ALTA
American Land Title Association

How to be a Title Industry Advocate

Tell Your Story

Your story is your super power. Connect legislative and regulatory issues to your business to show their real-world impact. How will a bill or regulation protect homebuyers, create jobs, or create unnecessary hurdles?

Accuracy and Transparency

Be a source of accurate information to keep officials informed. Make sure to acknowledge opposing viewpoints and come prepared by understanding an official's past work on the issue area. ALTA has great resources to prepare you for any meeting or communication!

Clarity Breaks Through the Noise

Officials hear from many groups, so keeping your message focused will cut through the noise. Go in with a core message to make your point clear, provide prompt follow ups after meetings, and treat staffers as the key advisors they are. Keep conversations professional to build credibility.



Advocacy Methods

- **In Person Advocacy -** Meetings with elected officials and their staff are a great way to share your story. Schedule an individual meeting or participate in a fly-in lobby day, such as ALTA Advocacy Summit.
- **Virtual Advocacy -** Call or email your elected officials' office to let them know how issues impact the title industry. Contact information is publicly available.



Think Local

Elected officials care about what is happening in their districts and states and having messages come from their constituents makes a great impact.

How to Get Involved

- Join the **Title Action Network** (TAN) to tell elected officials about title industry issues.
- Have a personal relationship with an elected official? Join **Congressional Liaisons** to make targeted asks for the industry.

