calls
- Foreign accents of the callers

### Reporting Notice

The FBI encourages recipients of this document to report information concerning suspicious or criminal activity to their local FBI field office or the FBI's 24/7 Cyber Watch (CyWatch). Field office contacts can be identified at [www.fbi.gov/contact-us/field](http://www.fbi.gov/contact-us/field). CyWatch can be contacted by phone at 855-292-3937 or by e-mail at [CyWatch@ic.fbi.gov](mailto:CyWatch@ic.fbi.gov). When available, each report

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<sup>a</sup> The term "Originating" is synonymous with the term "Victim."

<sup>b</sup> The term "Recipient" is synonymous with the term "Beneficiary."

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submitted should include the date, time, location, type of activity, number of people, and type of equipment used for the activity, the name of the submitting company or organization, and a designated point of contact.

**Administrative Note**

This product is marked TLP: GREEN. The information in this product is useful for the awareness of all participating organizations as well as with peers within the broader community or sector. Recipients may share this information with peers and partner organizations within their sector or community, but not via publicly accessible channels. No portion of this product should be released to the media, posted to public-facing Internet Web sites, or transmitted over non-secure, external communications channels.

**Your Feedback Regarding this Product is Critical**

**Please take a few minutes to send us your feedback. Your feedback submission may be anonymous. We read each submission carefully, and your feedback will be extremely valuable to the FBI. Feedback should be specific to your experience with our written products to enable the FBI to make quick and continuous improvements to these products. Feedback may be submitted online here: <https://www.ic3.gov/PIFSurvey>**

The information in this notification was obtained through an FBI investigation and is provided in conjunction with the FBI's statutory requirement to conduct victim notification as outlined in 42 USC § 10607

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# New Malware Lets Attackers Encrypt 'Hand-Picked' Systems & Files



**Michael Hill** Deputy Editor , Infosecurity Magazine

A new type of ransomware dubbed WYSIWYE (What You See Is What You Encrypt) has been detected by researchers at PandaLabs.

As explained in a post on the firm's website, the standard ransomware technique cyber-crooks employ is to gain access to a computer and then imply execute the corresponding malware automatically to start encryption and ultimately display the ransom message.

However, in an analysis of a recent intrusion, PandaLabs discovered a more personalized type of malware generator which allows attackers "the chance to customize the malware using a user-friendly interface prior to launching it. Making it even easier for those with little technical knowledge to target companies."

With this customized attack, PandaLabs adds, it's possible to hand-pick the network computers whose information the attacker would like to encrypt, choose files, self-delete upon completing the encryption, enter stealth mode, etc.

"Usually ransomware has its own configuration, it only has to be executed and it will work in the same way everywhere," Luis Corrons, PandaLabs technical director, Panda Security, told *Infosecurity*. "This one is designed for more custom attacks, mainly in corporate networks. In all cases we have studied (talking about this particular attack) attackers are gaining access to the different corporate networks after a brute-force attack against the remote desktop connection. Then they manually drop the ransomware, run it and can configure it in different ways depending on each victim, carefully picking what they want to encrypt."

According to Corrons, this shows how cyber-criminals are evolving and changing their methods of attack: "Of course we still see the typical automated/unattended attacks, however it is noticeable the amount of hacking attacks to corporate networks, where cyber-criminals are fighting in real time against the defenses in place, bypassing one by one and changing strategies and adapting every time they are blocked."

For users looking to protect themselves and avoid falling victim to this new attack technique, Corrons had the following advice:

