HOP â?? the FREE Marketing Resources Every Title Agent Needs at their Fingertips!

Description

By: Tina Merritt

What is HOP? HOP is ALTAâ??s Homebuyer Outreach Program; a valuable resource for title agents looking to educate consumers, real estate agents and other parties about the importance of title insurance and the closing process. By providing clear and concise information, HOP helps demystify the often misunderstood aspect of the title and closing role in the real estate transaction.

As a benefit to ALTA members, HOP provides free materials, many of which are fully customizable to add your logo, branding and a unique message. In addition, most of the more popular marketing items have been translated into 7+ different languages to better serve non-English speaking clients.

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In addition to print materials, ALTA also offers online and social media items to help with your online marketing campaigns. Take advantage of the HOP Social Media Marketing Calendar to highlight key reasons why title insurance is important and encourage engagement.

Our most recent marketing item for title agents is a video that highlights the everyday superheroes in our industry: YOU! Itâ??s a fun, fast-paced look at how title professionals protect what matters most â?? property rights and peace of mind. This video can also be customized and used to promote your business.

Want to learn more about how you can be an expert marketer for your company and gain access to even more marketing solutions for our industry? Attend one of our upcoming training sessions to become a HOP Leader!

We are constantly seeking new projects to undertake, and as a committee, we donâ??t always have the solutions. Feel free to take this brief two-question survey and share your needs for consumer marketing.

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Tina Merritt, Vice-Chair
ALTA Homebuyer Outreach Program

Tina Merritt has been in the real estate industry for over 27 years. As a Virginia Certified Title Settlement Agent (VCTSA), she has been involved at the state and national levels of our industry, promoting the Title Agentâ??s role as an educated and valued part of the real estate transaction. Tina currently serves as Vice-Chair of the Homeowner Outreach Program Work Group at the American Land Title Association and has been a Certified HOP Leader since 2017. She is currently Director of Business Development for Premier Title of Virginia and resides in Blacksburg.

Category

1. Digital Marketing
2. Members
3. Settlements
4. Uncategorized

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