



American Land
Title Association

Protect your property rights

Consumer Outreach and Education: Yes It Does Work

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Nancy Hughes | Jackson Hole Title & Escrow Co.

Lisa Steele | Mother Lode Holding Co.

Today's Topics

- Homebuyer Outreach Program
- Homebuyer Guide
- What's Worked
- Staff Training
- New Resources



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HOMEBUYER OUTREACH PROGRAM

PROGRAM GOALS

1. PROTECT HOMEBUYERS

by educating them about the benefits of purchasing an owner's title insurance

2. EMPOWER ALTA MEMBERS & STAKEHOLDERS

to effectively educate homebuyers about the benefits of owner's title insurance



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ALTA CONSUMER RESEARCH

Homebuyers want more information about the real estate process. It's critical for ALTA members to take control of the message and explain how an owner's insurance policy protects a homeowner's investment.



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HOMEBUYER LENS



KEY AUDIENCES

1

Homebuyers
(Consumers)

2

ALTA Members
(Title insurance professionals)

3

**Realtors, Attorneys
& Builders**
(People who sell homes)

4

Lenders
(Financial institutions)



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ALTA HOMEBUYER GUIDE

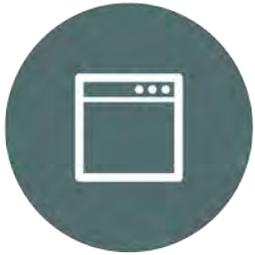


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Homebuyer Guide Resources

More than 60 FREE useful tools for members!



Blogs



Marketing
One-Pagers



PowerPoint
Presentations



Rack
Cards

Homebuyer Guide Overview

Beginner's Homebuyer Guide Overview

This overview is designed to give ALTA's members a glimpse of the more than 60 marketing resources available for direct-to-consumer communication in your own area.

Communication Templates

Use these easy-to-use and professionally-designed templates for all your homebuyer communications and presentations.

- [Learn to Best Explain Our Industry](#) [PDF]
- [Letterhead Template](#) [Word Document]
- [PowerPoint Template](#)[PowerPoint]
- [Cover Page Template](#) [Word Document]

HomeClosing101.org
FOR CONSUMERS

Link to [this website](#) on your own company website to educate consumers about the benefits of owner's title insurance and what to expect during the closing/settlement process.

Digital Marketing Resources

FOR ALL YOUR ONLINE CONSUMER ADVERTISING NEEDS

Use these rich-media advertisements, social media content, blog posts, social media dictionaries and more with homebuyers and your real estate clients via web, email or on social media.

Rich Media Ads

(right click and choose "Save As" to download)

160 px x 600 px Skyscraper Ad

- [You Sweat the Small Stuff](#) [Flash File]
- [We Are ALTA Manifesto](#) [Flash File]

300 px x 250 px Medium Rectangle Ad

- [Your Life Will Change](#) [Blueprint] [Flash File]
- [Whatever You Call Home](#) [Flash File]
- [You Sweat the Small Stuff](#) [Flash File]
- [Property Rights Force Field](#) [Flash File]
- [Generations Protection](#) [Flash File]
- [We Are ALTA Manifesto](#) [Flash File]

728 px x 90 px Banner Ad

- [Property Rights Force Field](#) [Flash File]
- [Generations Protection](#) [Flash File]

Social Media Sample Content

- [Facebook Ad Image](#) [PDF]
- [LinkedIn Ad Image](#) [PDF]
- [Twitter Ad Image](#) [PDF]
- [Instagram Ad Image](#) [PDF]
- [Sample Social Media Content](#) [PDF]
- [Sample Social Media Content with Images](#) [PDF]
- [Social Media Dictionary](#) [PDF]

Blog Posts

- [7 Reasons Why Every Homebuyer Needs Owner's Title Insurance](#) [Word Document]
- [Closing Time: 6 Steps Every Homebuyer Should Expect](#) [Word Document]
- [The FAQs of Title Insurance For Homebuyers](#) [Word Document]
- [How Title Insurance Protects All Homebuyers](#) [Word Document]
- [What Every REALTOR® Should Know About Owner's Title Insurance](#) [Word Document]
- [Why 20% of Homebuyers May Not Sleep Tonight](#) [Word Document]

HOMEBUYER 
Email & Letter Templates

**EDUCATE
EARLY &
OFTEN**

Use these customizable letter and email templates to build relationships and deeper confidence with prospective and current homebuyers.

[Homebuyer Letter Word Doc](#)



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THINK OF IT AS A PROPERTY RIGHTS FORCE FIELD

If you're buying a home, get owner's title insurance
and protect yourself from costly hidden problems.