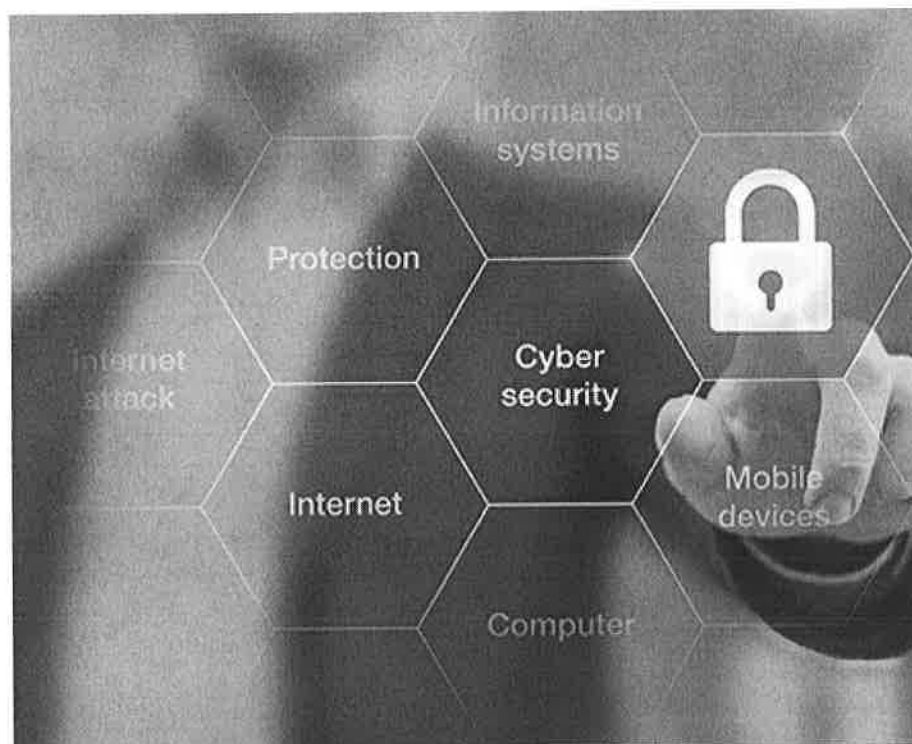
- For all these attacks through RDP, never have remote desktop connections opened to the internet in your corporate network. If it is needed you can setup a VPN so users first have to access the internal network and afterwards they can use the remote desktop
- Always change the default port (TCP 3389), and block all connections in the corporate firewall to this port

# Professional services firms and cyber risk

## As repositories of sensitive information, they're prime targets for hackers

BY CAMERON G. SHILLING AND KEVIN LIN

*Published: February 9, 2017*



Cyber attacks and costly accidental losses of sensitive personal and financial information are no longer confined to retailers like Target or Sony or banks and investment houses like JP Morgan. Professional services companies –including accountants, lawyers, financial advisors and

insurance agencies – are prime targets for hackers and are experiencing disproportionately damaging breaches from employee mistakes.

Clients entrust their professional services providers with the most sensitive information about themselves and their family members, including financial and investment account data, tax returns, personal and business income, corporate and legal strategies, estate

planning and family law materials, Social Security numbers, and driver's license and other governmental identification numbers.

While housing these highly valuable repositories of sensitive information, professional services firms commonly have fewer resources than larger companies, and have devoted far less attention to their cyber vulnerabilities. Consequently, hackers recognize them as easy targets that generate significant yields of this prized information, and accidental losses of such information by employees can have disastrous effects.

Breaches of professional service companies can result in grave damage because the lost data is so immediately and directly useful for financial and identity theft, and their clients are commonly wealthy individuals and profitable businesses with well-funded accounts and valuable identities and credit.

Though hurtful to clients, such breaches can be catastrophic – even a killer – for a professional services company, which relies heavily on its reputation in the community and the trust of its clients for its welfare and future business.

**To reduce the vulnerability** to a cyber breach and mitigate the damage that results if such a breach does occur, every professional services company should engage in the following five step data security risk management process:

1. Retain an experienced data security attorney to conduct a comprehensive data security risk assessment of the company's physical, technological and administrative infrastructure.
2. Prepare a risk assessment and vulnerabilities report, and implement a strategy to remediate the company's data security vulnerabilities, including obtaining appropriate cyber liability insurance.
3. Create and implement a written data security policy, and formalize business practices and procedures that address cyber risks.
4. Train all employees about data security policies, practices and procedures, as well as common cyber threats faced by the company.
5. Conduct periodic reassessments and updated employee trainings.

**Risk assessment:** Risk assessment involves identifying the information the company has that is legally protected, for example, under state data security laws or federal laws or regulations such as HIPAA, the Gramm-Leach-Bliley Act, Securities and Exchange Commission regulations and Federal Trade Commission regulations. The fines imposed by regulators for failure to comply are significant – commonly several hundred thousand dollars or more for a moderate breach, increasing to over a million dollars for a larger breach.

