

Contact: Megan Hernandez
Direct Office Line: 202-261-0315
Email: mhernandez@alta.org

For Immediate Release

ALTA Renews CertifID as Elite Provider

Washington, D.C., March 8, 2023 — The [American Land Title Association](#) (ALTA), the national trade association of the land title insurance industry, announced it has named [CertifID](#) as an ALTA Elite Provider.

ALTA's [Elite Provider Program](#) features distinguished service providers committed to furnishing extensive benefits to the title insurance and settlement services industry. Elite Providers promote the highest industry standards and provide effective solutions for ALTA members' critical needs.

"As an ALTA Elite Provider, CertifID has shown its dedication to the title and settlement services industry," said Diane Tomb, ALTA's chief executive officer. "It is more important than ever for ALTA to supply its members with innovative service providers that are actively engaged in creating state-of-the-art, customized solutions—and for those solutions to help protect industry professionals as well as consumers. The Elite Provider Program calls for our premiere providers to complete a comprehensive application process, which includes furnishing ALTA with member recommendations as well as financial statements. This extensive practice proves Elite Providers, like CertifID, can add value for our members and make their businesses more profitable."

CertifID was started after co-founder Tom Cronkright's and his business partner's large title agency Sun Title was hit by wire fraud in 2017. CertifID protects title agents and their customers from wire fraud with an identity verification SaaS platform, insurance and proven recovery services. CertifID safeguards billions of dollars every month and provides further peace of mind with up to \$1 million in direct insurance coverage on every wire it protects.

An ALTA Best Practices Pillar II company, CertifID offers ALTA members 10 percent off their first-year annual licensing fee.

For more information about the Elite Provider program or to apply, please visit www.alta.org/elite.

###

About ALTA

The [American Land Title Association](#), founded in 1907, is the national trade association representing more than 6,300 insurance companies, title and settlement agents, independent abstracters, title searchers, and real estate attorneys. With offices throughout the United States, ALTA members conduct title searches, examinations, closings, and issue title insurance that protects real property owners and mortgage lenders against losses from defects in titles.