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12 The 2025 Awards Gala

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(Left to right) Jake Schroeder, Ronda Nash, Anthony Carollo, Heather Schelling, and Ryan Highland

Preferred Partner Spotlight:

Vista Title

Meet CEO, Anthony Carollo and the Business Development Team

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Career Staircase: Started in title and escrow in 1988 at age 20, worked in title and sales for over ten years, progressed into management, became manager of Stewart Title, worked in ministry for three years, and started Vista in 2017.

Company Motto: Care, Clarity, Cultivation.

Dream vacation home: “Tuscany, Italy. And, if we’re dreaming, the flight there would also be shorter.”

Best purchase You’ve Ever Made: Our first home, a 750-square-foot cracker box in Spokane’s South Hill in 1988.

Worst purchase you’ve ever made: A 1983 Ford Tempo.

Favorite Season: “I love the freshness and the newness of spring.”

Favorite places to grab a bite in Spokane: Caruso’s, Longhorn BBQ, Europa, Domini Sandwiches, Pete’s Pizza, and The Salty Dog in Deer Park.

Favorite Outdoor Spots: Mt. Spokane, Pend Orielle River, Manito Park, and Green Bluff in the Fall, my neighborhood.

Tell us about Vista Title & Escrow.

Vista Title & Escrow is the only locally owned and operated title and escrow company in Spokane. By using three different underwriters, we provide lots of good options for our clients, solving title and escrow problems and challenges to get clients across the finish line and get the deals closed.

We feel like we problem-solve better than any other title company in the Spokane or Stevens County market. We’re just constantly on the hunt for solutions and innovations for our customers.

Vista offers an Unparalleled Customer Experience. Really.

We had a situation years ago where we had a client, a seller who was an anesthesiologist and was going to be in surgery. We were allowed to send our escrow closer to the hospital, gown up, and go into the room. That anesthesiologist signed the papers so that she could step out, notarize, and get it closed. Everyone says they’re different. Vista is truly a company that thinks differently in that we’re problem solvers. We’re constantly thinking about the customer experience. It’s wired in our DNA as a company.

Our leadership team is always talking about what an unparalleled customer experience looks like and how we can refine how we do our work so that the customer can enjoy the best possible closing and get the best possible communication from their escrow officer. It’s just a constant in our world.

Enablement and Tenacity

We used Patrick Lencioni’s Working Genius and mapped every teammate in the company through the Working Genius assessment through the six areas of genius: Wonder, Invention, Discernment, Galvanizing, Enablement, and Tenacity.

We found every single Vista employee production teammate had either Enablement or Tenacity as one of



Anthony Carollo

their geniuses, and we feel like that sets us apart. When we interview title and escrow production staff, we’re looking for people who have the ability to come alongside clients to problem solve and to execute. We all have the same goal of getting the deal done; they want to make sure the commission check is issued on time, the keys are available on time, and make sure the clients close on time. Enablement and tenacity are part of who we are. It’s part of our DNA.

Rooted in Spokane

I love Spokane. I love my city. I was raised here, and I have a passion to see our city improve, and I want to watch our city

thrive. I love being part of the Northwest, and that we have four seasons. It’s not just about recreation, but it’s about small towns. It’s about the big city and the urban area. I can go to the mountains. I can go to lakes and the rivers. I love just being able to go right across the border into Idaho, or I can drive the other direction and go over to Seattle. We’re kind of in this hub in the Inland Northwest. I wouldn’t want to live anywhere else in the country except where we live now. I just love this place.”

Shaping Our Leaders

One of the favorite parts of my job at Vista Title is helping develop leaders and the next generation of leadership, not

necessarily younger, but just helping develop leaders and sharpen those skills. I also love being shaped as a leader and having others around me challenge me or ask me, ‘Are you sure that’s a good idea?’

I’m not here strictly to shape and mold leaders to what I want them to be; it’s also about them shaping and molding me. It’s a mutually beneficial relationship. It is iron sharpening iron, and we’re here to help each other get better.

Defining Success

I would define success through the lens of our three core values: Care, Clarity, Cultivation. If I, as a CEO, have helped to grow careers, grow our clients’ businesses, grow our own business, shown care to every single person along the way, and we have improved processes and transactions by being clear in our communication, I would say I’ve been a successful CEO and a successful leader of a title and escrow company. Our goal is constant: to provide value to our teammates, clients, and community.

If I were to define success as a person, I’m going to define it as somebody who shows care and contribution to the world around them, and to the people around them, in particular. I love to invest in other people. It’s my favorite thing.

I think if I can say that I’ve spent much of my time investing my life in other people, my kids, my grandkids, my family, but also my community, my church, my coworkers, the local school- If I can say I’ve done that to the very best of my ability, then I’m a success.

