

FOCUS ON SUCCESSFUL TRICOUNTY AREA CHAMBER OF COMMERCE MEMBERS



HEARTLAND ABSTRACT

Title Insurance Company Announces New Brand Initiative

Heartland Abstract recently announced the unveiling of its new website and business model, which focuses on the customer first and no hidden fees. Heartland's new tagline is, "Welcome to the Future of Title Insurance." Heartland Abstract owner Andrew Monastra, a real estate attorney, explains, "Our focus is on the best interests of our policyholders. We do not charge unregulated "junk fees" that many of our competitors do, and we do not ally ourselves with

any real estate agency or lender. We are 100 percent independent in order to give you quality service at a lower total cost."

Heartland Abstract was started in July, 2000 by Mr. Monastra, and was formerly located at 740 E. High Street. Bonnie Gregory joined Heartland at its inception. In addition to running Heartland Abstract, Mr. Monastra was a solo attorney from July 1, 2000 to October, 2014, focusing his law practice, primarily in Real Estate law.

Mr. Monastra joined the law firm of Wolf, Baldwin & Associates, P.C. in 2014, and moved the Heartland Abstract business to the Wolf, Baldwin building at 800 E. High Street in 2016. Attorney Julie Marburger and paralegal Jennifer Krumenacker joined Heartland Abstract at that time as well.

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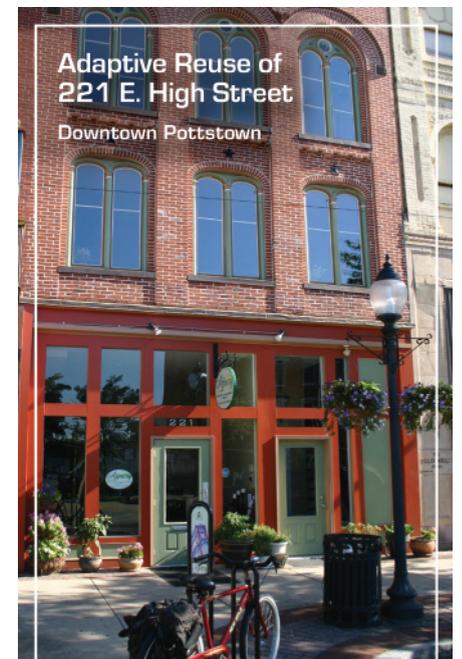
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Levi Wolf, the managing attorney at Wolf, Baldwin, is excited about the new website. "We spent a lot of time on developing the website with local web developer Addison Technologies," said Wolf. "We wanted to focus on educating consumers that they have a choice in who to use for their title insurance, and they can choose a company which doesn't charge junk fees, which only line the pockets of real estate brokers."

"When we first founded Heartland Abstract, we utilized the same business model that our competitors did," said Mr. Monastra. "That model includes forming title agencies with realtors and lenders, and "schmoozing" those people with event tickets and sponsoring their holiday parties. Then one day I had a breakthrough — we should be focusing on the policy holders, not the realtors. Why am I catering to realtors and lenders when they are not the policyholders? Why are realtors getting benefits from the homeowner's policy? We want to exist for the homeowner, not the realtor or lender. The new website highlights what makes us different."

Heartland Abstract, Inc. serves both real estate buyers and sellers, and issues title policies and offers complete escrow closing services for residential, commercial, and industrial properties in the metro Philadelphia area. They can be reached at 610.326.6300, and they invite you to visit their new website at www.heartlandabstract.com.



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With shipping services removed, the focus and attention will be entirely on design, printing, fulfillment, and bulk mailing services. A full list of products, services and contact information are available at www.EverythingPrinting.com.



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The Eastwood Company

The Eastwood Company is the leading, multi-channel retailer in the DIY automotive tools, equipment and restoration supply market. Eastwood was established in 1978, and is a privately held company by the original founder. In the 40 years that Eastwood has been around, it has realized a consistent record of growth.

Featuring over 4,000 unique products, Eastwood also provides solutions that inspire DIY automotive enthusiasts to "Do the Job Right" and restore or customize their vehicle. With an in-house R&D team, Eastwood develops and introduces products to the DIY market, that are traditionally not available, such as its DIY Powder Coating System. Eastwood also offers a wealth of free on-line videos and blog content to help the DIY automotive enthusiast with most any stage of their project.

In addition to online and print channels, Eastwood also has three brick and mortar locations, those being in Pottstown, PA.,

Alsip IL., and Parma OH. These retail locations are staffed with technical experts and offer a "hands on" customer experience with the products and supplies. Throughout the spring and summer months, each retail location hosts several automotive cruise-ins and events. For more information, please visit www.eastwood.com

Sanatoga Animal Hospital LLC

With quality care, a friendly staff, and a loving doctor, Sanatoga Animal Hospital is the place for your pet. Located at the corner of Park Road and High Street, just off of Route 422, the staff works hard in order to assure the safety of one's pet.

The hospital has been accredited by the American Animal Hospital Association (AAHA) for nearly 25 years. AAHA accreditation ensures that a hospital meets high standards in dentistry, diagnostic imagery, laboratory testing, surgery, pain management, pharmacy, and patient care. Only 12 percent of veterinary practices in the United States of America and Canada voluntarily allow on-site inspection by AAHA to establish and maintain these standards.

Dr. Jitendra Sharma, DVM and the team at Sanatoga Animal Hospital provides loving care and compassion. They have state of the art equipment. The services offered include dental care, diagnostics, surgery, radiology, and general preventive patient care.

A comprehensive approach is emphasized in treating patients. Routine surgeries



TRI-COUNTY AREA CHAMBER OF COMMERCE

A TriCounty Chamber Story...

As the area's community hospital and one of its' largest employers, Pottstown Hospital remains highly involved in the TriCounty Chamber of Commerce to support economic growth and create connections with community leaders that enable us to continue Tower Health's mission of advancing health, transforming lives.



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such as spay and neuter or tumor removal are performed with laser technology. Laser surgery is less painful for the patient and allows a faster recovery. Peri- and post-operation pain management is achieved through pharmaceutical as well as therapeutic laser treatment.

Sanatoga Animal Hospital has been voted multiple times as The Best Animal Hospital in *Mercury's Readers Choice*.

Sanatoga Animal Hospital is open Monday through Saturday. For more information and coupon please visit www.sanatogavet.com

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