



## **In Tough Times, Diversify And Market Yourself**

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*Nevada is among the hardest states hit by the housing downturn. But Reno-based mobile Notary **Jeff Arndt** has found ways to survive and thrive. The Notary Signing Agents & Small Business Section recently spoke with Arndt about how he has improved his business in a tough economy.*

### **Why did you become a Notary Signing Agent?**

I worked in the mortgage industry for 18 years and did just about every job in the field. After a few years away from the business I learned about Signing Agent opportunities. It seemed like a good way to make extra money. That was in 2006 — right at tail end of boom-times.

### **How did you survive the downturn?**

I looked for different opportunities. I made a pretty big splash with auto transfers between California and Nevada, because it takes a Notary to certify the transfer. I also do business inspections, which is another avenue Signing Agents can take in a down housing market. Now that people are getting to know me, I'm getting calls from mining companies to witness signatures on mining claims. And I recently started a "Safe Check-In" service for Notaries — basically a safety program for mobile Notaries. They can let someone know where they're going and what time they should be finished with appointments. If they don't report back, the red flags go up.

### **How do you keep finding new revenue streams?**

I'm always thinking of new ways to get my name and face out there. Every time I do a real estate closing with a title company, I make sure they know I am available for other things. I want to be the guy they go to for everything. I market myself and network constantly in my business community and keep my Web site updated so it always comes up when people do a search. I let people know I'll work nights, weekends and holidays if necessary.

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