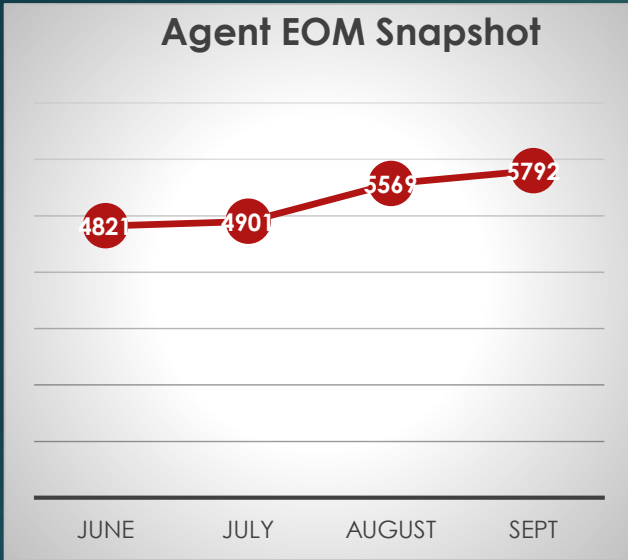


Registry Committee Monthly Update – Oct 2018



Confirmed Locations ⁽¹⁾⁽²⁾⁽³⁾	Unique Agents
5792	1686

(1) Includes UW Direct Offices
 (2) 05:00 ET Sep 28th 2018
 (3) Does not include REAs

REA Firms (locations)	REA Individuals
8	24

- Challenge to member agent adoption: Some agents are confusing ALTA Membership with a listing
- Solution: After ALTAONE messaging to members will be refined to clarify

Technology

- REA module – Launched
- API – Automated Processing Interface – Launched
- MISMO Schema – ALTA ID:
 PartyType, 7 digits, URI: altaidregistry.org

Marketing

- ▶ Conferences
 - ▶ 2018 Oct: ALTA ONE & MBA Expo
 - ▶ 2019 Mar: Ellie Mae
- ▶ Texas (IBAT) focused campaign – Jul - Jan
- ▶ HousingWire Campaign – Sep - Dec
- ▶ Initial discussions with MERS re ALTA ID
- ▶ 3 Technology vendor press releases pending
- ▶ MPI Telemarketing Campaign: 2 demos booked for Oct

Customers

- ▶ Active prospects: 16
 - ▶ 8 Lenders
 - ▶ 5 Technology Vendors
 - ▶ 2 Strategic Partners
 - ▶ 1 Service Providers
 - ▶ Onboarding/Due Diligence: 7
 - ▶ Licenses completed: 3
- Declined: 21; top themes
- ▶ Have own solution (large lenders)
 - ▶ Price
 - ▶ Wants licenses & Bank details

Next Registry Committee Meeting:

ALTA ONE 10/11

Subsequent Meeting: w/b Jan 14/1/19