

HOP Committee Call

Friday August 3, 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.

HOP Committee Retreat Review

Please review the minutes from the meeting. We can answer any questions you may have.

1. HOP Digital Marketing Roadmap
2. Title Webbie
3. HOP 2.0 (*we can talk about this later*)
4. Seller Pay State Collateral
5. CFPB Office of Consumer Engagement
6. 2019 HOP Committee Goals

TOPIC OF THE MONTH

HOP 2.0 Relaunch at ALTA ONE

- Look and Feel
- Schedule of Events
- Touchpoints throughout the conference

**Next HOP Committee Call:
Friday, September 7, 2018 at 11:00 a.m. EST**