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The 'Pioneer' spirit alive, well with family-owned business

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By Alison Bailin Batz - Special to The Independent | 0 comments

There is something to be said for a mom-and-pop business to not only stay in the family for nearly 30 years, but to grow into one of the most successful businesses in Arizona even through the worst of economic times.

The family, in this case, is the Newlons. The business is Pioneer Title Agency. And, perhaps most surprising in today's climate, the industry is real estate.

"The Newlon family founded Pioneer Title Agency in 1985 with the basic mission of providing exceptional service to Arizona's smaller communities," said Kay Perkins, Pioneer branch manager in both St. Johns and Springerville.

According to Perkins, Pioneer grew from exceptional service to areas in Navajo and Apache counties including Pinetop, Heber, Show Low, St. Johns and Springerville.

"We are unique to this area in particular in that we are a wholly independent title insurance agency — meaning our earnings not only stay in Arizona, but support the state and local communities we serve," said Mary Anne Lanner, branch manager in Show Low.

Each office in Navajo and Apache counties has succeeded by focusing on the company's core mission — "A commitment to service" — in the following areas: title insurances both for owners and lenders, homeowner's policies, trustee's sale guarantees, judicial guarantee reports, and so much more.

But the true secret to their success? Their people. The Newlon family believes not only in investing in their people, but empowering them to invest into their communities as well.

"Under our 'Pioneer Title Agency in Action' community relations umbrella, each of our offices has the ability to sponsor local sports teams, organize fundraising walks and donate to causes near and dear to their hearts," said Doug Hastings, Pioneer's Pinetop branch manager. "Pioneer's management and staff are empowered to take an active role in the communities where they physically live and work."



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Pioneer Title Agency was founded in 1985 with the basic mission of providing service to Arizona's smaller communities. Pioneer grew from exceptional service to areas in Navajo and Apache counties including Pinetop, Heber, Show Low, St. Johns and Springerville. Pictured are employees Shelley Moore, Carli Beard, Mikie Halenar, Doug Hastings, Kay Perkins, MaryAnne Lanner and Sharon Coble.

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In 2013 alone, Pioneer donated both time and money to more than 200 organizations across Arizona.

"We don't just work within the communities we service, we live here too," says Shelly A. Moore, branch manager in Heber, who has lived her entire life in Navajo County. "We are proud that our earnings not only stay in Arizona, but support the state and local communities we serve."

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