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The homebuyer checklist

1

Determine
Your Budget

2

Select Your
Lender

3

Find Your Home

4

Secure Your
Offer

5

Select Your Title
Insurance
Company And
Closing Agent

6

Get Title Insurance

7

Review Closing
Documents

8

Sign Closing
Documents
And Transfer
Funds

9

Buy With
Confidence

10

Receive Your
Owner's Title
Insurance Policy



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WHAT EVERY REALTOR® SHOULD KNOW ABOUT OWNER'S TITLE INSURANCE

MAKE SURE ALL OF YOUR CLIENTS ARE PROTECTED

You're a Realtor®, so you know that buying a home can be overwhelming for your clients. Homebuyers can feel confused and frustrated by the mounds of paperwork they have to sign. Plus, the fees associated with closing can sometimes be overwhelming even to an experienced buyer.

Owner's title insurance is one of those items often misunderstood by homebuyers at closing, yet its value is tremendous. As an important advisor to your clients, you are in a position to help homebuyers understand the benefit of owner's title insurance and the dangers that can be incurred without it.



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[Home](#)[The Closing Process ▾](#)[Protect Your Investment](#)[Find a Company to Help You](#)[News and Advice ▾](#)

HOME

FIND. BUY. PROTECT.

Buying a house is an exciting time. Learn what it takes to get the keys to your home and why you should purchase an owner's title insurance policy to protect your property rights.

WHAT'S WORKING?

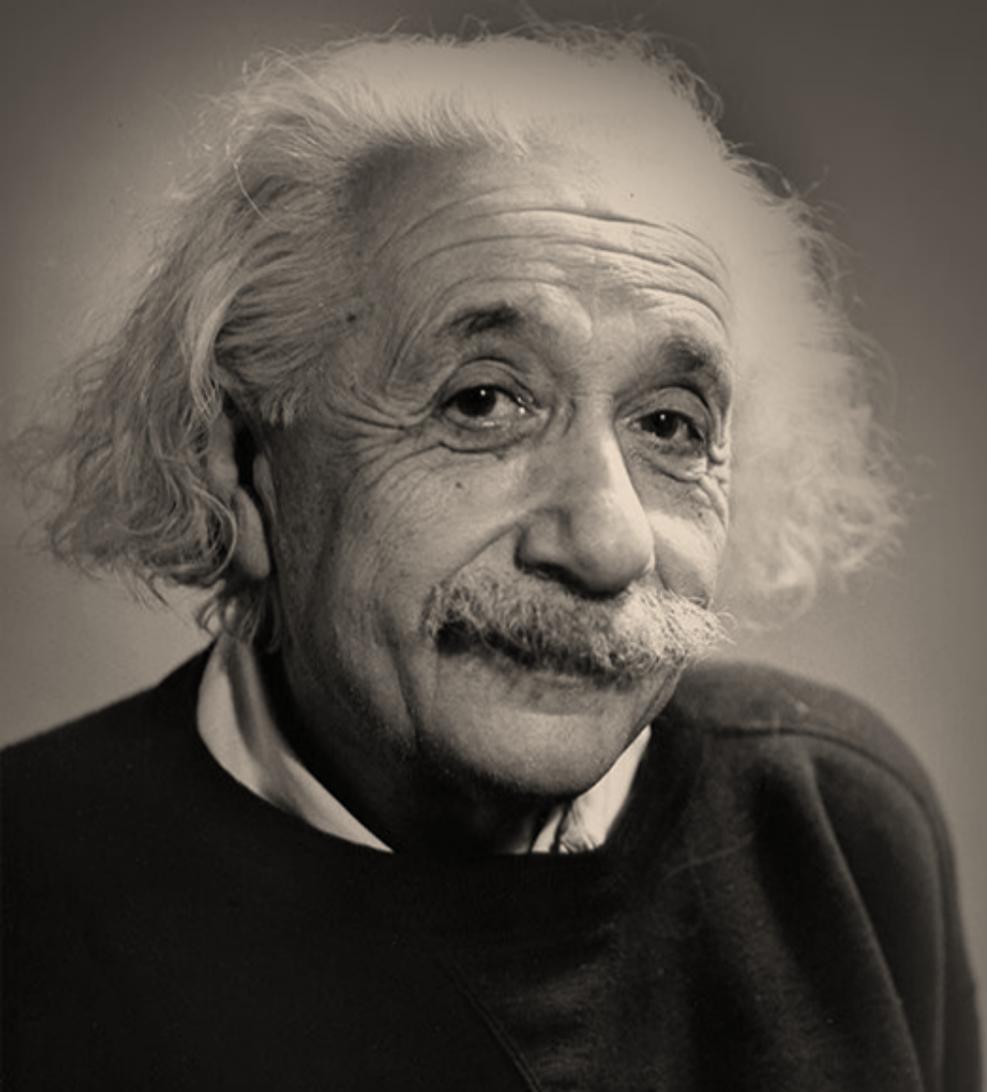


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- HOP Box
- Social Media
- Online, Blog
- Local Media



- Monthly Flyer
- Website
- ALTA Manifesto
- Local Events



- Email Sig Line
- Handout for Staff
- Facebook
- Personalized Ad



JACKSON HOLE
TITLE & ESCROW
A SUBSIDIARY OF TITLE FINANCIAL CORPORATION OF WYOMING

We Protect Property Rights.

