

ALTA NEWS

**AMERICAN
LAND TITLE
ASSOCIATION**

Contact: Wayne Stanley
Office: 202-261-2932
E-mail: wstanley@alta.org



Immediate Release

ALTA Develops Online Consumer Educational Material about Benefits of Title Insurance

Palm Beach, FL., October 8, 2013 — The [American Land Title Association](#) (ALTA), the national trade association of the land title insurance industry, is pleased to unveil its [Title Insurance Education e-Kit](#) to help members educate consumers, real estate agents, lenders, the media and others about the importance of title insurance.

“While ALTA continuously promotes the importance of title insurance, effective education comes from our members across the country,” said Michelle Korsmo, ALTA’s chief executive officer. “All parties involved in the real estate process—especially consumers—should have an understanding of the importance of title insurance and what’s involved in the closing process.”

Items available for download from ALTA’s website include a homebuyer presentation, videos, articles, social media content, brochures and other material that members can use for educational purposes. Because social media is a powerful tool to reach a wider group of people and provide education about title insurance, ALTA also provides sample content members can use on Facebook and Twitter.

“Buying a home is an exciting time and the more consumers know about the process the better their experience will be,” said Frank Pellegrini, ALTA’s 2013 president. “The various elements included in the e-Kit can assist in explaining the closing process and how title professionals help consumers get the keys to their home and also how title insurance protects them in case ownership of their home is ever challenged.”

###

About ALTA

The [American Land Title Association](#), founded in 1907, is the national trade association representing more than 4,700 title insurance companies, title agents, independent abstracters, title searchers, and attorneys. With offices throughout the United States, ALTA members conduct title searches, examinations, closings, and issue title insurance that protects real property owners and mortgage lenders against losses from defects in titles.