The legally protected information is mapped through its lifecycle (e.g., from receipt and creation, through use and transmission, to disposal and destruction), and areas of noncompliance or risk are identified using the legal requirements and standards of applicable laws and regulations.

This is a highly collaborative process between the managers of the company, competent IT professionals (inside or outside the business, or both) and legal counsel experienced with this area of the law and qualified to understand technological, physical and administrative security matters.

**Assessment and vulnerabilities report and remediation:** Step two flows from the areas of noncompliance and risk identified in the assessment. Priority is assigned to items that are relatively easy to remedy, that do not comply with applicable law, or that embody significant risk. The company creates a timeline for addressing the issues, then identifies and implements solutions for those vulnerabilities.

Remediating vulnerabilities frequently depends on the availability and affordability of technological, physical or administrative solutions. As a result, it is common for a professional services company to require a year or more to properly address all vulnerabilities identified in an initial assessment. In addition, it is critical for professional services companies to obtain cyber liability insurance appropriately tailored to their particular businesses, as such insurance can cover a large portion of the direct costs incurred when responding to a breach.

**Data security policy:** The data security policy, and the formalized practices and procedures, are created from the information gathered during the risk assessment and the remedies implemented or anticipated for the vulnerabilities.

Policies, practices and procedures created in the absence of a comprehensive risk assessment are pure guesswork, and do not comply with state or federal law or accepted practice. No two companies' policies, practices or procedures are the same because no two businesses are the same, and there is no boilerplate for this process.

**Employee training:** This is an integral component of data security compliance.

Employees handle protected data on a daily basis, and therefore need to be taught about data security generally as well as the company's specific policies, practices and procedures. Likewise, properly trained employees know better how to avoid breaches, how to recognize an actual or potential breach, and how to properly respond in such circumstances.

**Reassessment and retraining:** Security reassessments and periodic retraining are required and natural for any company committed to data security compliance. Reassessments are used to address vulnerabilities from new or different technology, changed physical or administrative systems, or novel external threats. Also, as a business becomes data security-aware, it frequently identifies previously unknown vulnerabilities and adopts remedies that enhance security beyond the measures implemented after the initial risk assessment and report.

Professional services companies are prime targets for cyber attacks as well as disproportionately vulnerable to damage from data loss due to employee mistakes, because of the repositories of valuable sensitive personal and financial information entrusted to them. Following the five steps outlined above will enable a professional services firm to reduce its vulnerability to a cyber breach and mitigate the damage that results if such a breach occurs.

*Cameron G. Shilling is a director at McLane Middleton, where he is chair of the firm's Privacy and Data Security Group. Kevin Lin, an associate in the practice, also contributed to this article. They can be reached at [cameron.shilling@mclane.com](mailto:cameron.shilling@mclane.com).*

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*This article appears in the February 17 2017 issue of New Hampshire Business Review*

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## **SECTION SEVEN**

### ***Industry Hot Topics to Keep You Cool this Summer***

**Monica Gilroy, Esq.**

**Deborah Bailey, Esq.**

**Gilroy Bailey Trumble LLC**

HOME PRACTICE AREAS ATTORNEYS OFFICES YOUR CLOSING NEWS WILLS & ESTATES CONTACT

## Attorneys

- Monica K. Gilroy
- Deborah S. Bailey
- Tania T. Trumble
- Kelsea L. S. Laun
- Michael P. Barry
- Ike W. Cobb
- Erin B. Nations
- Kent E. Altom

## attorneys

**Monica K. Gilroy**, a founding principal of Gilroy Bailey Trumble, is the firm managing partner and has over 20 years of experience practicing law. She received her Bachelor of Arts in Political Science from the University of Wisconsin and a J.D. from the University of South Carolina School of Law. In addition, Ms. Gilroy attended the Ealing College of Higher Education in a study abroad program. Ms. Gilroy leads the Litigation Department as the focus of her national litigation practice includes all aspects of real estate litigation, including foreclosure and title disputes, broker and agent liability defense, mortgage fraud-related litigation and civil and commercial contract disputes. She also leads the Default Department providing national foreclosure, bankruptcy, loss mitigation and eviction services.



