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DECEMBER 2019

AMERICAN LAND TITLE ASSOCIATION

THE NEXT BIG THING: CONSUMER DATA PRIVACY



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**DON'T MISS THIS MONTH'S
DIGITAL ISSUE OF**

TITLENews

The digital edition of **TITLENews** includes a webinar recording that explains the California Consumer Privacy Act, which goes into effect January 2020, and what companies must do to comply..

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TITLENews

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Importance of Telling Our Story

SHARING YOUR STORY ALLOWS PEOPLE TO CONNECT WITH YOU.

Stories reveal you're not that different from others. Stories create trust and grow your audience. That's how you build a successful business.

You have a story to tell even if you don't think you do. It can't be a random story. It must be relevant and told with your audience in mind. Remember the 2013 Super Bowl commercial, "So God Made a Farmer?" It was a riveting two-minute ad by Ram Trucks that featured a poignant speech by Paul Harvey about the generations of hard-working American farmers. The message captivated the nation with passion, value and truth.

The title insurance industry has a similar story to tell. You might not be tilling fields or baling hay, but you're helping first-time homebuyers get the keys to their first home, single parent build wealth or empty nesters downsize. You're the title inspectors and closing crusaders. You provide peace of mind. This is a story that needs to be told.

We're an industry that employs nearly 130,000 people who work in every county of the United States. We're an industry dominated by small businesses, where 12 percent of title agencies are veteran owned and 75 percent of the workforce is female. These are stories we must share.

Your trade association is dedicated to elevating your story. It's one of ALTA's 2020 priorities. We're in the process of hiring a firm to help us communicate to targeted audiences the benefits of title insurance. Nearly 20 companies specializing in this type of storytelling responded to our request for proposal last month. We're going through the proposals and interviewing our top candidates.

Our goal is to develop a campaign in 2020 for ALTA to help influencers, key government stakeholders and consumers understand how title professionals facilitate real estate transactions and protect property rights. We want to continue to raise awareness of the dangers of closing scams and wire transfer fraud. We also need to inform consumers and stakeholders about the people who work in the title and settlement space. By putting a face to our industry, we can effectively tell our story.

We want you to embrace your story. Share what you've gone through and what you've learned. That's the true power. Let's tell our story.



JEREMY YOHE

ALTA vice president of communications

FASB Approves ALTA-supported Delay on Lease Accounting Rules for Private Entities

The Financial Accounting Standards Board (FASB) on Oct. 16 voted to approve a previously proposed delay to its upcoming rule change of the new lease accounting standard for private entities and smaller reporting companies (SRCs).

The board retained the existing effective date of Dec. 15, 2018, for leases for

1. All public business entities
2. Not-for-profit conduit bond obligors
3. Employee benefit plans that file or furnish financial statements with the SEC

The board decided to defer the mandatory effective date for leases for all other entities by an additional year. Therefore, leases will be effective for all other entities beginning after Dec. 15, 2020 (Jan. 1, 2021, for calendar-year-end companies), and interim periods within fiscal years beginning after Dec. 15, 2021 (Jan. 1, 2022 for calendar-year-end companies). Early adoption will continue

to be allowed.

The FASB concluded that it has received sufficient information and analysis to make an informed decision on the perceived costs of the changes and that the expected benefits would justify the expected costs of the amendments in the Accounting Standards Update. The board directed the staff to draft a final Accounting Standards Update for vote by written ballot.

In a letter to FASB, ALTA said a delay in the effective date was essential to give regulators and affected entities the time needed to adjust and account for significant unintended consequences as a result of the new standard.

State insurance regulators in several states use working capital calculations and other financial benchmarks to determine compliance with regulatory solvency requirements. In these states, ALTA said the lease accounting standard will distort the solvency of these entities for regulatory purposes. Due to the way



those standards incorporate Generally Accepted Accounting Principles (GAAP), the additional liability for operating leases must be included in the calculation while the offsetting right to use asset is not. ALTA pointed out that entities will suffer a diminution of working capital, causing deficiencies of required minimums and disrupting working capital calculations that have been relied upon for many years.

ALTA Announces CSC, String as Elite Providers

ALTA has named CSC and String Real Estate Information Services as ALTA Elite Providers.

ALTA's Elite Provider Program features distinguished service providers committed to furnishing extensive benefits to the title insurance and settlement services industry. Elite Providers promote the highest industry standards and provide effective solutions for ALTA members' critical needs.

An ALTA Best Practices Pillar IV company, CSC provides electronic and paper document recording that allows document submitters to quickly and securely record documents anywhere in the United States. The solution reduces risk, document rejection and processing time across a document's life cycle. CSC will waive its setup fee for any ALTA members signing their first contract.

String provides a one-stop shop for all title and settlement back-office processes, including search, production and curative support. Its comprehensive solutions are delivered with a focus on security. With more than 16 years servicing the title industry, String has expertise that delivers increases in margins, significantly shortened cycle times and seamless workflow integration to its clients. ALTA members are eligible to receive from String a free, in-depth analysis of workflow processes and technology that will include a minimum of three specific recommendations that can increase profits by 10 percent or more. ALTA members can contact String directly to schedule their analysis.

For more information about Elite Providers, go to alta.org/elite.



Old Republic Title has been serving its title agents for over 110 years. In our offices across the country, that service remains the focus today.

As the needs of title agents evolve, so do we. Today, Old Republic Title's exclusive title agent portal, **StarsLink**, offers more than ever before. Our newest tools, **ezShare** and **ezMarket®**, provide easy-to-use digital marketing resources for Old Republic Title's agents. As we ring in the new year, we are excited to offer our agents the tools to continue to grow their business in 2020.

If you are interested in joining the Old Republic Title family of agents, **learn more at oldrepublictitle.com/title-agents**

ALTA Applauds Nomination of Montgomery as HUD Deputy Secretary

ALTA applauded President Trump's intent to nominate Brian Montgomery as Deputy Secretary of the U.S. Department of Housing and Urban Development (HUD).

"Having served as head of the Federal Housing Administration twice and managed several HUD programs, Brian understands the importance of developing initiatives that help Americans attain homeownership," said Diane Tomb, ALTA's chief executive officer. "He has a keen sense of consumer needs and the vision for regulations that helps businesses serve consumers fairly. Brian's credentials and outstanding experience in the housing industry are unrivaled. We are fortunate to have someone with his knowledge and leadership take over such a critical role."

Montgomery would replace Pam Patenaude, the former No. 2 at HUD who stepped down in January. ALTA's Board of Governors met with Montgomery in September to discuss digital closings and the growing threat of mortgage closing scams and wire transfer fraud. Montgomery was confirmed by the Senate to the position of FHA commissioner in May 2018. It is his second stint leading the agency after having filled the same role in the George W. Bush administration.

ALTA Supports Long-term Reauthorization of Terrorism Risk Insurance Act

ALTA joined 67 other groups in a letter urging strong support for a long-term reauthorization of the Terrorism Risk Insurance Act (TRIA) and prompt congressional action to renew the critical program.

