

HOP Committee Call

Friday September 7, 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

Homeowner Outreach Program 2019

- Refreshed advertisements/ marketing flyers
 - Lender, REALTOR, secondary market focus (LRSM)
- Updated Focus Groups on Lender, REALTOR, secondary market focus
- Membership Survey to see how effective the HOP Campaign has been for ALTA members
- Collaboration with the CFPB on Homeownership Month

Title Webbie Nominees

Will you consider Real Estate Attorney nominations?

Survey Monkey link coming, time frame to pick your top 3?

CFPB at ALTA ONE

We will have Carmen Cruz of the CFPB at ALTA ONE. She will have some booth space next to HOP, and we are working to integrate her more into the Conference.

- HOP and CFPB meeting to discuss June Homeownership Month 2019?
- NAR 2019 opportunities?

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