

HOP Committee Call

Friday June 1, 2018 | 11:00 AM – 12:00 PM ET

(712) 451-0200 Access Code: 475454



AGENDA

Welcome, Roll Call and Introductions

Review of Purpose and Scope

The Homebuyer Outreach Program Committee is committed to communicating the benefits of title insurance with homebuyers. The Committee assists with development of simple, clear communication for homebuyers, real estate agents and lenders about title insurance and settlement services.

The Committee is also charged with promoting innovative consumer education, marketing and communication opportunities for ALTA members.

TOPIC OF THE MONTH

CFPB Office of Financial Institutions Meeting at Advocacy Summit and Follow Up Meeting with Office of Consumer Engagement

Committee Members at Advocacy Summit had a great meeting with the CFPB Financial Institutions Office which lead to a new meeting with the Office of Consumer Engagement. We will review this meeting and then workshop ways we can collaborate with the CFPB.

FAQ Flyer for Native American Lands – Should I file a claim?

Consumer Facing Website Award *(Project Update)*

Review and Approve Rules, Criteria, and Prizes for the Consumer Facing Website Award *(attached)*

- Announcing the award the week of June 11
- Name ideas?

Digital Marketing Journey Map *(Project Update)*

First Video Shoot at Innovation Boot Camp, all HOP Committee Members are invited to participate in the filming:

2 Videos

1. Why You Need to Start Leveraging Digital Marketing
2. Homeowner Outreach Program Announcement Video for ALTA ONE

HOP Committee Meeting – July 17, 2018 • Austin, TX

- Waiting for the hotel link and dinner registration link to send out to everyone.

Next HOP Committee Call:
Friday, June 1, 2018 at 11:00 a.m. EST