As part of the Coalition to Insure Against Terrorism (CIAT), the organizations thanked U.S. Rep. Maxine Waters (D-Calif.), chair of the House Financial Services Committee, along with 27 bipartisan cosponsors, for introducing a clean, 10-year extension of TRIA (H.R.4634).

The letter states that terrorism continues to pose a clear and present danger to our nation and to the American economy. According to the Department of Homeland Security, the U.S. now faces one of the most challenging threat environments since 9/11. There is no homeland security without economic security.

"The TRIA Program has been, and remains, extremely effective in achieving its primary purpose, which was to stabilize the market following 9/11 and to ensure the continued availability of terrorism coverage for commercial policyholders in the future," the groups wrote in the letter. "America needs a stable and reliable terrorism insurance market so that employers can invest in assets and create jobs without assuming the risk and liabilities of a terrorist attack. At almost no cost to the taxpayer, the program has been the key factor in ensuring that the private insurance market has remained intact and continues to meet the needs of commercial policyholders during the on-going threat of a future terrorist attack—all while minimizing federal taxpayer exposure."

The House Financial Services Committee on Oct. 16 held a hearing on TRIA reauthorization. Members of the committee voiced strong bipartisan support for continuation of the program. H.R.4634 is expected to be included in the committee's planned markup at the end of the month. While committee-passage of a TRIA extension would provide momentum, conventional wisdom still points toward a late 2020 renewal with expiration on Dec. 31, 2020. The reauthorization under discussion would be the fifth iteration of TRIA, which jump-started the public-private property terrorism insurance market that exists today.

CALENDAR

2020 ALTA CONFERENCES

ALTA SPRINGBOARD

March 10-11
Denver, Colo.

DIGITAL CLOSING & EMORTGAGE BOOT CAMP

April 8-9
Atlanta, Ga.

2020 ALTA CONFERENCES

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March 10-11
Denver, Colo.

DIGITAL CLOSING & EMORTGAGE BOOT CAMP

April 8-9
Atlanta, Ga.

2020 STATE CONFERENCES

ALASKA

Feb. 7-8
Girdwood, Alaska

SOUTH CAROLINA

March 25-27
Greenville, S.C.

TENNESSEE

April 15-17
Asheville, N.C.

OKLAHOMA

April 19-21
Oklahoma City, Okla.

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THE NEXT

Digital TitleNews Extra: Preparing for the California Consumer Privacy Act

CALIFORNIA REA

BIG THING

Consumer Data Privacy

California's Sweeping Legislation Is Beginning of Things to Come

By Jeremy Yohe

TO AVERAGE CONSUMERS, data privacy probably seems cut and dry: nobody can see their data unless they say so. However, for companies tasked with protecting personal information, data privacy isn't as clear-cut.

The push to give consumers more control over the privacy of their personal data started with passage of Europe's General Data Protection Regulation (GDPR), which went into effect in May 2018. The GDPR was designed to modernize laws that protect the personal information of individuals in the EU.

On the heels of the GDPR, the California Consumer Privacy Act (CCPA) is set to go into effect in January. The CCPA represents one of the most sweeping acts of legislation enacted by a U.S. state to bolster consumer privacy and marks a new beginning of stricter U.S. consumer protections.

Companies that already comply with the GDPR may find that they currently meet many of the requirements set forth in the CCPA.

"With many experts predicting that other states will follow suit in the coming years, companies that take proactive steps to better protect consumer data will be best equipped to ride the waves of change," said Bill Burding NTP, ALTA's president-elect and general counsel for California-based Orange Coast Title Co. "This may be the direction the rest of the country ultimately goes, so whether your operation must comply with CCPA, data privacy statutes will permeate across the country."

In October, California's attorney general issued proposed regulations for the CCPA. The public comment period ended Dec. 6. The law mandates that on or before July 1, 2020, the Office of the Attorney General promulgate and adopt implementing regulations for the CCPA.

CCPA Impetus

California's history with protecting privacy goes back to 1972, when the state amended its constitution to make the right to privacy an inalienable right. Over the years, multiple privacy protection laws have passed in California. After the Cambridge Analytica scandal in March 2018, a wealthy real estate developer in the Bay Area pushed for a ballot initiative on privacy. Spending \$43.5 million of his own money, Alastair Mactaggart garnered enough signatures to put the initiative on the state's ballot. At that point, legislators noticed the developer's efforts and started working on a compromise.

In California, propositions passed by ballot are very difficult to change and the legislature can't easily amend them. Negotiations happened quickly and a bill was proposed, passed and signed by the governor at the 11th hour.

"It happened very rapidly and pretty much on the last day that they could push legislation through there was a compromise," said Stephanie Duchene, a partner with the law firm Mayer Brown. "Immediately the legislature began amending it and this last legislative session has been very active in this space."

Five amendments were passed during the legislative session and signed by the state's governor. According to the law firm Jones Day, the bills help clarify ambiguous provisions and focus the potential scope of the CCPA.

Of importance are the amendments excluding employee data and other businesses' employees for one year from various obligations under the CCPA, the law firm noted.

In fact, Nevada and Maine already have passed consumer privacy bills, and another 35 states are considering proposals bills that affect data security.

Nuts and Bolts of CCPA

There are several terms defined in California's privacy legislation in order to clarify the parameters of the law. The provisions of the statute pertain to certain businesses and all Californian consumers, which are defined as:

- **Consumer:** Natural person who is a California resident, as defined in Section 17014 of Title 18 of the California Code of Regulations. Applies even to California residents that do not seek a product or service from a company.
- **Business:** Any sole proprietorship, partnership, LLC, corporation, association or "other legal entity that is organized or operated for the profit or financial benefit of its shareholders or other owners" that:
 - Collects consumer public information (PI) or determines the "purposes and means of the processing of" PI either alone or jointly with others
 - Conducts business in California
 - Satisfies **one** of the following thresholds:
 - Gross revenue threshold: gross revenues in excess of \$25 million USD, as adjusted
 - Collection threshold: buys, receives, sells or shares PI of 50,000 or more consumers, households or devices
 - Sale threshold: derives 50 percent or more of its annual revenues from "selling" consumer personal information

The definition of business warrants thoughtful consideration, according to Elizabeth Reilly, senior privacy counsel for Fidelity National Financial. While a company providing title or settlement services may not physically be in California, engaging or receiving information from a consumer who lives in the state may require compliance. "It's very important to understand and to consider with the advice of counsel whether the law applies to you if you have the question "Are we or are we not a covered business under the law?" Reilly said.

There have been rumors that engagement with a single California consumer in the context of providing title and escrow services even if you're outside the state, could trigger the law's application. "The fact that you may come across one person's information who's a California consumer in the context of providing title or settlement services in Florida likely isn't going to get you within the scope of CCPA, but it's certainly something that warrants close attention and reasoned analysis to make that determination," Reilly added.

