

ALTA Homeowner Outreach Program (HOP) Committee Report

Chair: Lisa Steele, Mother Lode Holding Co.

Vice Chair: Nancy Hughes, Jackson Hole Title and Escrow Co.

Staff Liaison: Shawn Sullivan

Recent Meetings:

Monthly conference calls the first Friday of the month. The committee last met in person during the HOP Retreat in Austin, TX.

Future Meetings:

The committee cancelled its in-person meeting at ALTA ONE to focus on the promotion of the rebranding of HOP as the Homeowner Outreach Program. The committee will hold its next conference call in November.

Recent/Current Projects:

- HOP Rebrand and Relaunch for ALTA ONE
- Seller Pay States Marketing Collateral
- Digital Marketing Journey Map
- Consumer Facing Website Award
- Message testing or research on market penetration
- New ad development for key audiences
- Continued discussion with CFPB Office of Financial Institutions on ways to educate consumers