



TLTA AND ALTA
ARE PARTNERING TO BRING YOU



HOW TO GROW YOUR BUSINESS WORKSHOP

CRITICAL FOR ALL TITLE INSURANCE PROFESSIONALS

We all know the importance of title insurance, right? But it's a complex and multi-faceted product that's often misunderstood. Sometimes we have a hard time explaining it in understandable terms, thus compounding the problem.

Enter the Homebuyer Outreach Program, designed by ALTA to help overcome this hurdle. In this workshop, you'll learn how to boil down the benefits of title insurance into simple terms that make sense. Hear this very timely message from these experts who will show you how you can transform your message and educate your customers, industry partners and elected officials on the key benefits of our product.

DISCOVER HOW THE ALTA HOMEBUYER OUTREACH PROGRAM (HOP) CAN HELP YOU:

- **Communicate the benefit** of title insurance more effectively
- **Reach more homebuyers, real estate agents and lenders** using customized outreach materials
- **Reduce costs** by learning advertising best practices and pitfalls
- **Measure the results** of our outreach to homebuyers

SAN ANTONIO WEDNESDAY

DEC. 7, 2016
1 TO 5:15 P.M.

\$325/attendee

▶ LOCATION

Hyatt Regency Hill Country
9800 Hyatt Resort Drive
San Antonio, TX 78251

▶ REGISTER ONLINE

▶ RESERVE ROOM

▶ CE CREDITS

2 hours Escrow credit
1 hour MCLE

SPEAKERS

Wayne Stanley
Director of Public Affairs
American Land Title Association

Lisa Steele
Executive Vice President
Mother Lode Holding Company

Jack Rattikin, III
President/CEO
Rattikin Title Company Fort Worth

"The workshop was **WONDERFUL!** We couldn't stop talking about all the great ideas it generated and are looking forward to implementing them soon!"

- Previous HOP Attendee

SCHEDULE-AT-A-GLANCE

12:30 p.m.	Registration Opens & Check-in
1 p.m.	Foundation for Innovation
1:20 p.m.	Pitfalls in Selling Title Insurance to Homebuyers
1:30 p.m.	Educating Consumers on Benefits of Owner's Title Insurance
2:35 p.m.	Consumer Complaints and Marketing Law
3:50 p.m.	Customizing Your Message to Best Educate Consumers
4:30 p.m.	Leave With a Plan of Action
5:15 p.m.	Adjourn

WHO SHOULD ATTEND?

Anyone who works on marketing, sales, education, training and communications for your company should attend this interactive workshop.

GET MORE INFORMATION

Learn more about ALTA's new member-exclusive Homebuyer Outreach Program by visiting www.alta.org/homebuyer.



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▶ MAIN CONTACT

Confirmations will be emailed to registrants approximately five days prior to the seminar. You may also confirm your registration by checking the pre-registration list on the TLTA website. If confirmation is not received, call TLTA at 512.472.6050.

Main Contact Name _____ Company _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

▶ PARTICIPANT INFO

Attendee #1 full name _____ Email _____

Attendee #2 full name _____ Email _____

Attendee #3 full name _____ Email _____

▶ REGISTRATION DETAILS

PROGRAM	# GUESTS	TOTAL
How to Grow Your Business with HOP _____	x	\$325 = _____

▶ PAYMENT INFORMATION

Mail with your check made payable to TLTA or fax with credit card payment:
TLTA | 1717 W. Sixth St., Ste. 120 | Austin, TX 78703 | FAX 512.472.5931

Credit Card Payments (please check one):

Visa
 MasterCard
 AMEX
 DISCOVER

Card Number _____

Exp. Date _____

Name on Card _____

Signature _____

▶ CANCELLATION POLICY

The registration fee, less a \$25 cancellation charge, is refundable if notice is received by Nov. 24, 2016. (Emails or Faxes only: education@tltta.com or 512.472.5931)

No-shows will not be refunded, however substitutions may be made. Space is limited, so please submit your registration early!

▶ NOTES

This information is being provided by TLTA for educational and reference purposes only, and is not intended to represent the only approach to any particular issue.

This information should not be construed as legal, financial or business advice from or on behalf of TLTA, and users should consult their own legal counsel and subject-matter experts to ensure that any policies adopted or actions taken meet the requirements unique to their company. TLTA sponsors this seminar to contribute to the continuing education of its members and others. In keeping with TLTA policy, participants must exercise independent judgment in deciding how to conduct their business.

If you require special assistance to attend this seminar, email education@tltta.com

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