

ALTA Public Relations Committee Report

Chair: Sandra Bell

Vice Chair: Frank Pellegrini

Staff Liaison: Megan Hernandez

Recent Meetings: May 7, 2020, Virtual

Future Meetings: TBD

Recent/Current Projects:

The PR Committee came up with several ideas to use for a marketing campaign during National Homeownership Month in June. The ideas were passed on to Marathon. Possible campaign ideas included:

- “Buying a Home in Today’s World”
 - Asking other relevant trade associations (such as NAR and MBA) to work with ALTA and explain how we are all working together in today’s COVID-19 environment to keep real estate transactions moving. For example, highlighting Realtors’ virtual showings, mortgage lenders’ online applications, title companies’ curbside, and RON protocols, etc.
 - Challenges: Getting all the associations on the same page.
- “Adapting for You”
 - This campaign would show how the title industry specifically is using digital and other safe means to close transactions. For example, the committee could interview agents to tell their stories about their digital shifts.
 - Challenges: Being clear and succinct about what the industry is doing now, as well as in the future, for homebuyers.
- “Because You’re Home”
 - As so many people are staying home, remind consumers that title professionals help protect that home.
 - Challenges: Ensuring this campaign does not appear self-serving.
- “Nod to First Responders”
 - Thank first responders for keeping us safe, while reminding consumers that our industry is keeping their homeownership safe.
 - Challenges: Being perceived that title professionals believe we are currently as important as nurses and doctors.
- “History”
 - Homeownership has survived other catastrophes over the years (the Great Depression, 9-11, etc.) and has weathered the storm.
 - Challenges: Many consumers still feel the pinch of going into foreclosure during the Great Recession.

Future Activities/Projects:

- Discussed PR needs of the title industry that the committee can help fulfill.
 - The committee members are very concerned about RON/RIN. They would like to create two documents or "checklists": one for title professionals that will provide step-by-step directions on how to handle a RON/RIN closing, which would be housed on ALTA.org, and a second step-by-step checklist for consumers on how to prepare for a RON/RIN closing, which would be housed on homeclosing101.org. They felt putting these lists together would be a good opportunity to work with the Digital Closings Committee. The staff liaison will speak with the Digital Closings Committee during their meeting the first week of June.