

# ALTA Press Release

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**For Immediate Release**



## American Land Title Association Unveils Our Values Initiative

Washington, D.C., October 11, 2017 — The [American Land Title Association](http://www.alta.org) (ALTA) is proud to announce the land title insurance industry's Our Values initiative, which serves as the industry's cultural compass and highlight the universal core ideals ALTA members embrace.

"In business and in life, values dictate behavior—they guide people in deciding what is right from wrong, and they help companies to achieve their missions and goals," said Steven G. Day, ALTA's 2017-18 president-elect. "Roy Disney, Walt Disney's elder brother once said, 'It's not hard to make decisions when you know what your values are.' This is so true. When you truly understand your values, your actions come naturally. We must promote these standards and look to make them a part of our everyday discussion in our organizations, our local markets and across our industry."

The values are:

- **We Lead:** We are the authority in real estate transactions. We innovate for the benefit of our customers.
- **We Deliver:** Our customers trust us to do the right thing, the right way—before, during and after the transaction. We sweat the small stuff to assure that land transfer is accurate, swift and secure.
- **We Protect:** We protect the property rights of those we serve. We reduce risk so our customers have peace of mind.

To develop the values, ALTA spent more than a year listening to members to understand the pride they take in their work helping consumers close real estate transactions and protecting property rights. These conversations served as the foundation of Our Values and reflect the enduring, memorable and aspirational values of ALTA members.

"A company's values are the cornerstone of its culture," said Michelle Korsmo, ALTA's chief executive officer. "While things such as best practices are what companies do, values define a company. They set you apart from the competition, make you unique and are essential to achieving an organization's goals. Since 1907, ALTA has served as the lighthouse for an industry that provides the most efficient land transfer system in the world, which fuels a strong economy and allows homeowners to build wealth. We're proud to represent businesses that working to protect property rights and provide peace of mind."

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### **About ALTA**

The American Land Title Association, founded in 1907, is the national trade association representing more than 6,300 title 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 helps protect the property rights of millions of American homebuyers every year.