According to Kendall Burman, a data privacy council for Mayer Brown, there's also a second part of the definition of business. She said a company can also be covered by the CCPA if it controls or is controlled by a business that satisfies the definition in part one and

CALIFORNIA CONSUMER PRIVACY ACT

THE 3 PART TEST

CCPA APPLIES TO FOR-PROFIT BUSINESSES:



Located in OR outside of California doing business with California residents.



Collecting or controlling personal information (which identifies or could be linked to a consumer or household).

Which meet at least one of the following criteria:



- Earns annual gross revenue in excess of \$25 million (not limited to California related transactions)
- OR -
- Annually obtains personal information on 50,000+ consumers, households or devices
- OR -
- Derives 50% or more of annual revenue from selling data.

LEARN MORE AT: [ALTA.ORG/DATAPRIVACY](https://alta.org/dataprivacy)

THIS MATERIAL IS INTENDED FOR GENERAL INFORMATION PURPOSES ONLY AND DOES NOT CONSTITUTE LEGAL ADVICE.

“shares common branding with the business.”

- “Control” or “controlled” means:
 - “Ownership of, or the power to vote, more than 50 percent of the outstanding shares of any class of voting security of a business”
 - “Control in any manner over the election of a majority of the directors, or of individuals exercising similar functions”
 - “Power to exercise a controlling influence over the management of a company”
- “Common branding” means a “shared name, service mark, or trademark”

Another important term loosely defined in the statute is “personal information.” This is information that “identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household” This does not include publicly available information, deidentified or aggregated information, or employment-related information or business contact information.

“What’s interesting is that this definition is even broader than the corresponding definition under the GDPR,” said Lei Shen, a partner with Mayer Brown. “Under the GDPR, the definition really was just limited to information about an individual, but under the CCPA this definition includes information that relates to a household as well.”

The information does include—but is not limited to—the following: if it identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a consumer or household:

- **Identifiers** such as real name, alias, postal address, unique personal identifier, online identifier, IP address, email address, account name, Social Security number, driver’s license number, passport number, or similar
- **Commercial information**, including records of personal property, products or services purchased, obtained or considered, or other purchasing or consuming histories or tendencies
- **Biometric information**
- **Internet or other electronic-network activity information**, including but not limited to browsing history, search history and information regarding a consumer’s interaction with a website, application or online advertisement
- **Geolocation data**
- **Professional or employment-related information**
- **Education information**, defined as information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (FERPA)
- **Inferences** drawn from any information identified in this subdivision to create a profile about a consumer reflecting preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities and aptitudes

Look Back

One piece of the legislation that companies may not be aware of is that it allows for a 12-month look-back period. This means covered companies must disclose and deliver requested information to the consumer back to Jan. 1, 2019. Burman said the practical impact of that is it can be difficult for some companies if they don’t have the technical infrastructure that allows them to provide the information that they need to provide.

Burding added, “Imagine you are driving down a road with no speed limit and you get a ticket when they do post a speed limit and make it retroactive before the speed limit was enacted. I’ve never seen a look-back statute like this before. Where businesses could be fined for a regulation that’s still in a comment period.”

GLBA Exemption

The CCPA exempts certain types of personal financial information that is subject to federal regulation. However, because the exemption is designed for types of data, not types of companies, financial institutions are not fully exempt from the law and should attend to its details. The CCPA exempts information that’s collected pursuant to the GLBA Gramm-Leach-Bliley Act (GLBA).

Shen said the GLBA exception is something several of Mayer Brown’s clients have relied on.

“That doesn’t mean that the business is exempt entirely from the CCPA; you will still need to be responding to requests,” she said. “The response may be, ‘We have no information that is subject to the CCPA to disclose to you at this time.’ We’ve also had several clients that, as they’re going through their data mapping and trying to really understand where they’re collecting information from and for what purpose, start out saying, ‘Everything we collect is subject to the GLBA.’ Once when they dig a little deeper, they realize that’s not really the case because the GLBA has much more limited definitions.”

Reilly said that companies must perform an analysis of whether the data collected was pursuant to the GLBA. Companies also must still account for how they will respond to consumer requests.

“It’s a great exemption, but it’s not a perfect one for us unfortunately,” Reilly said.

How Companies Can Prepare

The California attorney general will have the right to enforce the law. There also is a private right of action for unauthorized access to a consumer’s “nonencrypted or nonredacted personal information.” There is a \$7,500 fine per intentional violation (\$2,500 per unintentional violation) if a company fails to address an alleged violation within 30 days. Companies can prepare by:

- Identifying necessary changes to address new individual rights
- Updating privacy notices and internal privacy policies
- Reviewing internal processes
- Updating recordkeeping
- Updating vendor agreements
- Reviewing security measures
- Reviewing data breach response plan

“The new information rights will necessitate new, or changes to existing, internal privacy programs,” Shen said. “Companies should consider designating a role with responsibility for CCPA compliance and oversight. You will want to have processes in place to receive and track consumer requests regarding personal information and consider workforce training, particularly for workers that will be handling individual requests.”

Chris St. John, president of Lawyers Title of Kansas, said at this point Kansas has not passed any consumer data privacy legislation, but it’s something he’s keeping a close eye on.

“We have always taken our customers privacy very seriously,” he said. “We will continue to watch for new legislation and do whatever is necessary to protect the best interest of our customers.”

Data Mapping

Duchene said step one is really getting your arms around your company’s data collection processes. Data mapping is discovering what data you collect, where it’s stored, with whom it’s shared, how long it’s retained and for what purposes it’s used. This requires a formal inventory of data ingress—such as customer registration, systems, fields within the systems and connections between systems. This data needs to be actively maintained as an organization grows and evolves.

A data map may contain:

- Source(s) of data ingestion (a marketing form)
- What data you are collecting (name, phone and email)
- The purpose of the data (send relevant communication over email)
- The handling of the data
- The retention timeline of the data

Burdig said Orange Coast Title has been mapping data since passage of the GLBA.

“I thought this would be the next shoe to drop,” Burding added. “We already complied with a vast majority of the statute, but that was blind luck. I was only off by 12 or 13 years. But title companies that must comply with data privacy laws will need to invest in a data mapping program.”

ALTA Advocacy Efforts

ALTA has kept a close eye on data privacy, which was a major focus during the 2019 Advocacy Summit. While on Capitol Hill, attendees told members of Congress that ALTA members already are regulated by GLBA. ALTA has advocated that any federal data privacy and security legislation should provide a carve-out to those subject to GLBA.

ALTA has participated in two coalitions pressing for a single national data privacy standard. These groups include the U.S. Chamber Privacy Working Group and Main Street Privacy Coalition.

Earlier this year, ALTA asked Senate Banking Committee Chair Mike Crapo (D-Idaho) and Ranking Member Sherrod Brown (D-Ohio) to urge Congress to develop uniform rules to guide businesses about how to protect data and help them when it’s stolen.

“Data privacy, protection and collection standards should recognize differences in the sensitivity of the data, the risk of

harm to the consumer if it’s exposed and the reasonable ability of businesses, based on their size, to implement different safeguards,” the letter stated.

