

# ALTA Press Release

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**For Immediate Release**

## **ALTA Releases Spanish Language Suite as Part of Homebuyer Outreach Program**

**Scottsdale, Ariz., October 6, 2016** — The [American Land Title Association](http://www.alta.org) (ALTA), the national trade association of the land title insurance industry, released a new Spanish Language Suite as part of its industry education initiative, the [Homebuyer Outreach Program](http://www.alta.org) (HOP).

HOP provides ALTA members with resources to educate homebuyers, real estate agents and lenders about the benefits of purchasing an owner's title insurance policy.

"As the land title industry expands its efforts to better educate consumers and the real estate industry about the benefits of title insurance, it's important to ensure more people have access to ALTA member materials," said Michelle Korsmo, ALTA's chief executive officer. "It's our job to ensure that we reach more people to help them understand the work that title agents perform to protect their property rights. We hope that these additions to the Homebuyer Outreach Program help ALTA members better serve their clients and provide peace of mind to homebuyers."

The HOP Spanish Language Suite includes translations for the most popular education materials.

Launched in 2015, the HOP Homebuyer Guide includes customizable templates, a welcome letter to the homebuyer and PowerPoint presentations for direct homebuyer communication. The Program also includes rack cards for real estate agents, marketing one-pagers, animated digital ads and blog posts for the exclusive use of ALTA members.

For more information about the land title insurance and real estate settlement services industries, please visit [www.homeclosing101.org](http://www.homeclosing101.org).

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### **About ALTA**

The [American Land Title Association](http://www.alta.org), founded in 1907, is the national trade association representing 6,200 title insurance companies, title and settlement agents, independent abstracters, title searchers, and real estate attorneys. With offices throughout the United States, ALTA members conduct title searches, examinations, closings, and issue title insurance that helps protect the property rights of millions of American homebuyers every year.