Where does the name Vista Title originate?

When we formed Vista in 2017, we picked the name, in part because of Vista House on Mount Spokane. It’s a classic - that CCC era architecture of using local materials for building this mountain top, lookout hideaway. It’s an absolutely super cool piece of our Spokane history. We were named with Vista House in mind.

“Then the name also suggests upward momentum, climbing, improvement, and growth. It’s an upward mindset. We’re always climbing upward at Vista.

The Importance of People

I recognize that life is short, and I want to be about people, and I want to be about helping people, improving the lives of people, and helping careers.

When the investor group invited me to come back and form this little title and escrow company in Spokane. I said, ‘It’s not my goal to make money, make a profit, retire, and go golfing and die. If I do it, it’s because I want to improve the lives of



Anthony Carollo

other people.’ And so, I was hyper-clear with the investor group when I started Vista Title & Escrow: Profit is important, but you take care of the people, and the profit will come. We’re going to be about the people. That’s who we are.

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(Left to right) Heather Schelling, Jake Schroeder, Ronda Nash, and Ryan Highland

“ We feel like we problem-solve better than any other title company in the Spokane or Stevens County market. We’re just constantly on the hunt for solutions and innovations for our customers.”

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2025 Awards Gala

A huge thanks to our title sponsors D.R. Horton, Spencer Ladd with Home Warranty of America, and Stable Storefronts, for making this event possible! Our Awards Gala at the Spokane Tribe Resort & Casino went off without a hitch with red carpet photos, catered dinner & dessert, a smooth program announcing awards, special messages from guest speakers, and dancing! Thank you to Real Focused Media for the beautiful photos that evening, and Nick Allard with Theta State Studios for the great event video. Congratulations to all the award winners and we hope to see you all back for next year's Awards!



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Matt Brunner - Inspirational Story (Sponsored by Kelly Bass with Country Financial)

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Caylin Novell-Dunn - Rising Star (Sponsored by Cole Tarwater with Bigfoot Heating & Cooling)

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Sabrina Jones-Schroeder - Industry Icon (Sponsored by Trina Murphy with STCU)