ALTA is concerned that consumer data privacy laws that have passed or are pending create standards for businesses that consumers are not willing to follow. One example is pushback from customers when ALTA members implement secured encrypted email communications for real estate transactions.

“We urge policymakers to ensure data privacy laws set reasonable expectations and requirements for businesses when providing services directly to Americans, such as title companies that close consumers’ mortgage loans,” said Diane Tomb, ALTA’s chief executive officer.

ALTA’s letter suggested legislation to direct the Federal Trade Commission to update the privacy notice under GLBA. An updated disclosure could be like the Consumer Financial Protection Bureau’s improvements to consumer mortgage disclosures. These design elements have been incorporated into the new 1003. An updated notice would provide information about which entities the data is shared with and for what purposes. This could aid in building transparency and consumer trust to describe what personal information is collected, why it is requested or needed, how that information is used and shared, and for what purposes.

A national standard should also be established to ensure that consumers are notified of breaches in a timely and consistent manner, ALTA also wrote in its letter. A single federal law would provide consumers with clarity regarding the scope of protection of their personal information and will eliminate disparity in consumer rights and protections based solely on the consumer’s state of residence or location of the business. Data is now typically shared electronically across jurisdictional boundaries.

“The physical location of the consumer or the business should not be a factor in consumer protections. It is important for consumers served by the industry to have the same set of safeguards and protections in place, regardless of the state jurisdiction,” ALTA said in the letter. ■

JEREMY YOHE is ALTA’s vice president of communications. He can be reached at jyohe@alta.org.



ALTA
Market
place

Find Privacy Compliance Solutions
Go to alta.org/marketplace to find companies that offer data privacy solutions and data mapping, as well as services to help you comply with other regulations.

CCPA Creates Significant New Privacy Rights and Corresponding Business Obligations

Consumer Rights	Business Obligations
<p>Right to Know Right to know business's data practices</p>	<p>At or before point of collection inform consumers as to the categories of PI collected and purposes for which PI shall be used</p> <p>Privacy policy, California-specific description of consumer privacy rights, or website must:</p> <ul style="list-style-type: none"> List categories of PI collected / sold / shared about consumers in preceding 12 months by reference to enumerated categories listed in definition of PI Disclose sources from which PI is collected, the business or commercial purpose for collecting/selling PI, categories of third parties with whom business shares PI
<p>Right to know what consumer's rights are under the CCPA.</p>	<p>Privacy policy, California-specific description of consumer privacy rights, or website must:</p> <ul style="list-style-type: none"> Describe consumer's rights under the CCPA, including right to know, right to deletion, right to opt out, right against discrimination and designated methods for submitting requests for information
<p>Right to Access Right to request the business disclose:</p> <ul style="list-style-type: none"> categories and specific pieces of PI collected categories of sources from which PI was collected the categories of PI the business sold / categories of third parties to whom sold categories of PI disclosed for a business purpose business purpose for collecting/selling PI 	<p>Make available two or more designated methods for submitting consumer request, including a toll-free telephone number; businesses that operate exclusively online and have a direct relationship with consumer can provide a designated email address instead of telephone number (AB 1564)</p> <p>Disclose and deliver requested information "free of charge" within 45 days of "receiving verifiable consumer request" looking back 12 months</p> <p>Must "promptly" take steps to determine whether consumer request is from a "verified consumer" but this will not extend the 45 days; authentication should be reasonable in light of the nature of the personal information requested and may deny requests if unable to verify (AB 25)</p> <p>Disclosure must be made in writing and delivered through consumer's account, if maintained (business may not require creation of account), or by mail or electronically at the consumer's option; in a readily usable format</p> <p>PI collected / sold / shared must be disclosed by reference to the categories listed in the definition of PI that most closely describe it</p> <p>If business has not shared or sold consumer's PI in last 12 months, it must disclose this fact</p>
<p>Right to Opt Out Right to opt out of sale of personal information to a third party</p> <p>"Sell" includes "releasing, disclosing, transferring, or otherwise communicating" a consumer's PI to another business or third party "for monetary or other valuable consideration"</p> <p>Minors: Affirmative consent to sale required for consumers 13-16 years old; affirmative consent from parent/guardian required for consumers under 13 years old</p>	<p>Must respect consumer's decision to opt out of sale of PI for at least 12 months before requesting re-authorization of sale</p> <p>If business "sells" PI, it must provide "clear and conspicuous link" on homepage titled "Do Not Sell My Personal Information" that directs to opt-out website</p> <p>Must include description of right to opt out along with separate link to "Do Not Sell My Personal Information" page in privacy policy/California rights page</p> <p>Must ensure all individuals responsible for handling consumer inquiries about business's privacy practices or compliance with the CCPA are informed of consumer's right to opt out and how to direct consumers to exercise right</p> <p>A sale does not occur when:</p> <ul style="list-style-type: none"> Business transfers PI to a third party as an asset that is part of a transaction in which the third party assumes control of all or part of the business When PI is disclosed to a "service provider"
<p>Right to Delete Right to compel business to delete PI that has been collected</p>	<p>Must delete consumer's PI from records and direct any service providers to delete the consumer's PI from their records</p> <p>Numerous exceptions – not required to delete PI if needed to:</p> <ul style="list-style-type: none"> Complete the transaction for which the PI was collected Comply with a legal obligation Detect security incidents / protect against illegal activity Enable solely internal uses that are reasonably aligned with consumer's expectations Otherwise use the PI internally in a lawful and compatible manner
<p>Anti-Discrimination Right for consumer not to be discriminated against for exercising CCPA rights</p>	<p>Cannot discriminate against consumer because consumer exercises CCPA rights, such as:</p> <ul style="list-style-type: none"> Denying goods or services to consumer Charging different prices or rates for goods or services Providing a different level of goods or services to consumer Suggesting that consumer will receive different price, rate or quality for goods or services <p>May charge a consumer a different price/rate or provide a different level/quality of service if that difference is reasonably related to the value provided to the business by the consumer's data. (AB 1355)</p>
<p>Private right of action Consumers whose nonencrypted or nonredacted information is subject to a data breach as a result of the business's violation of its duty to implement and maintain reasonable and appropriate security procedures may institute a civil action.</p>	<p>Encrypt or redact stored information</p> <p>Implement and maintain reasonable security procedures</p> <p>Subject to damages:</p> <ul style="list-style-type: none"> Injunctive/declaratory relief Actual or statutory damages of \$100-\$750 per consumer per incident, whichever greater Consumer must provide business 30 days' written notice and time to cure <p>GLBA exemption does not apply to this right; exemptions for employee information and business contact information do not apply to this right</p>



Unbound

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#ALTA19



Be Authentic and Win

ALTA President Encourages ALTA ONE Attendees to Be Themselves and Tell Our Story

In the movie “Bohemian Rhapsody,” Freddie Mercury’s father says, “good thoughts, good words and good deeds.” It’s a reference to one of the core Zoroaster religious maxims, which reinforces the idea that if you do the right thing, worldly rewards will follow.

Mary O’Donnell, ALTA’s 2019-20 president, mentioned this quote during her speech at ALTA ONE in Austin to remind attendees to be true to themselves when facing constant challenges and changes in the market.

