

AMERICAN
LAND TITLE
ASSOCIATION



TELL OUR STORY

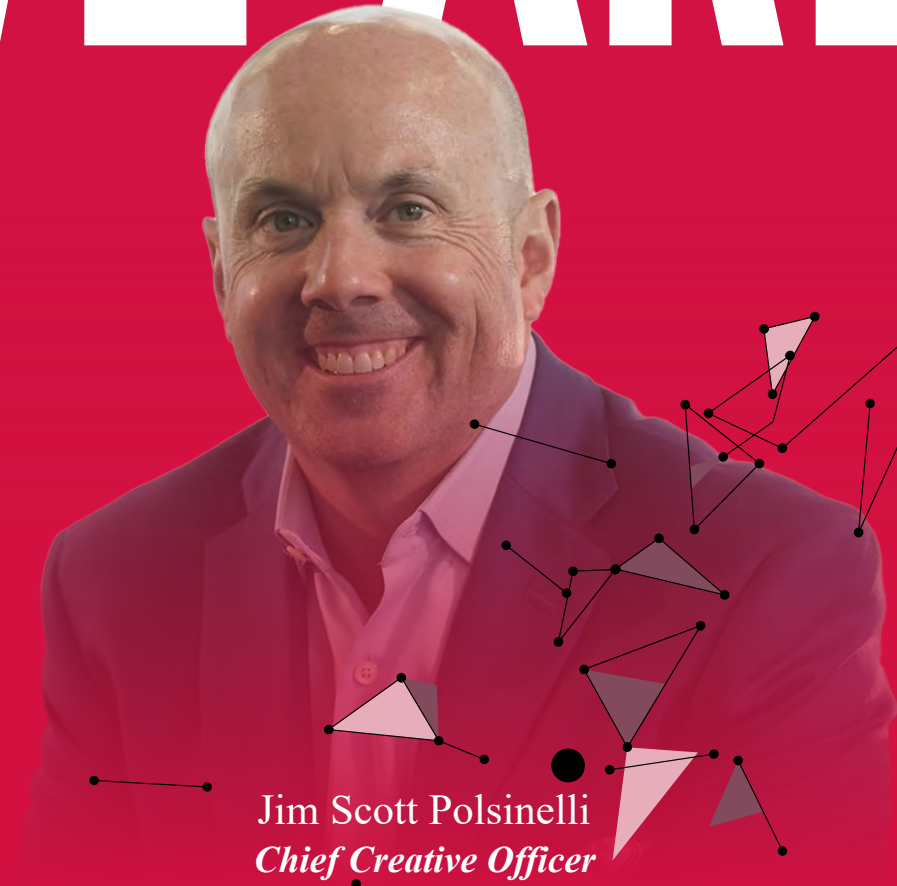
WEBINAR

February 17, 2021

WHO WE ARE



Mary O'Donnell
President/CEO
Westcor Land Title Insurance Company



Jim Scott Polsinelli
Chief Creative Officer
Marathon Strategies

TELLING OUR STORY

CHALLENGES

- Board meeting June '19, we decided to change how we told our story
- Wanted to elevate our profile and engage with key stakeholders
- Issued RFP to find an independent PR agency to offer objectivity and launch a new campaign in '20



TELLING OUR STORY

STRATEGY

- Low interest rates this year have made it so that more people can refinance and save money or buy new homes
- Booming market
- 16B+ industry
- But the pandemic happened, so we had to pivot



TELLING OUR STORY

AUDIENCES



Members



Legislators

GSES

(Fannie and Freddie)

OUR TITLE IS
PROTECTION



A composite image featuring Mike Tyson in a boxing stance on the right side, wearing red boxing gloves. The background is a solid magenta color. Overlaid on the left side is a large, semi-transparent wireframe hand, palm facing forward, with various geometric shapes like triangles and lines scattered around it. The quote is written in white, bold, sans-serif capital letters across the middle-left of the image.

**EVERYBODY HAS A
PLAN UNTIL THEY GET
PUNCHED IN THE FACE.**

– MIKE TYSON

TELLING OUR STORY: CREATIVE CAMPAIGN

VIDEOS



TELLING OUR STORY: CREATIVE CAMPAIGN

DIGITAL ADS



**BEING MORE VIGILANT
AGAINST REAL ESTATE
WIRE FRAUD**

AMERICAN
LAND TITLE
ASSOCIATION **HOW TITLE COMPANIES
ARE MAKING IT SAFER
DURING COVID-19**



AMERICAN
LAND TITLE
ASSOCIATION **PROTECTING OUR COMMUNITIES
HAS ALWAYS BEEN JOB ONE**

**DRIVE-THRU
CLOSINGS**



AMERICAN
LAND TITLE
ASSOCIATION **HOW TITLE COMPANIES
ARE MAKING IT SAFER
DURING COVID-19**

**DIGITAL
CLOSINGS**



AMERICAN
LAND TITLE
ASSOCIATION **HOW TITLE COMPANIES
ARE MAKING IT SAFER
DURING COVID-19**

TELLING OUR STORY: CREATIVE CAMPAIGN

PRINT ADS

AMERICAN LAND TITLE ASSOCIATION

My title:
GOALIE

"Like most real estate title insurance professionals, I'm heavily involved in the community. Others have helped me along the way, and I feel it's important to give back. Whether thru coaching, teaching or volunteering on nonprofit boards, our industry protects our communities."

