



2020 Ones to Watch: Osei Rubie, National Standard Abstract

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Name: Osei Rubie

Company: National Standard Abstract

Title: President/Founder

Which project, deal, or transaction was the “game-changer” in the advancement of your career?

Every milestone that we have ever achieved - closing a landmark deal of \$189 million for the development of the Archer Green Apartments or successfully navigating the most complex transaction—has been a game-changer. With every challenge comes the opportunity to test one’s ingenuity and ability to adapt, setting my team at National Standard Abstract apart from all the rest.

How do you contribute to your community or your profession?

Less than five years after launching National Standard Abstract, I launched the Osei Rubie Charitable Fund to reinvest—\$100,000 to date—in a community that has been marginalized, underserved, and underrepresented for generations. I wanted to create a gateway for people of African descent to access opportunities that will inspire, empower, and elevate these individuals to great heights. One experience—a team sport, college tour, scholarship, or mentor—has the potential to change the course of a young person’s life. Upward social mobility can only occur when we instill hope in today’s generation to create a brighter future.

What led you to your current profession?

14 years ago, I was closing on a property when I discovered the necessity as well as the impact of title insurance on a residential transaction that would later change the course of my career. I transitioned from a pharmaceutical company to enter the title insurance industry as a sales executive and later became a leading expert in the field with over \$1 billion closed since 2015 when I launched my own firm.

What do you like most about your job?

Being in title insurance is about three key components—people, purpose, and problem-solving—all of which are interconnected and essential to building communities. I am proud of the relationships and reputation that we have built because of our dedication and diligence with every client. Our portfolio consists of extraordinary projects that are going to make a meaningful impact where it matters most:

Creating affordable housing and opportunities that will bolster our economy. There is nothing more rewarding than knowing that your endeavors helped someone take another step towards a greater good.

Who or what inspires you?

My parents' entrepreneurial spirit and tenacity combined with a profound appreciation for my cultural heritage inspire me every day to exceed all expectations. I stand upon the shoulders of giants who sacrificed everything for me to pursue my dreams without limitation. I owe them a debt of gratitude that I can only repay by seizing every opportunity to build upon their legacy of excellence.

What can our political leaders do to increase equality in the workplace?

Our elected officials can only implement effective, common-sense policies that will standardize how to prevent gender and racial bias in the workplace. The best approach is to lead by example, with the government conducting an assessment of their demographic composition as well as the private partnerships with whom they conduct business to ensure fairness. Equality in the workplace begins with accountability at every level of management—CEO, human resources, and direct supervisor. It is up to each organization to put those policies into practice during hiring, disciplinary action, promotion, and termination.

If your life were made into a movie, what actor would you want to portray you?

Banky Wellington starred in Nollywood drama, Up North, where he plays an heir who ultimately discovers his true purpose after a year of service away from his home. Following his experience, he chose to become independent and continue in his mission of mentoring young female athletes who represent Africa's bright future.

What social media platform do you use the most professionally?

Instagram has been the main social media platform that we have utilized to connect with our followers both online and offline. It has been a great tool for us to showcase the many facets of National Standard Abstract while highlighting the father-son duo behind this thriving business. From our networking social mixers and panel discussions to client testimonials, we have given a behind-the-scenes look of what it takes to become the title insurance experts. The feedback from our following has been incredible, fostering new relationships, partnerships, and ultimately transactions.

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