

HOP Committee Call

Monday March 19, 2018 | 2:00 PM – 4:00 PM | Industry 4

(712) 451-0200 Access Code: 475454



AGENDA

Welcome, Roll Call and Introductions

Review of Purpose and Scope

The Homebuyer Outreach Program Committee is committed to communicating the benefits of title insurance with homebuyers. The Committee assists with development of simple, clear communication for homebuyers, real estate agents and lenders about title insurance and settlement services.

The Committee is also charged with promoting innovative consumer education, marketing and communication opportunities for ALTA members.

LAST MONTHS TOPIC UPDATE

Journey Maps for Marketing Campaigns – to assist small and medium sized agencies in running marketing & awareness campaigns in all mediums.

TOPIC OF THE MONTH

Consumer Facing Website - Checklist to Evaluate your company's consumer portion of your company website

1. Wireframe

- a. Offer website wireframe that small companies can use to quickly build their own consumer portion of their company website
- b. Develop language based off of HOP marketing materials to help ALTA members develop clear and concise communication message for consumers on their websites

2. Consumer Website Checklist

- a. Checklist to Evaluate company's consumer portion of its company website

3. Consumer Facing Web Page Award

- a. Award Program for companies with best consumer focused website

HOP Name/Brand Change

Homeowner Outreach Program

What are the issues we need to address with the name change?

HOP Committee Meeting – June 2018

Proposed Meeting on June 21, 2018 in Minneapolis

- Progress report on where we are with our 2018 Goals
- Discuss 2019 Priorities

Next HOP Committee Call:
Friday, April 6, 2018 at 11:00 a.m. EST