Title Chat
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ALTA Launches Title Industry Consumer Initiative

We took a long summer vacation this year but now want to get back in the swing of things and Chat about what the title insurance industry is doing to counter the negative newspaper and other reports about our industry. Last month the American Land Title Association (ALTA) launched an effort to respond to these reports. ALTA is asking for all of its agent and insurer members to become familiar with the initiative and to bring it to our local customers throughout the country.

If you go to the ALTA website (http://www.alta.org) you will find reference to the initiative in the left hand column on its home page. The article on the web site contains a link to another web site entitled *Home Closing 101* (www.homeclosing101.org) which contains explanations on:

- the closing process;
- closing costs explained;
- real estate resources;
- what is ALTA?;
- test your knowledge;
- a real estate glossary;
- shopping for title insurance; and lastly
- why you need title insurance.

We think it is an excellent presentation. Let your associates and customers know of ALTA's initiative and where and how they can access the information

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