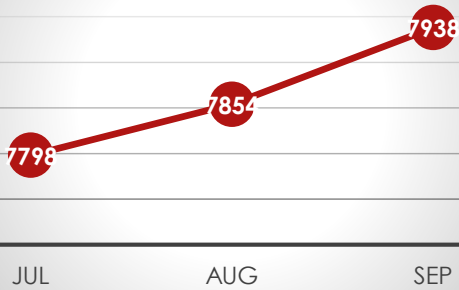


# Registry Committee Monthly Update – September 2019



**ALTA**  
**REGISTRY**

## EOM Snapshot



Total Locations <sup>(1)(2)(3)</sup>	Unique Companies
7938	2878

- (1) Includes 7W Direct Offices
- (2) As of 8/29/2019
- (3) Includes REAs

## Marketing

- ▶ Conferences
  - ▶ 2019 Oct: ALTA ONE, MBA Expo
  - ▶ 2019 Nov: NAR joint with HOP
- ▶ Email Blast sent to Members not in Registry Aug 28
- ▶ 350,000 web impressions campaign launched Sept 1 see slide 4

## New Section: Data Analytics

- ▶ Although the 3-month rolling adoption rate shows an upward gradient, when viewed against a wider period, agent adoption is now plateauing see slide 2
- ▶ Search results see slide 3
  - ▶ Anonymous user searches 9,243 YTD
  - ▶ 64% searches returned Never Existed
  - ▶ 7% of all searches are performed using the ALTA ID
  - ▶ Website visits from web ad campaign: 493 visitors