— David Townsend NTP, MTP, Agent National Title Insurance Company, Missouri

Our Title Is Protection
ALTA.org

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My title:
DREAM MAKER

"Closing day is my favorite day, because I'm able to help homeowners close on the biggest purchase of their financial life. Even though I'm a title insurance lawyer, they want to come in and meet a real human who understands the struggle and sacrifices that it took to get here. So I make it a celebration, because that's what it should be."

— Deborah S. Bailey, Esq., Bailey Holm Legal LLC, Georgia

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My title:
GUARDIAN

"The title insurance industry has always cared deeply about the communities in which we live and work. From making roads and fire-hazard markers for vehicles to donating money to local restaurants and helping the homeless, we're doing our best to give back during the pandemic."

— Mary O'Donnell, Westcott Land Title Insurance Company, Florida

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My title:
OFFENSIVE LINEMAN

"Buying a home is usually the biggest purchase of someone's life. Before our clients buy or refinance a property, our team of title agents go on the offensive, searching for liens, unrecorded claims and hidden records to make sure it can be happily transferred. With title insurance, homeowners get peace of mind that this home is really theirs and no one's going to come after it."

— Maureen Platt NTP, WTP, Olympic Title, Washington

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My title:
BODYGUARD

"Real estate was Hank's Road in a real and serious crime affecting thousands of unsuspecting homeowners. That's why title agents are working harder than ever to keep it safe by educating buyers and sellers from day one, resulting in digital safety protocols and having third-party security firms. We will never stop protecting our clients."

— Andi Babin, Celebrity Title, Texas

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My title:
CLOSER

"The best part of my job is watching someone sign those closing documents with a big smile on their face. When that person looks down with tears of joy, because they're proud that it has the opportunity to own their own home, it's the best feeling in the world. That's why I'm proud to be a title insurance agent and make closing day happen."

— Paula Bachmayer, North Dakota Guaranty & Title Company, North Dakota

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My title:
COACH

"Like most real estate title insurance professionals, I'm heavily involved in the community. Others have helped me along the way, and I feel it's important to give back. Whether that's coaching, teaching or volunteering on nonprofit boards, our industry protects our communities."

— David Townsend NTP, MTP, Agent National Title Insurance Company, Missouri

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TELLING OUR STORY: CREATIVE CAMPAIGN

RESULTS



1M ENGAGEMENTS

on social media



4M IMPRESSIONS

served through social
and mobile advertising



14K CLICKS

to ALTA websites

TELLING OUR STORY: ADVOCACY

LEGISLATORS



- We have reached 80 members of Congress already
- Post-election
 - Educating new members
 - Continuing momentum with current policymakers

TELLING OUR STORY: ADVOCACY

PHILANTHROPY

AMERICAN LAND TITLE ASSOCIATION

G  **D**
DEEDS
F O U N D A T I O N

TELL YOUR STORY: HOW YOU CAN GET INVOLVED

 **American Land Title Association** 



Jun 14 · 🌐

Meet the defenders, private investigators, and guardians of the American Dream. There are more than 120,000 land title insurance professionals. See More





ALTA.ORG 

30.2K Views

 **Brookings County Title Company** 



2d · 🌐

We are here to help you with one of your most exciting purchases! 🏡

 **Paul Jordan** 



Jun 17 · 🌐

A wonderful message from the ALTA...This is what we do each and every day!

 **Kristine Schow** 

Jun 15 · 🌐

Most people don't know what a title company does or what its purpose is in the real estate transaction. As a member of ALTA, Chicago Title works diligently to protect your investment.

 **Jonna Meadows Devaney** 



Jun 20 · 🌐

I would say detective and investigator definitely. But I do love Guardian of the American Dream. Can I start wearing a cape to work.

 **Whatcom Land Title Co., Inc.** 



Jun 17 · 🌐

We are the Defenders, P.I.s and Guardians of the American Dream....we are Title Professionals! Check out this great video featuring our WLT President, [Bill Ronhaar](#).

 **Brookings County Title Company** 

2d · 🌐



We are here to help you with one of your most exciting purchases! 🏡

 **Force Abstracting Incorporated** 

8h · 🌐

These are our clients and your neighbors!

