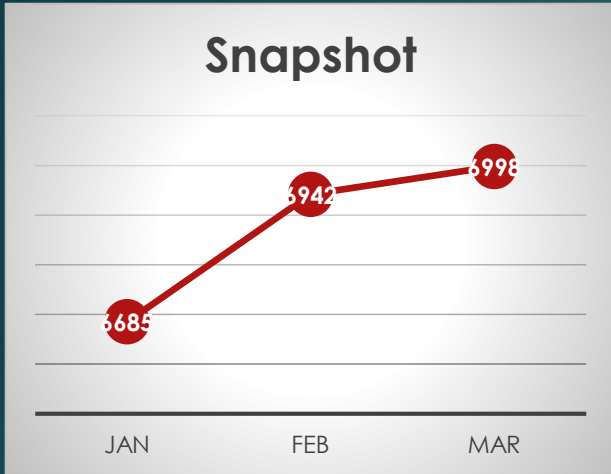


Registry Committee Monthly Update – Mar 2019



Most Southerly Agent Listing
Anchor Title, US VI 18.335° N



Total Locations ⁽¹⁾⁽²⁾⁽³⁾	Unique Companies
6998	2369

- (1) Includes UW Direct Offices
- (2) As of 2/27/2019
- (3) Includes REAs

REA Firms (locations)	REA (Individuals)
34	139

Marketing

- ▶ Conferences
 - ▶ 2019 Mar: Ellie Mae, ALTA SPRINGBOARD, MBA Tech
 - ▶ 2019 Jun: NS3
 - ▶ 2019 Sep: First American NAD Seminar
- ▶ National Mortgage News – Newsletter ads 1/22 – 2/5; web ads to run Q2 – Q4
- ▶ mReport ½ Page Ad to run March 2019
- ▶ Ellie Mae integration PR released
- ▶ MPI Telemarketing campaign: Running total Nov – Feb
 - ▶ Dials/Contacts: 3140/248

Customers

- ▶ Active prospects: 16
 - ▶ 6 Lenders
 - ▶ 3 Technology Vendors
 - ▶ 3 Strategic Partners
 - ▶ 3 Service Providers
- ▶ Onboarding/Due Diligence: 1
- ▶ **New Statistic:**
 - ▶ Opportunities in Cold Call follow up Phase: 32
 - ▶ Several agents have called requesting a listing in response to Huntington Bank requiring an ALTA ID

Technology/Development

- ▶ Reenlistment program – Rebranded Listing Review
- ▶ Integration with Closing Corp – Underway – Tgt Q3
- ▶ Pay Per Click (PPC) Model in development with QuestSoft

Committee Meetings

- ▶ Q1^{3/4}19 F2F 3/19/19 - ALTA SPRINGBOARD 9:00 – 11:00 AM CT
- ▶ Q2 19 Conf Call: 6/27/2019 3:00 - 5:00 PM ET
- ▶ Q4 19 F2F 10/24/2019 ALTAONE

Registry Committee Meetings 2019

2019		Type	Event	Location
Q2 (Q1 ³ / ₄)	9:00 AM- 11:00 PM CT	F2F	ALTA SPRINGBOARD	Memphis TN
Q3	3:00 – 5:00 PM ET	Conference Call		
Q4	3:00 – 5:30 PM CT	F2F	ALTA ONE	Austin TX

ALTA Registry Committee Meeting

Q1 ³/₄ Agenda

- ▶ Scope and Purpose
- ▶ Staff Reports
 - ▶ TAN Membership reminder
 - ▶ Monthly update Q&A
 - ▶ Pay Per Click Initiative
- ▶ Committee Discussions
 - ▶ Listing Review Program Phase 1
 - ▶ Auto Submit Discussion