## Sales Activities:

### Active Opportunities: 16

- ▶ Lenders: 10
- ▶ Tech Providers 3
- ▶ Strategic Partners 3

### ▶ Mortgage Cadence

- ▶ Onboarding completed
- ▶ Press release scheduled for ALTA ONE

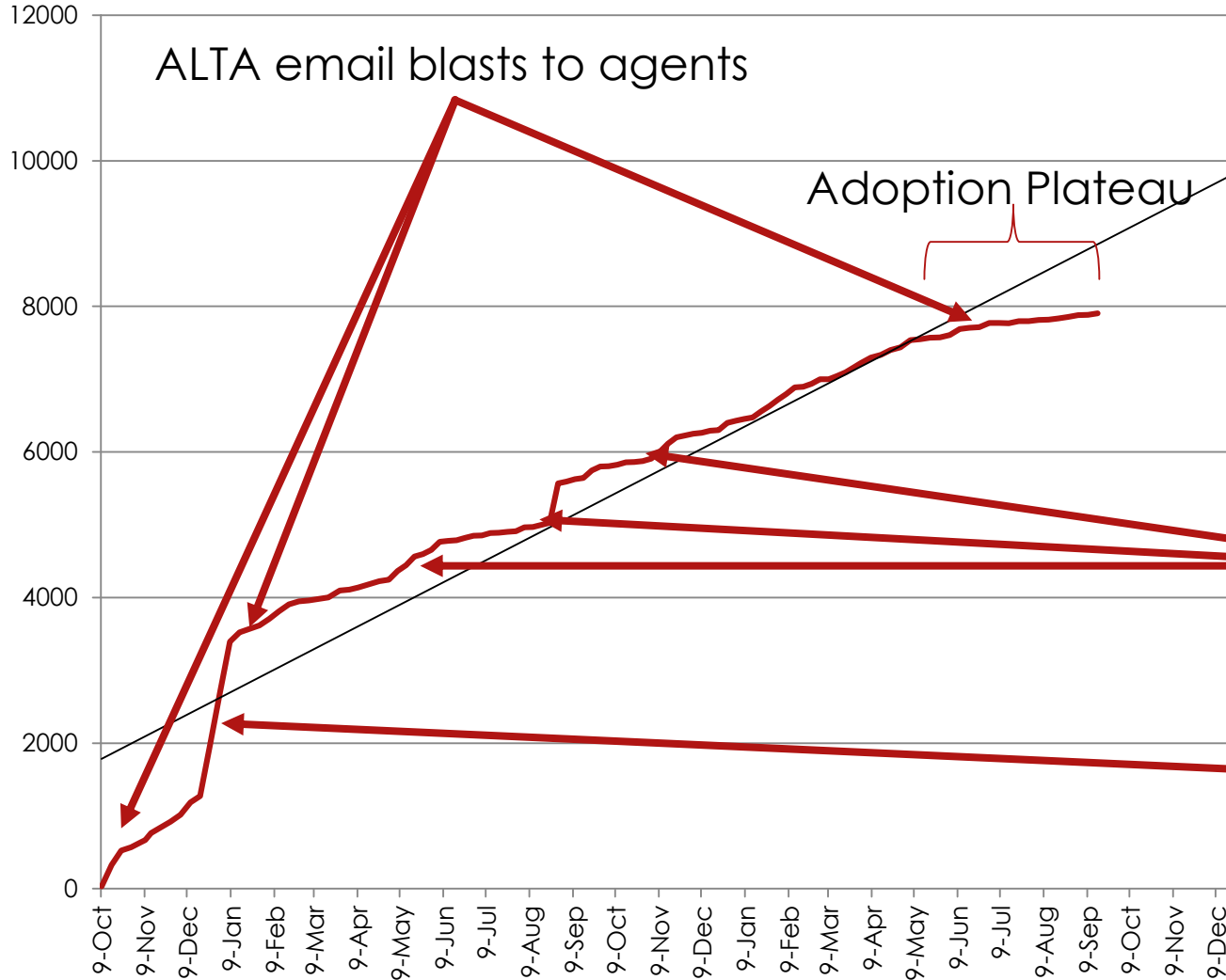
## Technology/Development

- ▶ Realtor Portal in development – allows Realtors to create own public user account

## Committee Meetings

- ▶ Q4 19 F2F 10/23/2019 ALTA ONE
- ▶ Q1 20 Conf Call 01/14/2020

## Confirmed Locations Growth All Time



Adoption trajectory is plateauing:

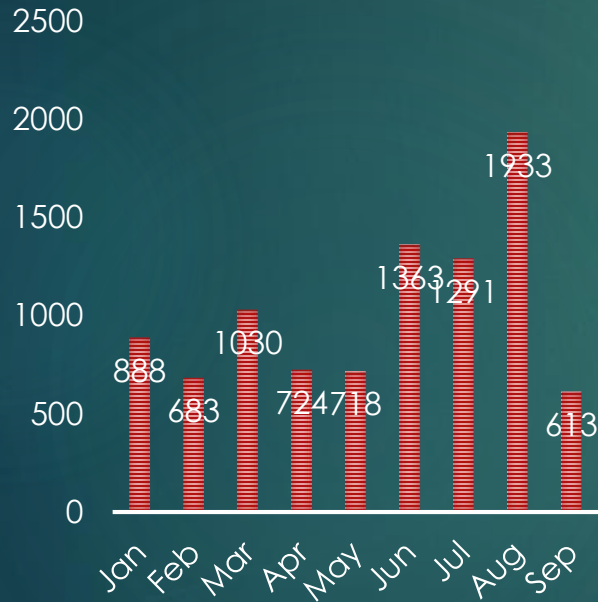
- Agent email fatigue
- Entering the “mom & pop” shop demographic
- Need more reinforcement from the underwriter community