Ms. Gilroy has served as the litigation liaison for leading lending institutions as well as managed their national bankruptcy litigation program. She continues to serve as counsel for many national and local banks, mortgage companies and real estate industry lenders and leaders. She regularly assists closing attorneys, real estate agents, property managers, title companies and brokers when title or other contract issues arise. She practiced for several years in the areas of estate and trust litigation and serves regularly as a Special Master in Fulton County. Ms. Gilroy has extensive lead counsel trial experience and frequently appears in all of the state and federal courts of Georgia, including the state and federal appellate courts.

A long-standing member of the State Bar of Georgia, Ms. Gilroy also enjoys membership with the Lawyers Club of Atlanta, the Georgia Women's Lawyers Association, Georgia Mortgage Bankers Association and the Atlanta Volunteer Lawyers Foundation. Ms. Gilroy is the elected Secretary Treasurer of the Executive Committee of the Real Property Section of the State Bar of Georgia, where she previously served as the Editor of the RPLS Newsletter. She is a contributing writer to Foreclosure Law and Related Remedies: a State-by-State Digest which is published by the American Bar Association. She speaks and teaches on a regular basis at the state and national level to attorneys, real estate professionals, property managers, and real-estate brokers and agents on litigation and real estate related topics. Ms. Gilroy holds an AV-peer review rating with Martindale Hubbell.

Her email address is [mkg@gilroyfirm.com](mailto:mkg@gilroyfirm.com)

**Deborah S. Bailey** is originally from English Harbour, Antigua. She earned a Bachelor of Science degree from the State University of New York at Buffalo in 1989 and received her J.D. from the University Of Miami School Of Law in 1998. She was admitted to the State Bar of Florida in 2000 and the State Bar of Georgia in 2001. She practices residential and commercial real estate law in Gilroy Bailey Trumble's Alpharetta office. She was a member of the University of Miami International and Comparative Law Review and American Bar Association. She is an active member of the Legislative Committee of the Real Property Law Section of the State Bar of Georgia, a former member of the board of directors of The Georgia Real Estate Fraud Prevention and Awareness Coalition (GREFPAC) and a member of the Georgia Residential Closing Attorneys Association (GRECAA). She is a frequent lecturer and educational trainer for attorneys and real estate industry professionals. Deborah is the Managing Partner of the Real Estate and Commercial Closing Division of Gilroy Bailey Trumble



**GILROY BAILEY TRUMBLE LLC**  
**SLTA Mid-Year Conference Course Outline**  
**“Industry Hot Topics to Keep You Cool This Summer”**  
Presented By:  
**Deborah S. Bailey, Esquire and Monica K. Gilroy, Esquire**  
**Gilroy Bailey Trumble LLC**  
**3780 Mansell Road, Suite 140**  
**Alpharetta, Georgia 30022**  
**678-280-1922**

**OVERALL OBJECTIVE:**

The purpose of the class is update the participants on Federal, State and other Regulatory new and upcoming topics which affect the participants' title and law practice. The class will be presented in a PowerPoint lecture style.

| Detailed Content Outline | Learning Objectives  | Time |
|--------------------------|--|------|
| SLTA Mid-Year Conference | Participants will be educated on: (1) the current status of Dodd Frank implications, including RESPA updates as to Marketing Service Agreements legality and HMDA implementation. (2) Recent ALTA trends in regards to e-notaries and remote notarization- E Notaries, pros and cons and ALTA's proposed legislation for states to consider passing. (3) We will discuss the current hot topic of State Tax Execution Recording Modernization in Georgia as a model for other SLTA states. (4) Also, we will discuss current laws being implemented to address HOA Fees imposed on purchasers/sellers and the underlying legislation on the same. We will explore, analyze and discuss genesis of the laws and the sources from which these laws spring. Participants will be taught how to recognize and address their legal and ethical duties as it relates to the laws. In addition to the power point the legal authorities and real life examples will be provided which back up the reasons for the topics discussed. | 1.0  |

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