“Would it be cool if life was that simple? But it can be,” said O’Donnell, who also is president of Westcor Land Title Insurance Co. “If we live our lives and businesses by those words, you will be authentic. If you’re authentic, you win. People do business with people. If you say what you think and do what you say, you will be authentic.”

Staying genuine can often be challenging during change. But O’Donnell said the industry’s transformation is already here.

“We’re experiencing change every day, and it’s not going anywhere anytime soon,” she said. “We are constantly thinking about the threats to our industry. What’s it going to look like? What should we do next? Our industry has been around for 125 years—and think about it, we’ve been selling the same product in the same way for 50 years. Most people would say that’s ‘simply unsustainable.’”

Change isn’t solely about disruption or discomfort. It also opens the door to opportunities. O’Donnell encouraged attendees to think about improvements they can make to the process and transaction. Innovation doesn’t just have to be tech-based.

“We all need to be thinking about a shift in our industry,” she added. “Because others are. Investors, outside industries, tech

giants—they all see this multi-billion-dollar industry as ripe for innovation. Whether you’re the size of Westcor or have two employees in rural Kansas, these disrupters are thinking about your business and you should as well.”

To help the industry better understand what’s next and prepare for it, O’Donnell shared the strategic priorities ALTA’s Board of Governors established for 2020 to help the industry:

- Protect customers’ money
- Prepare for privacy laws and regulations
- Prepare for digital closings
- Tell our story
- Engage with agencies focused on federal housing finance policy
- Develop and retain talent

“Over the next year, we’re going to continue to find solutions to protect our customers’ money,” O’Donnell said. “We’re going to maintain and strengthen our relationships with all the agencies creating housing policy at the federal level to ensure ALTA always has a voice and a seat at the table. Digital closings and increased privacy laws will also be a focus as these changes will affect our business for years to come. The need to develop and retain talent is an issue facing each of us, and we’ll work on workforce skills and specialized training to help your business navigate this changing terrain. And lastly, we’re going to keep telling our story as an industry to ensure all our customers really understand what we do to protect property rights.”

The Power of Purpose

Ad Guru Roy Spence Urges ALTA ONE Attendees to Find Their Inspiration

ENTREPRENEUR, AUTHOR AND “AD MAN” ROY SPENCE IGNITED ALTA ONE ATTENDEES’

“epiphany of purpose” during the opening Omni Session.

Spence is known for his culturally uniting marketing campaigns during America’s most challenging moments. He and his teams created the powerful and healing “I Am an American” PSA after 9/11, as well as PSAs with former Presidents George H.W. Bush and Bill Clinton following the devastation of Hurricane Katrina. Spence also united former presidents across party lines after the massive earthquakes in Haiti in 2010, and again to rally Americans behind the victims of Hurricanes Harvey and Irma with the One America Appeal video, which made history by featuring five living former U.S. presidents.

“Thank you for being a force for good,” Spence said during the opening of his keynote. “You and your colleagues and partners and this association wake up every morning with a purpose—ensuring that every homeowner and person who wants to buy property can pursue the American Dream and ensuring it doesn’t turn into a nightmare. You give homebuyers and property buyers in this world of chaos one less thing to worry about.”

Spence encouraged the industry to tell its story because “there’s a story behind the story for all great marketing.”

Co-founder of the GSD&M advertising and marketing agency in Austin, Texas, Spence also is co-founder and CEO of The Purpose Institute. The Purpose Institute is focused on discovering the higher calling and core values that define and shape an organization’s culture and the central purpose that captures the difference an organization makes in the world. Its main goal is to help businesses discover and fulfill their purpose.

Spence highlighted a series of his previous advertising campaigns to effectuate his point that “when you get purpose in your life, more purpose comes into your life.”

“America needs to be driven by purpose not politics,” he said.

Spence shared when he found his purpose. His sister Susan was born with spina bifida. Spence said he pushed Susan in a

wheelchair to and from school for eight years. They spent countless hours together, often listening to the Dallas Cowboys games together.

“After she passed away, I had this epiphany that all these years I thought I had been pushing her. I realized she was pushing me. You don’t need legs to fly. That’s what purpose is all about.”

Spence also told a few stories about how his agency came to work on campaigns such as “Don’t Mess with Texas” and “Bags fly free” for Southwest Airlines. It was the Southwest campaign that

captured the attention of Walmart’s Sam Walton, who requested a meeting with Spence.

Arriving in Arkansas alone, Walton asked Spence where the rest of his staff was.

Spence replied: “There is an old saying in Texas. One riot, one ranger. What kind of problem have you got?”

Walton smiled and hired Spence on the spot.

Not gifted for having strong spelling skills, Spence recalled a paper he had written in middle

school that was rife with misspellings. He received a C-minus on the paper.

A year later, he wrote another paper with multiple misspelled words. This time he got an A-minus. His mom made a bargain with him.

“She told me she didn’t want me spending my life being average at what I was bad at,” Spence said. “She wanted me to spend time at what I was great at.”

His ability to write compensated for poor spelling. Spence’s core message was that everyone’s sense of purpose drives every decision in life.

“Everyone wants purpose in their life,” Spence said. “Every day, you get to protect the American Dream. People want to buy a home or piece of property. You get to help them build their lives. You don’t say that often enough. You’re in the American Dream business.”



From the Dark Web to Wall Street

Cyber Expert Provides Tips to Protect Against Hackers

At Morgan Stanley, Rachel Wilson's job is to make sure every system, network and application the company uses across 600 branches, 15,550 financial advisors and 3.2 million client relationships is as safe and secure as it can be.

As the director of cybersecurity for Morgan Stanley, she knows the threats title and settlement professionals contend with. With cyber threats growing and becoming more sophisticated, Wilson shared her expertise during ALTA ONE on how best to avoid falling prey to scams and attacks.

Wilson spent the first 15 years of her career running counter-terrorism operations at the National Security Agency (NSA). While there, she focused on detecting and disrupting terrorist plots and led the planning and execution of thousands of cyber exploitation operations.



“Cybersecurity is top of mind for all of us, whether we’re thinking about our professional or personal lives,” Wilson said. “Most of us are both scared and a little naive about how much of our data and money—as well as our customers’—is at risk.”

Wilson made the leap to the financial services industry in December 2012 when the Iranian government was conducting denial-of-service attacks on banks in retaliation for sanctions by the United States.

“Iran went up against the Nasdaq. The attacks shut it down for multiple days,” Wilson said. “Because they were shooting cyber bullets at Wall Street, there was not much we could do.”

According to Wilson, the largest risks right now are ransomware and business email compromise scams (often the precursor to wire transfer fraud). To protect themselves, companies should follow sound cyber hygiene by keeping systems fully patched and up to date, having strong authentication and an antivirus product.

“You should outsource email servers to the best athlete around,” Wilson said. “Email security is probably not what you were trained

to do. Leverage the strong authentication options they give you. This is a space where you want to buy American.”