UW email blasts to agents

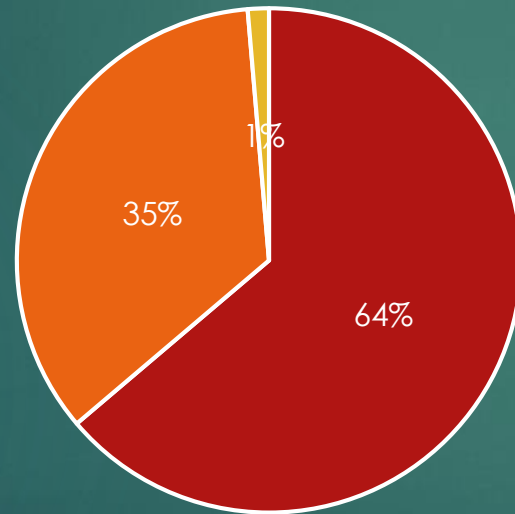
FAF & FNF direct offices loaded

# Searches of the Registry by Anonymous Users Jan 1<sup>st</sup> to Sep 19<sup>th</sup> 2019

## ALL SEARCHES 9,243

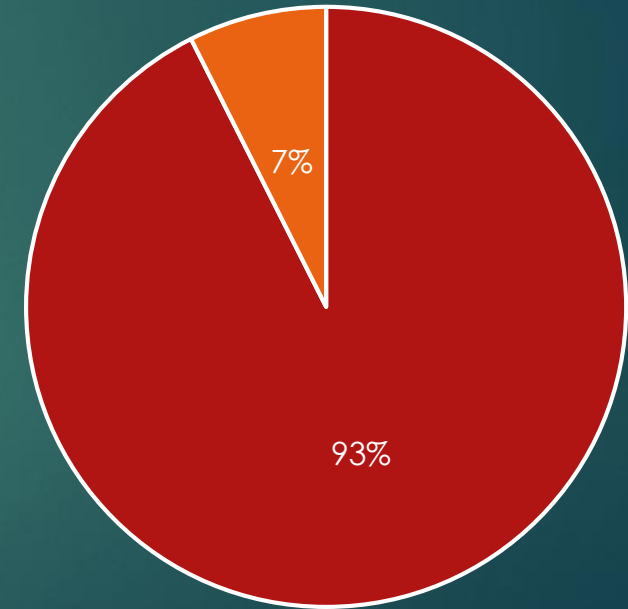


## All Search Results



- Never Existed
- Record Found
- Retired

## Was Search performed using the ALTA ID?

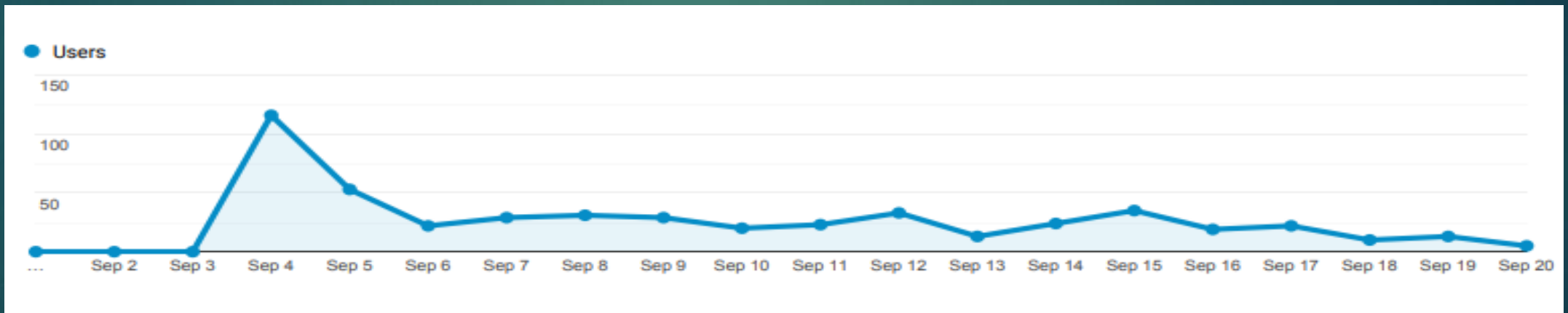


- No
- Yes

August uptick is accounted for as the result of the Mid-late July lender mail-out campaign

