

HOP Committee Call

Friday February 2, 2018 | 11:00 AM – 12:00 PM |

(712) 451-0200 Access Code: 475454



AGENDA

Welcome, Roll Call and Introductions

HOP Leader Trainings

- We budgeted for 50 people to attend each meeting. Current attendance sits at:
 - **Nashville:** 53 registrants (Room is at capacity); **New Orleans:** 21 registrants, **Minneapolis:** 10 registrants

ALTAprints Numbers *(please see graphs on page 2)*

- We can discuss the numbers if you have questions
- Avenues to get more promotion of our new advertisements
 - We have a TitleNews Ad, looking for ad space on NYCU and TNO

HOP Name Change

- Discussion of changing “Homebuyer Outreach Program” to “Homeowner Outreach Program”
 - Please see attached new logo on Page 3

2018 Goals *(The Pathway)*

- Create digital ads that can be branded with the ALTA member’s logo
- Create HOP Marketing collateral for Seller-pay states
- HOP Licensing Program
- Journey Maps for Marketing Campaigns – to assist small and medium sized agencies in running a successful advertising campaign in all mediums
- Checklist to Evaluate company’s consumer portion of its company website
 - Award Program for companies with best consumer focused website
 - Offer mobile-friendly website wireframe that small companies can use to quickly build their own website
- Develop ALTAprints Quarterly Customer Newsletter that title agents can brand and email or mail to their customers
- Customer Satisfaction Survey Template in Survey Monkey for ALTA members to brand and disseminate to their clients to collect feedback on the closing experience

Next Full HOP Committee Call: Friday, March 2, 2018 at 11:00 a.m. EST