Wilson said there are three bins that authentication information falls into:

- 1. Something you know:** This includes passwords, PINs, combinations, code words, etc. The problem with this is that between all the breaches over the years and everything on social media, the efficacy of this has plummeted, Wilson says.
- 2. Something you have:** This includes all the physical objects such as your computer, phone, keys, USB drives and token devices. Wilson recommends registering items. Having something you know with something you have is known as multi-factor authentication. This is the golden standard, according to Wilson.
- 3. Something that you are:** This includes any part of the human body that can be offered for verification, such as fingerprints, palm scanning, facial recognition, retina scans, iris scans and voice verification. Wilson believes in the value of biometrics.

Not only is it important to protect the devices that are connected to the internet, it’s also essential to know the dangers of how you’re connected. Wilson recommended using additional security like a virtual private network (VPN) and avoiding the use of unsecured Wi-Fi hotspots. An option is to use the LTE channel and hot spot on your phone. This connection is encrypted and much safer, Wilson said.

She also warned about how mobile devices are charged. Wilson said to steer clear of publicly available charging ports or to use data blockers.

“Without protection, there’s a risk of data being stolen off the phone or malware being injected into the device,” she said.

Wilson also raised the alarm about how much physical paper companies have in their offices. She said fraudsters have been forced back to traditional frauds circa 1986.

“It’s the paper that is driving fraud losses,” Wilson said. “If we stopped writing personal checks, I could send half of my fraud department home. Anyone who gets a hold of a check can go to Costco and print them off. In many ways, doing money payments online can be a much safer way of doing business.”

A final tip Wilson offered was to consider having a separate device for high-risk activities.

“By physically bifurcating high-risk data from everything else, you can better protect yourself,” she said. “I have three separate Wi-Fi networks. One just for banking, one for hackable things and a third for guests.”

GenEveryone: Connect With All Generations

MARKETING AND BRANDING INNOVATOR SCOTT STRATTEN took the stage sporting a man bun for the closing Omni Session at ALTA ONE in Austin, Texas.

Why the interesting hair style? Stratten quickly explained.

“My wife loves it. That’s the only reason,” he joked.

From there, the best-selling author and president of UnMarketing took attendees on a roller-coaster of wit and nostalgia to drive home his point that everyone thinks the next generation is the hardest to understand and deal with. But is that true or are we reacting exactly as we always have to new ways of thinking and working?

“Every generation hates the next generation. It’s just law,” Stratten said. “We hate people based on age.

That’s how this works. Generation X was called the slacker generation. Millennials are called the trophy generation. Who’s buying them the trophies? GenX.”

Stratten has transformed how corporations like PepsiCo, Century 21, Fidelity and Microsoft, do

business with radical insights on how to engage customers better through social and viral marketing. Instead of worrying about generational differences, he puts the focus back on what matters the most to current and potential customers—values like trust, authenticity, relationships and service.

“The problem is we rip on younger people,” Stratten said. “The difference is disruption—change without time to resist it. The rate of change is exponentially higher now. Embrace the age of disruption.”

Stratten said potential and current customers want to be listened to, validated and given a platform to be heard—especially online. This is less about age and more about being present and trustworthy.

“Never judge a person based on their age,” Stratten said. “Being an idealist is refreshing. They have hope.”



Lead. Deliver. Protect.

ALTA Members Recognized for Exuding ALTA's Our Values

ALTA ANNOUNCED THE WINNERS OF THE ALTA OUR VALUES AWARDS, which serve as the industry's cultural compass and highlight the core ideals ALTA members embrace.

The four Our Values Awards were presented during ALTA ONE, which was held Oct. 22-25 in Austin, Texas. Each of the three individual awards represent one of the three values:

- **We Lead:** We are the authority in real estate transactions. We innovate for the benefit of our customers.
- **We Deliver:** Our customers trust us to do the right thing, the right way--before, during and after the transaction. We sweat the small stuff to assure that land transfer is accurate, swift and secure.
- **We Protect:** We protect the property rights of those we serve. We reduce risk so our customers have peace of mind.

ALTA expanded the program this year to recognize an ALTA member office or operational team that demonstrates these ideals.

Diane Evans NTP, an ALTA past president and vice president of Land Title Guarantee Co. in Denver, won the We Lead Award for her leadership on the Land Title Association of Colorado's Remote Online Notary Task Force. As the consummate title insurance industry advocate, Evans used her expertise to stand up not for her company, but what she thought was in the best interests of the industry and, more importantly, the consumer. Evans lives the concept of leadership through her tireless work to improve the industry for all.

"The title industry is and always has



been about protecting consumers," Evans said. "Great companies, title agents and underwriters alike know that we have

access to non-public personal information necessary to complete a consumer's real estate transaction. Protection and use of that information is a trust that we should never abuse nor neglect. Assuring regulators, legislators and consumers is critical to creating confidence about our industry and the values we embrace."

Lauren Vanni Kinar, president of First Excel Title in Fairfax, Va., won the We Deliver Award for going the extra mile to ensure her customers' transactions are smooth, safe and on time. She delivered for her customers repeatedly, going out of her way after hours to track down incoming wire transfers to ensure homebuyers wouldn't have to spend the weekend in a hotel room. She also helped a customer's friend find two unreleased mortgage payments so that person could close on a home equity line of credit.

"It is quite an honor to be the recipient of the We Deliver Award," Kinar said.



"By looking at each transaction as if I were in the customer's position, adopting a service-oriented platform helps ensure a successful experience, which aligns with my company's mission. Our customers know we will deliver for them with professionalism and trust us as we strive to exceed industry standards."

Amy Gregory, chief administrative officer and president of the Florida Agency Network, won the We Protect Award for pulling out all the stops to help a real estate wire fraud victim. When a customer was defrauded of \$130,000, Gregory

uncovered where the funds were sent. She even persuaded the U.S. Secret Service to investigate the crime and ultimately retrieved and returned the money. She then went a step further and earned her Certified Anti-Money Laundering Specialist (CAMS) designation to help become a strong resource for other customers.

"With decades of experience, I have seen a vast amount of change and new threats that did not exist years ago," Gregory said. "We have made it our mission to protect



our clients and company, and to create an environment of continuous improvement and awareness. I am truly honored to receive this award"

Liberty Title, which has multiple offices in Michigan and Florida, won the Team Award. Liberty Title's internal motto is, "If we can't close it, no one can ... or should," summing up the company's commitment to their customers. Earlier this year, a customer approached Liberty Title with a title issue that needed resolved. Many companies turned the customer away because of an existing lien. Liberty Title's in-house legal team listened to the customer, explained her options, then closely examined the lien. The legal team found that the lien should have been expunged years ago.

"Working at Liberty Title means being part of a team that works toward one shared goal: protecting the consumer and giving our clients peace of mind with every transaction," said Michele Richardson, president of Liberty Title. "We encourage

each other; we collaborate, not compete. We use our different skill sets to make sure that problems are solved. Collaboration across departments is essential in ensuring that every transaction is handled professionally, sharing our knowledge and expertise along the way, while fostering a collegial environment that makes our colleagues feel like family.”