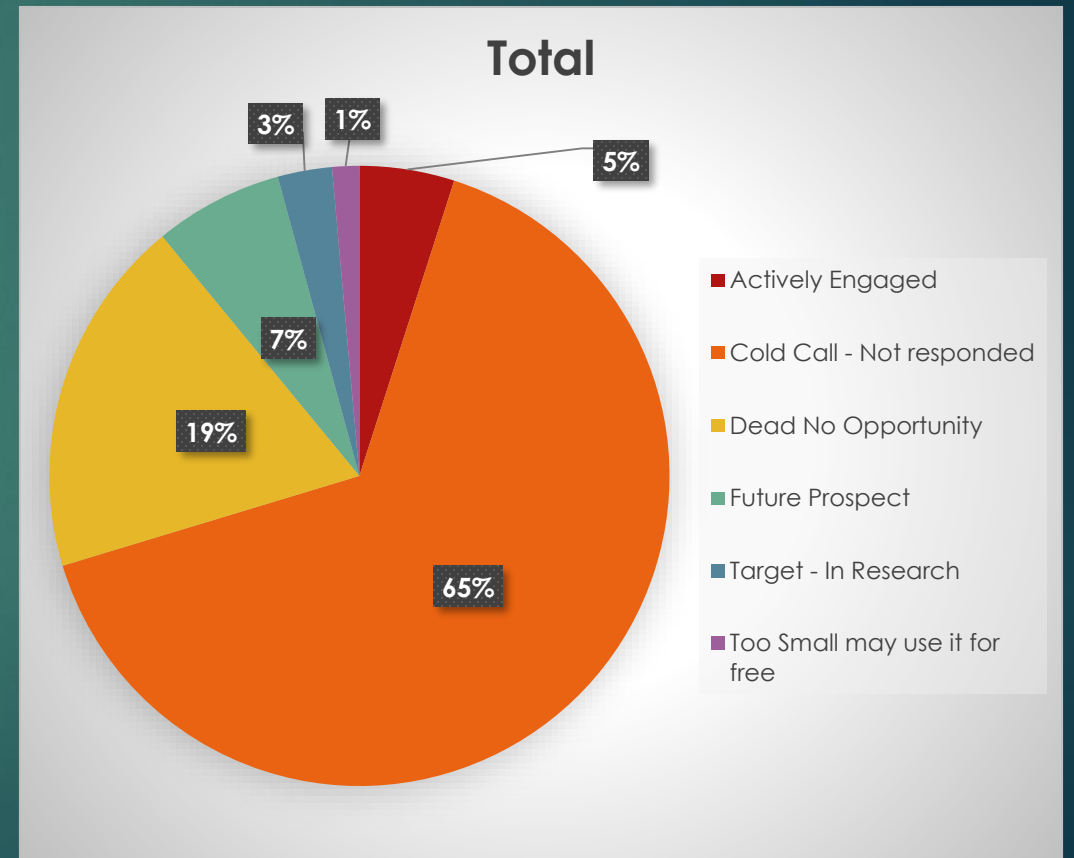
# Web traffic from web impression campaign Sep 2019

- ▶ 493 site visitors
- ▶ 20% Went straight to home
- ▶ 54% went to search page
- ▶ 20% selected to go back to home page



# ALTA Registry Marketing Results

- ▶ Over the past 2 years ALTA staff have researched and reached out directly to 243 lenders, (includes all of Scotsman's top 75 for 2017/2018)
- ▶ 9% of reasons given by lenders not to obtain a subscription was a lack of wiring instructions. Note: most large lenders asked for this data
- ▶ 0.05% wanted other information such as:
  - ▶ Licensing information: It should be noted that this request came from two mega lenders
  - ▶ E&O Certificates
  - ▶ Privacy policies
  - ▶ ALTA Best Practices & ALTA Membership information



▶ Note MPI the telemarketing firm used over Q1-2 2019 contacted and or sent materials to 800 individuals

# Registry Committee Meetings 2019- 2020

Year	Q	Dates	Time	Format	Event	Location
2019	Q4	10/23/2019	10:00 AM – 12:30 PM CT	F2F	ALTA ONE	Austin, TX
2020	Q1	01/13/2020*	2:00 PM – 4:00 PM ET	CC	NA	
2020	Q2	03/03/2020	10:00 AM – 12:00 PM MT	F2F	ALTA SPRINGBOARD	Denver, CO
2020	Q3	07/13/2020	2:00 PM – 4:00 PM ET	CC	NA	
2020	Q4	Oct TBD		F2F	ALTA ONE	

\* Note new date