



## HOP Committee Call

Friday January 5, 2018 | 11:00 AM – 12:00 PM |  
(712) 451-0200 Access Code: 475454

### AGENDA

#### Welcome, Roll Call and Introductions

#### HOP Video Library

- We have launched the HOP Video Library on ALTA.org and the ALTA YouTube Channel.
  - [Don't Let Your Deal Crumble at Closing](#): 326 Views
  - [Title Insurance is Where the Smart is](#): 383 Views
  - [5 Reasons You Need Title Insurance](#): 578 Views
  - [Protect Your Money from Wire Fraud Schemes When Buying a Home](#): 17,234 Views

#### HOP Leader Trainings

- We budgeted for 50 people to attend each meeting. Current attendance sits at:
  - **Nashville**: 29 registrants; **New Orleans**: 11 registrants, **Minneapolis**: 3 registrants
- Will have a banner ad running on NYCU and ALTA website

#### HOP Leader Requirements

1. HOP Leader must fulfill requirements yearly and attend one HOP Leader Training every 3 years to stay on the HOP Leader List
2. Proposed Requirements for HOP Leaders.
  - a. HOP Leaders must earn 6 pts per year to remain a HOP Leader.
  - b. Extra points cannot be transferred to the next year

| Activity   | Section   | Maximum Limits |
|--|-----------|----------------|
| <b>Speaking Section - mandatory 4 pts must come from this section</b>        |           |                |
| Host Inter-office Training   | Section A | n/a            |
| Attend In-Person HOP Training  | Section A | 3              |
| Lead Training for Industry Partners (i.e. REALTOR Board, Lenders, etc . . .) | Section A | n/a            |
| Participate in Homebuyer Seminar   | Section A | n/a            |
| Speaking Event on Consumer (Industry)  | Section A | n/a            |
| Speaking Event on Consumer (Non-industry)                                    | Section A | n/a            |

|   |           |   |
|---|-----------|---|
| <b>Media Section - Maximum # of points from this section is 2</b> |           |   |
| Social Media Post (Facebook, Instagram, Twitter)                  | Section B | 2 |
| Blog Post   | Section B | 2 |
| Publish Consumer Article  | Section B | 2 |
| Attend Quarterly HOP Leader Webinar                               | Section B | 2 |

- Any Changes, additions, questions?

#### **HOP Box Future**

- The Box has been added to ALTAprints site
- Print shop is increasing the price from \$120 to \$215  
(*this also cuts out ALTA's 10% cut*)
- Do we pursue an increased price?

#### **Digital Ad Materials**

- Working with Corporate Press to create the site
- Users of ALTAprints will be able to use the logos they have already uploaded into ALTAprints software

#### **Question, thoughts or musings for the group**

**Next Full HOP Committee Call: Friday, February 2, 2018 at 11:00 a.m. EST**

# Minutes from HOP Committee Call December 1, 2017

## Welcome, Roll Call and Introductions

### ALTAprints Update

The HOP Box is in process of being moved to the ALTAprints website, it currently resides on the ALTA Store. The user will now be able to order larger quantities of the HOP Box Materials (50 – 1,000 copies of items in the HOP Box).

Happening in tandem with the HOP Box is the creation of the ALTAprints Archive. The archive will clean up the front page of our site and make it easier for the user to find the most popular items on ALTAprints. The being moved to the archive are:

- Sweat the Small Stuff – *Advertisement, Poster, Industry Rack Card*
- Industry Doorhangers
- Tips for Talking Title – *Marketing Flyer*
- Whatever You Call Home – *Advertisement, Poster*
- Blueprint - *Advertisement, Poster*

### NAR Convention Recap

Lisa Steele, Nancy Hughes, Linda Grahovec, Jeremy Yohe, and Shawn Sullivan attended the NAR Convention in Chicago this year. The NAR Convention was a great success with REALTORS really interested in the Wire Fraud Rack Card. We talked to at least 1,000 conference attendees and collected over 500 business cards. We will send an email to these attendees with a reminder about the REALTOR Prints website and the wire fraud rack card.

### HOP Committee Survey Results Overview

We reviewed the 2018 HOP Committee Strategic Priorities Survey results. You can review the results at this link: <https://www.surveymonkey.com/results/SM-ST9GBFNW8/>

Highlights are:

- Message and Scope & Purpose are still correct and relevant. It is the message of HOP that needs to be amplified;
- We need to focus our message more on our audience, and then create more audience specific materials;
- More education;
- We need more outreach to industry partners and communities;
- More focus on REALTORS and Lenders;
- Keeping the HOP Box got a weak yes (50%), but a lot of committee members like the idea of moving away from the HOP Box and instead offering a discount for purchasing multiple items (i.e. 20% discount for buying 4 or more items from the store).

The highlights also brought out a question about the name of the committee. There is a feeling among committee members that the word, "homebuyer" significantly limits our outreach efforts to first-time homebuyers; not homeowners, home sellers, industry

professionals, etc . . . We proposed changing the name to “Homeowner Outreach Program”. This idea received a lukewarm reception. The name moves in the right direction but still does not encompass every customer we are trying to reach. The “right word” has not been found yet.

## **HOP Leaders**

Wayne Stanley from Bowe Digital gave the committee a verbal rundown of the sessions and timeline for all 3 HOP Leader Trainings, the current agenda is attached. We also discussed the 2 buckets of focus for the meeting:

- Training/onboarding employees
- Effectively talk to customers

Bowe Digital has been contracted with managing the HOP Leader Program for 2018. This includes setting up the agenda for the HOP Leader Trainings, and handling the administrative work for the HOP Leader Program.

Bowe Digital will send quarterly reminders to the HOP Leaders tracking their requirements. The committee decided to use an email address [hopleaders@alta.org](mailto:hopleaders@alta.org) and to request photos of public speaking events as proof of speaking and to use for marketing material about HOP Leaders.

Some HOP Leaders errantly feel that they would be given more speaking opportunities as opposed to going out a getting those opportunities themselves; there has never been anything in writing promising speaking opportunities. The committee decided that we need to do a better job of marketing and reminding the HOP Leaders that they have the training to set up their own meetings. This will be a sub-topic for HOP Leaders in the upcoming trainings.

We also discussed the standards and current model for HOP Leaders, as well as, some misconceptions with the 2017 HOP Leader program. Eric Schneider suggested moving away from the current strict structure of HOP Leader Requirements to a points-based system like ALTA established for the NTP Designation. This idea was favored by the committee members on the call, and we are moving forward with this system. You will find a copy of a rough draft of this system in the committee notes.

The committee also decided that every HOP Leader must attend one HOP Leader Training every 3 years to stay on the HOP Leader List. Beginning in 2018, if the HOP Leader fails to meet the requirements they will need to take the in-person training again to be a current HOP Leader.

## **Digital Materials**

One of the items that came to light in the HOP Committee Survey was a need to focus on more digital content, including advertisements. We are currently searching for the “ALTAprints of digital media”. The basic idea is to find a system where we can host our digital ads, the system will:

- static images with key phrase and blank space to add your own logo to the file;

- we will have several ads of various standard sizes (built on [IAB Standards](#));
- We will also create a social media section where the user can create social media images for Facebook, Instagram, Twitter, etc . . . ;
- Text in ads will NOT be editable.