During the awards ceremony at ALTA ONE, ALTA Immediate Past President Steven G. Day NTP, president of national agency operations at Fidelity National Title Group, as well as Robert J. Grubb, co-founder of Alliant National Title Insurance Co. and vice-chairman of Presidio ATC Holdco LLC, presented engraved awards to each honoree.



ALTA Recognizes Title Companies for Consumer-facing Websites

ALTA announced the winners of the second-annual Title Webbies, an awards program recognizing member companies that have created or redesigned the best title consumer-facing website or page within the past year.

The two Title Webbies were presented during ALTA ONE, the largest annual event for the land title insurance industry. Nominees in the two categories—Best Website-Title Agents and Best Website-Underwriters—were judged on mobile friendliness, overall user experience, social-media integration, image/video use and content quality.

Commerce Title in Baton Rouge and Prairieville, La., was the winner in the Best Website-Title Agents category. Marketing Coordinator Katie Wilcox accepted the award on the company’s behalf.

“A website homepage has the ability to say so much about a business and a brand, and we wanted to take advantage of that and create something that gave the best first impression possible of our company to any potential customers,” Wilcox said. “Our intention was to immediately



and attractively communicate through our website that even though homebuying can be an intimidating process, our ultimate goal at Commerce Title is to make the closing as easy and enjoyable as a piece of cake.”

Additionally, Commerce Title’s homepage gives consumers the impression that their closing is going to be a smooth celebration. The site’s language reassures consumers that Commerce Title has their closing under

control. The website also provides consumers with easy access to title insurance data as well as contact information for every single person in the office.

Old Republic National Title Insurance Co. was chosen as the Best Website-Underwriters winner. Right out of the gate,



Old Republic’s homepage establishes a strong message: “We serve our policyholders with strength, stability and more than a century of experience.” The homeowner section is easy to find and packed with useful information broken up into palatable bites.

“It is an honor to receive this award,” said Carolyn Monroe, president of Old Republic National Title Holding Company. “The redesign and update of our website was a group effort between our marketing department and our operations. Our new website represents a small piece of the projects that we have in progress. The culture of collaboration is alive and well as we strive to better serve our agents and customers.”

Mark Bilbrey, CEO of Old Republic Title, accepted the award during ALTA ONE.

““A fresh, informative and engaging website can make all the difference as it often is the first impression a consumer has of any company,” said ALTA CEO Diane Tomb. “It is incredibly important to ensure consumers understand what happens during the closing process as well as the benefits of title insurance. Congratulations to Commerce Title and Old Republic on earning these well-deserved awards.”

ALTA ONE Experience

To view more photos, go to [flickr.com/photos/altaonline](https://www.flickr.com/photos/altaonline)





PHOTOS BY BARRY SAWYER AND SHAWN SULLIVAN

MISMO Releases ALTA-supported Closing Instructions Templates



For several decades, the title and mortgage industries have tried to develop uniform closing instructions.

However, the goal to create common formatting within the templates to ensure that information pertinent to the closing can be found in the same place in the instructions—regardless of the lender—may be nearing the finish line.

On Oct. 18, the Mortgage Industry Standards Maintenance Organization (MISMO) issued new templates for closing instructions. ALTA and the Mortgage Bankers Association have been working with MISMO to create the templates. In 2017, ALTA formed a development work group to develop the templates.

The templates were created through a collaborative effort across many sectors of the mortgage ecosystem, including title and settlement services companies, escrow companies, national and regional lenders, LOS vendors and document preparation vendors. ALTA's Closing

Instruction Working Group is led by James Lamphere, vice president of title and escrow for HomeServices of America, and Kate Steineman, vice president and business liaison manager for Wells Fargo.

The Closing Instruction Templates include two distinct forms:

- 1. The Master Closing Instruction Template** contains lender instructions that are common to all loans closed for that lender. It includes items such as instructions for conflicts of interest, data security and document destruction, verification of signer identity and recording.
- 2. The Transactional Closing Instruction Template** includes information relating to a specific loan. It includes items such as borrower contact information, property information, critical dates, and conditions and stipulations. MISMO has also developed an

What Can You Do?

- Review and comment on the templates at info@mismo.org.
- Talk to others in the industry and inform them about this effort.
- Talk to your lenders:
 - Ensure they review the templates and provide comments.
 - Ask them when they plan to offer the MISMO closing instructions.
 - Inform them as to how they can get more information.

implementation guide to assist with the adoption of the new templates.

Benefits of common templates include:

- Increased efficiency
- Improved communication between lenders and settlement agents
- Reduction in delays in the closing process
- Improved consumer experience
- Cost reductions
- Fewer document changes for the loan operating system

Lender adoption of the templates is expected to reduce miscommunication and resulting errors that occur at closing due to wide variance in the current formats. The templates focus on the format and organization of closing instructions rather than legal language that a lender may include in the instructions.

The Closing Instruction Templates will be available for MISMO member comment until Dec. 23. Send comments or questions to info@mismo.org.

The closing instruction templates and implementation guide can be accessed at mismo.org/news-and-events/all-news/mismo-issues-standard-closing-instructions-



How to choose new title production software



Wish choosing new software could be this simple?

Whether it's time to move to the cloud, replace obsolete software or you're just ready for the advantages of a modern, innovative title production solution, you know it's time to make a change. But where do you start? Our free webinar will help you identify what's important, what's not, what to look for and what to avoid. Choosing new software will never be simple, but it can be easier with RamQuest.

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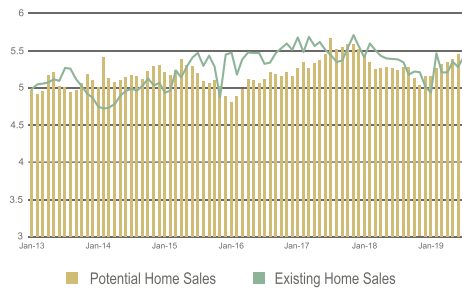
Housing Market Potential

Existing and Potential Home Sales* (in Millions, Seasonally Adjusted Annualized Rate)

5.50 SAAR
Existing Home Sales

5.48 SAAR
Potential Home Sales

+0.4%
Market Performance Gap



*Potential home sales measures what a healthy market level of home sales should be based on the economic, demographic and housing market environments.

National Consumer House-Buying Power

How much home one can afford to buy given the average income and the prevailing mortgage rate

August 2019

\$420,328 **+14.8%**
House-Buying Power Year-Over-Year

Where House-Buying Power is Strongest

Top States and Cities

States

1. New Jersey: **\$553,086**
2. Maryland: **\$544,775**
3. Massachusetts: **\$533,354**
4. Hawaii: **\$531,591**
5. Connecticut: **\$528,283**

Cities

1. San Jose, CA: **\$812,614**
2. San Francisco, CA: **\$726,831**
3. Washington, DC: **\$701,745**
4. Boston, MA: **\$611,141**
5. Seattle, WA: **\$590,405**

Source: Mark Fleming, Chief Economist at First American Financial Corporation

Industry Tells FDIC Ombudsman That TRID Is 'Costly' and 'Confuses Customers'

The Federal Deposit Insurance Corp.'s Office of the Ombudsman issued its 2018 annual report, which included key regulatory issues highlighted by the industry.