[#TITLE](#) [#ABSTRACTING](#) [#TITLEINSURANCE](#) [#PROTECTION](#) [#RESEARCH](#)

 **North Vernon Abstract** 

1d · 🌐

Protection! It's what we provide for your biggest investment!! 💪👮👮

TELL YOUR STORY: HOW YOU CAN GET INVOLVED



Highlighting title insurance. Expanding your brand. Sharing the joy of homeownership.

HOW TO TELL YOUR STORY



Last year, property closings in America broke records. Title professionals made almost every one of those happen securely and seamlessly. But the fact is, most people don't understand what title insurance is, or why they need it.

As a defender and protector of the American Dream, you have a powerful story to tell through the lens of your employees, who do the leg work of securing titles, and your clients, who start a new chapter of their life on Closing Day. What better way to celebrate than by relaying positive, uplifting messages on social media? In doing so, you can build confidence in your brand, yourself, and the industry.

Your story, your words, and your pictures have emotional power.

This document outlines how you can take ALTA's "Our Title Is Protection" campaign and use it as a base to build your own content.

As an ALTA member, you have access to our downloadable content, which you can use to frame your messaging. Get started by visiting ALTA's "Tell Our Story" page, where you'll find print ads, videos, and assets for the "Our Title Is Protection" campaign, our response to the COVID-19 pandemic, Wire Transfer Fraud and Good Deeds.

We encourage you to share ALTA's posts on [Facebook](#), [LinkedIn](#), and [Twitter](#). Additionally, if you'd like to post your own content, we have outlined sample social media copy in the following section. Feel free to tailor this content to your specific audience. Photos and videos generally get more engagement on social platforms, so we encourage you to either use the suggested image/video or attach your own. Always make sure to get your employee's or client's permission before sharing their pictures or personal information. Remember to tag [@altaonline](#) on Facebook, [@American Land Title Association](#) on LinkedIn, and [@ALTAonline](#) on Twitter, so that we can reshare and amplify your messages!



General

What's your title? For America's 120,000 real estate title insurance professionals, it's protection. We're celebrating the defenders, bodyguards, & protectors of the American Dream alongside [@altaonline](#). [[+Our Title Is Protection Video](#)]

Good Deeds

The land title insurance industry's mission is simple: we lead, we deliver, we protect. Learn more about how [@altaonline](#) members are supporting local communities by visiting [altagooddeeds.org](#).

Wire Transfer Fraud

A mortgage closing scam is every homebuyer's nightmare. Visit [ALTA.org](#) and learn how [@altaonline](#) helps protect millions of families as they make the most important purchase of their lives. [[+ALTA Members Protect Against Wire Transfer Fraud Video](#)]

Don't let wire transfer fraud stand in the way of Closing Day. Learn how [@altaonline](#) helps educate buyers and sellers throughout the process by visiting [ALTA.org](#).

[ALTA.org](#)



in
LinkedIn

General

We are proud of [@American Land Title Association](#) members for continuing to pave the way for increased diversity and inclusion. Women comprise over 70% of employees in the land title industry. They are the defenders, bodyguards, & protectors of the American Dream. Hear how they're strengthening families, neighborhoods and communities.

Good Deeds

We are proud to be title insurance agents, but we are even more proud to be agents of change. Learn more about how [@American Land Title Association](#) members are protecting and supporting communities by visiting [altagooddeeds.org](#).

Wire Transfer Fraud

Wire transfer fraud is the #1 threat to homebuyers each year—Over \$221 million in life savings were stolen in 2019. Visit [ALTA.org](#) and learn how the [@American Land Title Association](#) helps educate and protect homebuyers throughout the process. [[+ALTA Members Protect Against Wire Transfer Fraud Video](#)]

Closing Day

At [@ALTAonline](#), there's no better day than Closing Day. Our members collaborate to provide innovative solutions such as drive-thru closings and remote online notarization. Learn more at [ALTA.org](#).

[ALTA.org](#)



General

We're proud of [@ALTAonline](#) members who continue to pave the way for more diversity and inclusion. Women comprise over 70% of the [#LandTitle](#) industry.

Good Deeds

The land title industry is powered by thousands of [#SmallBusinesses](#) across the nation. Most are family-owned and operated. Learn more at [ALTA.org](#).

Wire Transfer Fraud

The land title industry is home to innovators and defenders who proudly protect families and business owners from risks that may threaten their dream home or property. Learn more at [ALTA.org](#). [[+Our Title Is Protection Video](#)]

Closing Day

From recent grads to seasoned professionals looking for a career change, the [#LandTitle](#) industry offers great opportunities. Learn more at [insert website].

[ALTA.org](#)

QUESTIONS