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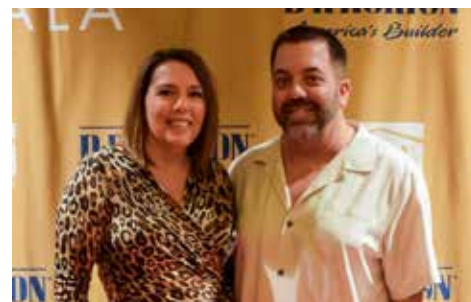
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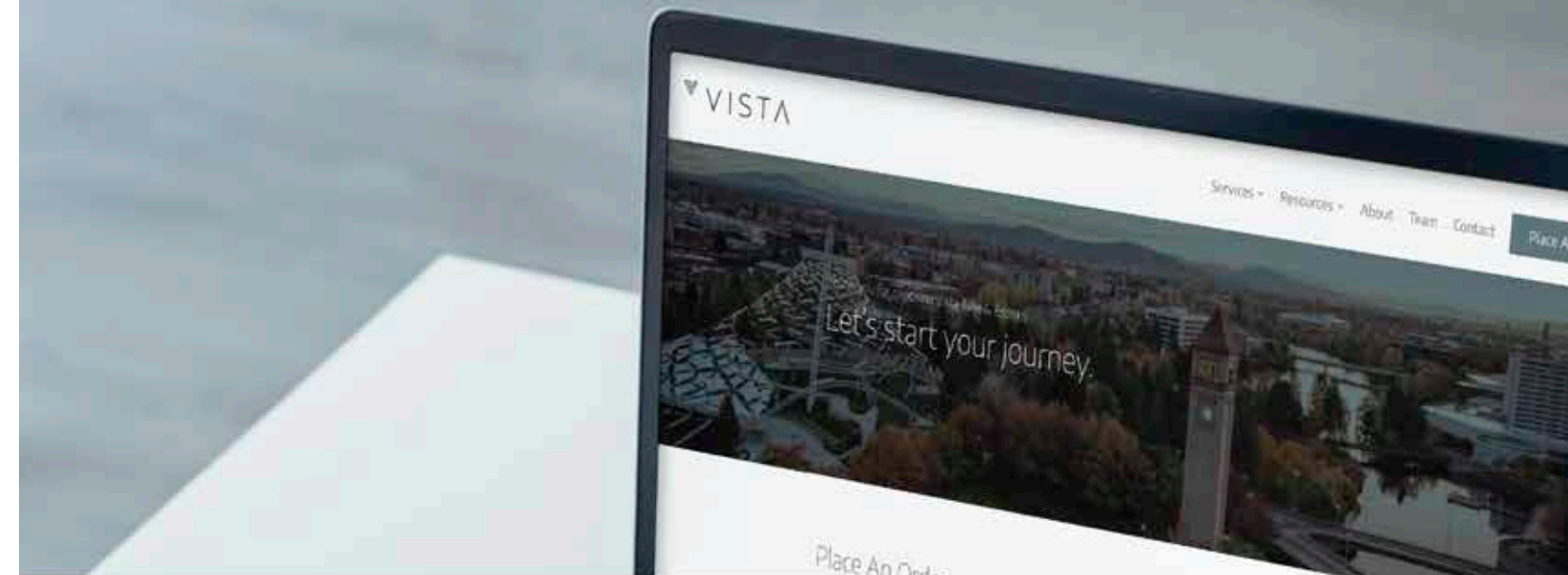
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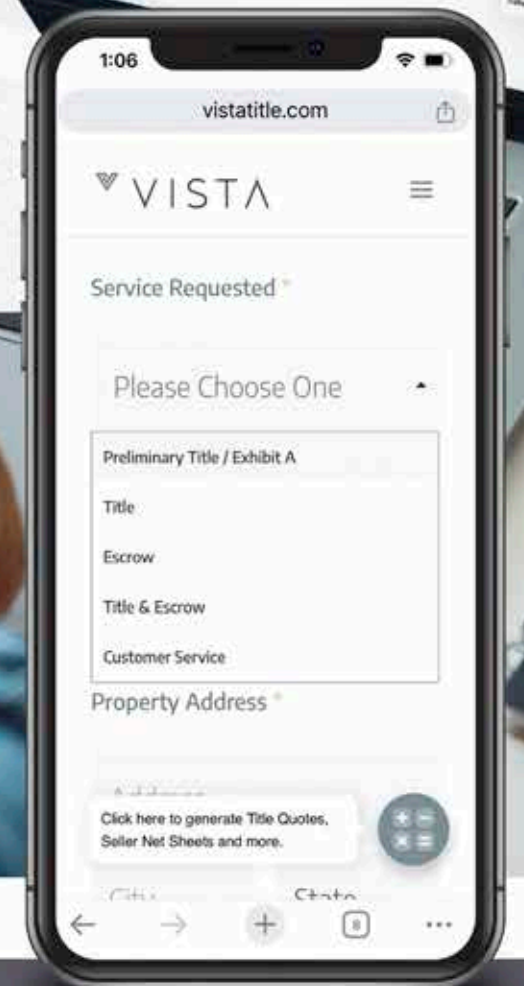
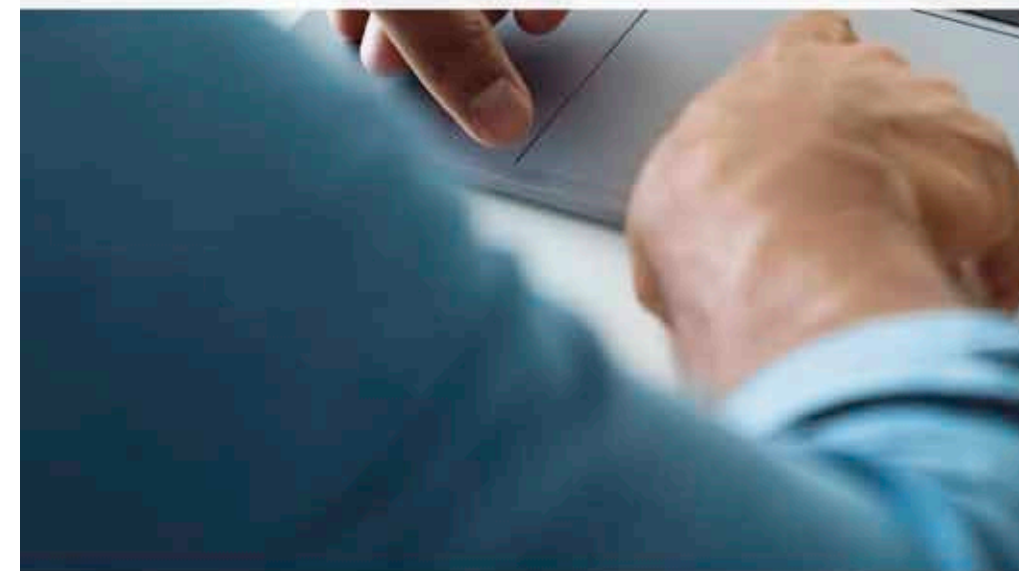
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