In 2018, the Ombudsman Office handled 142 industry cases, many of which were able to be resolved by providing information and assistance for bank-specific questions or issues. The office also conducted outreach visits to nearly 500 external stakeholders, including banks, trade associations, and state banking authorities.

According to the report, the Ombudsman Office found that the top issues were regulatory burdens (26 percent) and the TILA-RESPA Integrated Disclosure (TRID) rule (16 percent).

Feedback and complaints regarding TRID were as follows:

- Disclosure requirements are time consuming and costly and impact mortgage profitability.
- Qualified Mortgage rule restrictions (debt-to-income limitation) make it challenging to fund purchase money residential mortgages.
- Compliance training is a major undertaking and ensuring consistency in application among staff is challenging.
- Disclosure requirements result in a large volume of paperwork and information that confuses customers.

Earlier this year, ALTA Board members Dan Wold and Richard Welshons met with staff at the Consumer Financial Protection Bureau (CFPB) to get a better understanding of what the bureau would like to achieve during its five-year look-back study of TRID.

Under Section 1022(d) of the Dodd-Frank Act, the CFPB must assess all major rules five years after they go into effect to determine how a regulation is measuring up in real life to the goals outlined when the rule was drafted. For TRID, this means gauging how well the rule, "help(s) the

borrower understand the transaction by utilizing readily understandable language to simplify the technical nature of the disclosures.” The assessments generally do not include proposals for regulation changes.

ALTA’s goal will be to provide data that shows how to improve the TRID forms, including fixing the inaccurate disclosure of title insurance fees.

DataTrace Unveils Product to Simplify Refis

DataTrace Information Services LLC recently launched a new product designed to increase efficiency in refinance transactions.

According to DataTrace, TitleQ Streamline provides a rapid pre-screen of title orders on refinance transactions, allowing title companies to optimize production efficiency and underwriting workflow. TitleQ Streamline uses proprietary technology to mine

DataTrace’s title plants and analyze events impacting the subject property since the previous transaction.

Recent Integrations

- **RamQuest** announced that its **Closing Market** digital network is integrated with OR SigningPro. With **OR SigningPro**, title companies using RamQuest have access to a network of mobile notaries. According to a release, these signing professionals meet and exceed industry standards, undergoing annual background checks and meeting certification, training and continuing education requirements.
- **SLK Global Solutions’** property search solution, **SmartProp**, is now integrated with the **Black Knight Exchange** platform. Lenders using Exchange can place and track orders for title searches using SmartProp, a web-based property search platform for ownership and lien reports that provides visibility

into their production system.

- **CertifiD** has partnered with **Vodii’s TxM WireSafe** module, a white-labeled, SaaS, web-based transaction management application that is designed to simplify and secure communication between closing agents and all stakeholders of a real estate transaction. CertifiD also will give Vodii customers the option to authenticate the identity of all parties involved in the wire transfer and obtain up to \$1 million in wire transfer protection.
- **ClosingLock** now offers bank account verification for its clients through an integration with **Plaid**, which builds applications with direct connections to users’ bank accounts. This verification allows closing companies to authenticate their clients’ bank account credentials in real time. Not only are routing and account numbers confirmed, but the names, phone numbers, addresses and emails for the account owner(s) are verified through this integration.

We can Protect you against Costly Allegations

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Linda Bruce

Fidelity Promotes VP, Commercial Account Manager

Fidelity National Title Agency has promoted Linda Bruce to vice president, commercial account manager. She has been a vital member of Fidelity's commercial services sales team for more than 13 years and has 25 years of experience in sales and marketing with high-level customer service. Prior to joining Fidelity, Bruce worked at Showtime Networks.

Kensington Vanguard Names Senior Underwriting Counsel

New York-based Kensington Vanguard National Land Services (KV) recently hired Donald Ende as senior underwriting counsel and executive vice

president of its commercial division. Ende joins KV from Commonwealth Land Title Insurance Co., where for the past 30 years he managed the company's commercial services operations.

Punctual Names Vice President of Sales

Louisiana-based Punctual Abstract recently promoted Pamela Brady to vice president of sales. In her new role, she will be responsible for nurturing relationships with current and potential customers. Brady works with title insurance agencies, real estate attorneys and other customers to deliver abstracts and other settlement-related tools such as estoppel letters, title evidence for portfolio valuation and risk analysis, and foreclosure evidence.

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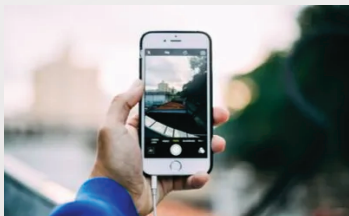


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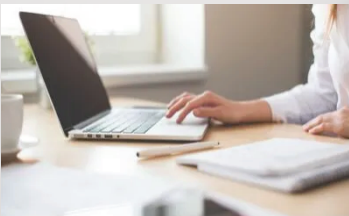
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Know Your Business

NOBEL PRIZE WINNING PHYSICIST AND CHEMIST MARIE CURIE ONCE SAID



MARY O'DONNELL
ALTA president

”Nothing in life is to be feared; it is only to be understood.” That point of view can apply to businesses today. Understanding your company’s susceptibility to disruption will help you make momentous strategic choices.

One of the keys is to not get discouraged by possible threat of disruption, but to consider the opportunities. This is the time to double-down on top-notch customer service. Think about Publix, the largest employee-owned grocery chain in the United States. With an aim to be the premier quality food retailer in the world, the company doesn’t win because they have the greatest technology, but what they have in spades is customer service.

If you’re from the Southeast part of the country, you know that people who love Publix really LOVE Publix. People will go out of their way just to buy groceries at Publix. Why? Because their employees live and breathe helping their customers. If you went home today, would your employees say the same thing or that they are focused on getting a commitment out? Or would they say, ‘I’m focused on creating a wow moment.’ Publix isn’t necessarily developing huge campaigns and wild schemes to better the customer service process. They are simply empowering their employees to do what it takes to ‘wow’ the customer on each visit. Ask yourselves what you can do in your business. We know this business better than anyone and disruption works much better within.

Finding, knowing and capitalizing on your value is very powerful. Think about how Square made its entrance into the established market of mobile payments with known players such Visa, MasterCard and American Express. Square didn’t create disruption. They looked for a sector of the market that was not accepting credit cards. Square discovered that nearly 13 million small businesses in the U.S. did not accept credit cards even though their customers wished they did. Using the concept of value-innovation, Square created a system for mobile payments that let them unlock an ocean of non-customers.

Be that innovator for your customers. Maybe it’s offering a digital closing solution or a secure way to transfer data and money. Maybe it’s something much simpler like sending hand-written thank you notes or giving your customers a phone call. Set your strategic priorities based on knowing yourself and your business. The results will be innovative instead of imitative.

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