

# **ALTA Homeowner Outreach Program (HOP) Committee Report**

Chair: Lisa Steele, Mother Lode Holding Co.

Vice Chair: Nancy Hughes, Jackson Hole Title and Escrow Co.

Staff Liaison: Shawn Sullivan

## **Recent Meetings:**

Monthly conference calls the first Friday of the month. The committee last met in person during the HOP Retreat in Austin, TX.

## **Future Meetings:**

The committee cancelled its in-person meeting at ALTA ONE to focus on the promotion of the rebranding of HOP as the Homeowner Outreach Program. The committee will hold its next conference call in November.

## **Recent/Current Projects:**

- HOP Rebrand and Relaunch for ALTA ONE
- Seller Pay States Marketing Collateral
- Digital Marketing Journey Map
- Consumer Facing Website Award
- Message testing or research on market penetration
- New ad development for key audiences
- Continued discussion with CFPB Office of Financial Institutions on ways to educate consumers