

HOP Committee Call

Friday April 6, 2018 | 11:00 AM – 12:00 PM ET

(712) 451-0200 Access Code: 475454



AGENDA

Welcome, Roll Call and Introductions

Review of Purpose and Scope

The Homebuyer Outreach Program Committee is committed to communicating the benefits of title insurance with homebuyers. The Committee assists with development of simple, clear communication for homebuyers, real estate agents and lenders about title insurance and settlement services.

The Committee is also charged with promoting innovative consumer education, marketing and communication opportunities for ALTA members.

LAST MONTHS TOPIC UPDATE

Digital Marketing Journey Maps

The Consumer Facing Website Award

TOPIC OF THE MONTH

Homeowner Outreach Program Rebrand Launch at ALTA ONE

How can we make an impact at ALTA ONE and gain more advocates for talking to the consumer?

HOP Committee Meeting – June 2018

Proposed Meeting on **June 21, 2018 in Minneapolis**

- Will immediately follow the Innovation Boot Camp
- Progress report on where we are with our 2018 Goals
- Discuss 2019 Priorities

**Next HOP Committee Call:
Friday, May 4, 2018 at 11:00 a.m. EST**