

# HOP Committee Call

Friday May 11, 2018 | 11:00 AM – 12:00 PM ET

(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.

## TOPIC OF THE MONTH

### Seller Pay State Marketing Collateral

According to data from 2011 at least 19 states are considered seller pay states. The purpose of this call is to help develop language and visuals to help in the creation of marketing collateral for use by ALTA members in these states. Bowe Digital is contracted to help develop these items.

## ALTA Prints UPDATE

- **Rack Card Size** - there have been a few complaints about the size of our rack cards and being able to use a rack card holder.
- **Mailing Discount** - We have a new discount for bulk buying ALTA prints items. Free ground shipping when you buy \$250 worth of product from ALTA prints, this equals 3 items.

## HOP Committee Meeting – July 17, 2018 • Austin, TX

We will use our time together to discuss the progress on several items:

- Digital Marketing Roadmap
- Consumer-facing Website Award
- Seller-pay State Collateral
- HOP 2.0 Rebrand



**Next HOP Committee Call:  
Friday, June 1, 2018 at 11:00 a.m. EST**