

ALTA Press Release

Contact: Wayne M. Stanley
Direct Office Line: 202-261-2932
Cell: 765-432-7094
Email: wstanley@alta.org

AMERICAN
LAND TITLE
ASSOCIATION



For Immediate Release

ALTA Launches On-Demand Print Shop to Boost Member Consumer Education Effort

Washington, D.C. – March 17, 2016 — The [American Land Title Association](#) (ALTA), the national trade association of the land title insurance and real estate settlement services industries, launched a [new on-demand print service](#) as part of its Homebuyer Outreach Program (HOP) today.

ALTA's [Homebuyer Outreach Program](#) provides members access to exclusive resources to help educate homebuyers about the benefits of purchasing an owner's title insurance policy. The HOP Print Shop allows ALTA members to easily customize more than 60 HOP resources, download modified digital files for free or order discounted print products for use in their local market.

"As the busy spring homebuying season begins, it's important for ALTA members to clearly and simply communicate the benefits of title insurance to consumers," said Michelle Korsmo, ALTA's chief executive officer. "We are excited to offer this new print service to save our members time and money, while increasing their consumer education efforts. For many consumers, buying a home is the single largest investment they will make in their lifetime. Every homebuyer deserves easy-to-understand information on how to help protect their property rights."

To access the HOP Print Shop, ALTA members can visit www.ALTAprints.com.

For more information about title insurance and the home-buying process, please visit www.homeclosing101.org.

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About ALTA

The [American Land Title Association](#), founded in 1907, is the national trade association representing 6,000 title insurance companies, title and settlement agents, independent abstractors, title searchers, and real estate attorneys. With offices throughout the United States, ALTA members conduct title searches, examinations, closings, and issue title insurance that protects real property owners and mortgage lenders against losses from defects in titles.

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