Registry Committee Monthly Update – Dec 2018

EOM Snapshot
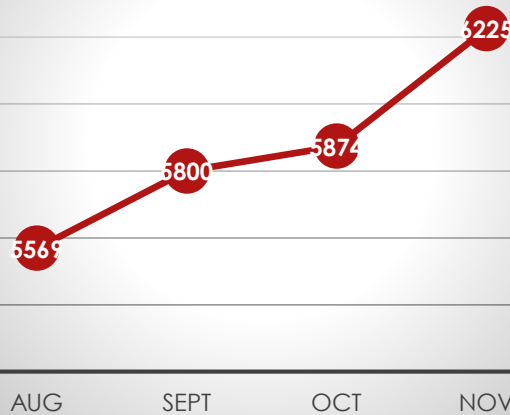
Confirmed Locations(1)(2)(3)	Unique Agents
6225	1989

(1) Includes UW Direct Offices
(2) 14:22 ET Nov 30th 2018
(3) Includes REAs

REA Firms (locations)	REA (Individuals)
23	101

Marketing

► Conferences
  ► 2019 Mar: Ellie Mae
  ► 2019 Mar: MBA Tech
► REA email blast was repeated
► Members/Licensees not in the Registry email blast sent (see following slide for graphic)
► ALTA Members not in Registry promo in 2019 M 'ship kits
► Big uptick Oct- Nov >FNF Letter to agents

Customers

► Active prospects: 28
  ► 19 Lenders
  ► 4 Technology Vendors
  ► 3 Strategic Partners
  ► 2 Service Providers
► Onboarding/Due Diligence: 4
► Licenses completed: 6

New Banking Customer: Simmons Bank Press Release to be issued 12/5

Technology/Development

► UW Acquisition of agent policy completed – to be added to Jan Committee Agenda
► No Record Found Project - in programming with FPT
► Ungraded "Contact Us" web page – queued behind No Record Found project
► REA adoption – program development with ALTA Staff
► Reenlistment program – pending ALTA Staff concept development

Next Registry Committee Meeting:

Conference Call: Jan 17th 3:00 PM – 5:00 PM ET

Subsequent Meeting: F2F ALTA SPRINGBOARD 9:00 – 11:00 AM CT March 19th 2019

New Graphic for Annual Membership Drive Kits

The Cute Baby graphic was used w/b 11/26 in a new email blast to all Members & Licensees not in the Registry.

It will be used in targeted membership renewal kits by the Membership & Licensing Team in the new year.

BABIES ARE CUTE

WHAT'S NOT CUTE?

YOUR COMPANY ISN'T IN THE FREE ALTA REGISTRY*

DON'T GET CAUGHT NAPPING AS THOUSANDS OF YOUR COMPETITORS DELIVER JOY TO THEIR LENDER CUSTOMERS

* ALTA MEMBERSHIP/POLICY FORMS LICENSE DOES NOT GET YOUR COMPANY AUTOMATICALLY LISTED IN THE REGISTRY

ALTA REGISTRY

ALTA.ORG/REGISTRY
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No Record Found - Project Timeline

Start	Finish	Activity	Action on	Status
	11/2/2018	ALTA Staff issue proposed solution documentation to Committee	ALTA Staff	Completed
11/2/2018	11/21/2018	First round review and comment period	Committee	Completed
	11/22/2018	First round comment period closes	Committee	Completed
11/22/2018	11/25/2018	ALTA Staff review comments amend proposal	ALTA Staff	Completed
11/26/2018	12/3/2018	Second round review	Committee	NA
	12/3/2018	Second round review period closes	Committee	NA
	12/6/2018	Issue final version to the Committee	ALTA Staff	Completed in first round
12/6/2018	12/15/2018	Doodle Poll – Poll Committee for final version vote	Committee	NA
	12/16/2018	Doodle Poll closes	Committee	NA
	12/16/2018	Issue final specs to FPT and Chadwick Cipiti Studios (CCS)	ALTA Staff	Completed 11/28
12/17/2018	12/31/2018	Development, testing and acceptance	ALTA Staff, FPT CCS	In process as of 11/23
	1/14/2019	Move to Production	FPT	Moved up to mid Dec