And That Provides *Peace Of Mind* To Homebuyers.

Because Of Us, Buyers Buy With Confidence.

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f Jackson Hole Title & Escrow

Page Messages Notifications Insights Publishing Tools

Jackson Hole Title & Escrow
Real Estate Service

Call Now Liked Message

Timeline About Events Reviews More

Search for posts on this Page

- 266 likes +1 this week
Christopher Hawks and 159 other friends
- 16 were here 0 this week
Sean Chapin and 4 others
- View Pages Feed
See posts from other Pages
- Invite friends to like this Page
- 5 post reach this week

More Reach. Less Money.

Reach 39,000 people near Jackson Hole Title & Escrow. Get started for \$20.00.

[Promote Local Business](#)

ABOUT

Status Photo / Video Offer, Event +

Write something...

Jackson Hole Title & Escrow added a new photo.
Published by Nancy Hughes [?] · 1 min ·

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TITLE & ESCROW
A MEMBER OF THE HANCOCK CORPORATION GROUP

We Protect Property Rights.

And That Provides *Peace Of Mind* To Homebuyers.

Because Of Us, Buyers Buy With Confidence.

WE ARE JHTE!

7

REASONS WHY EVERY HOMEBUYER NEEDS OWNER'S TITLE INSURANCE



BUYING A HOME IS AN EXCITING AND EMOTIONAL TIME FOR MANY PEOPLE. TO HELP YOU BUY YOUR HOME WITH MORE CONFIDENCE, MAKE SURE YOU GET OWNER'S TITLE INSURANCE. [HERE'S WHY IT'S SO IMPORTANT FOR YOU:](#)

1 PROTECT YOUR LARGEST INVESTMENT

A home is probably the single largest investment you will make in your life. You insure everything else that's valuable to you—your life, car, health, pets, etc., so why not your largest investment? For a one-time fee, owner's title insurance protects your property rights for as long as you or your heirs own your home.

2 REDUCES YOUR RISK

If you're buying a home, there

Unexpected title claims include:

- outstanding mortgages and judgments, or a lien against the property because the seller has not paid his taxes
- pending legal action against the property that could affect you
- an unknown heir of a previous owner who is claiming ownership of the property

3 YOU CAN'T BEAT THE VALUE

Owner's title insurance is a one-time fee that's very low relative to the value it provides

5 NOTHING COMPARES

Homeowners insurance and warranties protect only the structure and belongings of your home. Getting owner's title insurance ensures your family's property rights stay protected.

6 SELLERS PAY IT FORWARD

In Wyoming, the seller pays for the buyer's owner's title insurance policy, providing you with the same protection and peace of mind they received when they bought the property.



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**TRAINING
YOUR STAFF**

HOMEBUYER OUTREACH PROGRAM TRAINING STRATEGY

BE **PROACTIVE**

SIMPLIFY AND
STRENGTHEN THE
MESSAGE

INCREASE
HOMEBUYER
DEMAND

PROVIDE **TOOLS**
FOR **SUCCESS** FOR
YOUR STAFF



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Your Staff

Theme #1

The Smart Option

Owner's title insurance has always been optional, but you know that it's the best way to protect a homebuyer's transaction.

Every year, the vast majority of homebuyers in America elect to protect the largest investment of their lives, and purchase owner's title insurance.

We estimate that more than 80% of homebuyers and 99% of lenders purchase title insurance every year.

Theme #2

Keep It Simple

In the purchase journey, homebuyers are confronted with overwhelming amounts of detail and complex processes in the closing and settlement phase.

Owner's title insurance allows homebuyers the opportunity to buy with confidence, knowing they're protected from legal claims. You sweat the details, so your homebuyers don't have to.

Theme #3

You're the Expert

Nobody knows more about the value of owner's title insurance than you.

Homebuyers, real estate agents, builders and lenders are all looking to you for the most effective and accurate information about owner's title insurance.

As a title agent, you consistently conduct extensive title searches — you take 135 steps to search and correct risks on behalf of homebuyers.

THREE THINGS TO START TODAY

PLAN ONE
STAFF TRAINING



CREATE ONE NEW
CONSUMER TOUCHPOINT



USE ONE NEW TOOL FOR
YOUR REAL ESTATE CLIENTS

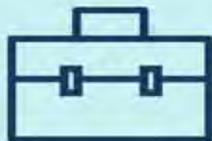


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Printshop



Workshops



Training

RESOURCES

altaprints.com
alta.org/homebuyer
meetings.altaprints.com/hop

QUESTIONS?



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