

TODAY'S SPEAKER

Chris Morton

Senior Vice President of Public Affairs & Chief Advocacy Officer

American Land Title Association



OUR MISSION



Advocating on behalf of our members' and the industry's interests



Providing education and information to our members



Offering networking opportunities



Creating and promoting professional industry standards



OUR

PRIORITIES



TELL OUR STORY



SERVE OUR COMMUNITIES WITH PURPOSE



ATTRACT, DEVELOP, AND RETAIN TALENT



ADDRESS THREATS TO OUR CUSTOMERS' PRIVACY AND INVESTMENT



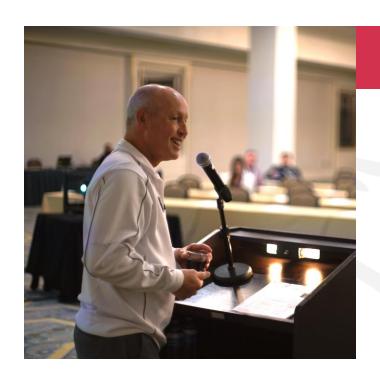
NAVIGATE THE DIGITAL ENVIRONMENT



DRIVE REAL ESTATE INDUSTRY COLLABORATION



Strategic Priority 1



Tell Our Story



Expand the public awareness campaign started in 2020



Enhance relationships and understanding of our industry



Support for advocacy efforts

TELLING OUR STORY

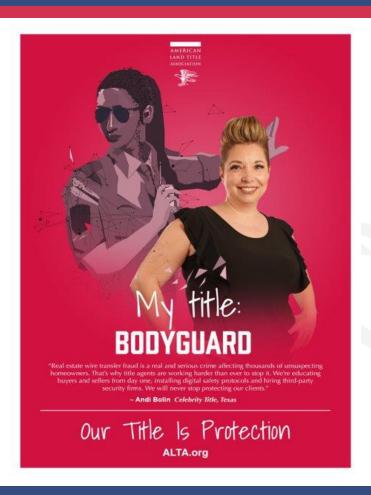
CAMPAIGN

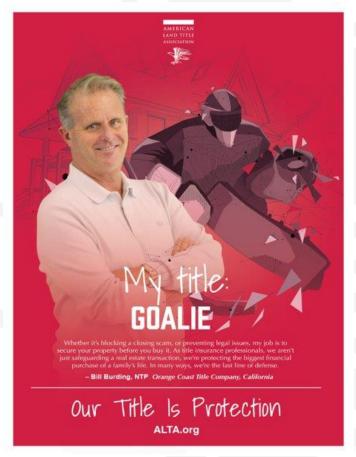
- Theme: Our Title is Protection
- Helping customers and communities
- It's about all of you





What's Your Title?









TELL OUR STORY CAMPAIGN AT A GLANCE - CREATIVE

Ads and infographics





Videos

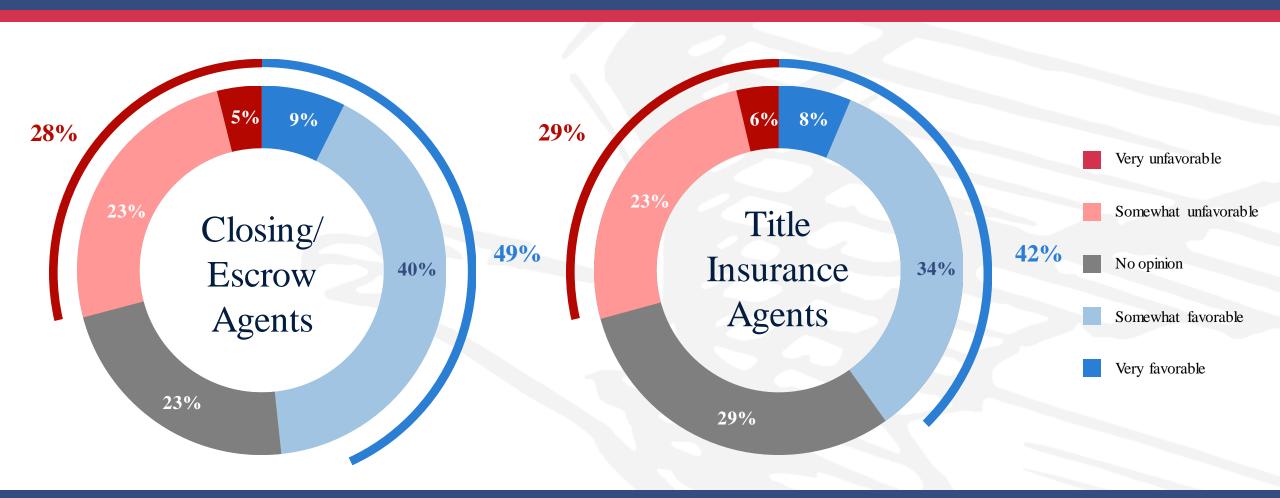








OPPORTUNITY TO EDUCATE POLICYMAKERS





Strategic Priority 2

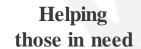


Serve Our Communities With Purpose











We Lead, We Deliver, We Protect.



Over \$900K raised



Text GOODDEEDS to 44321 to Donate Today!

Strategic Priority 3

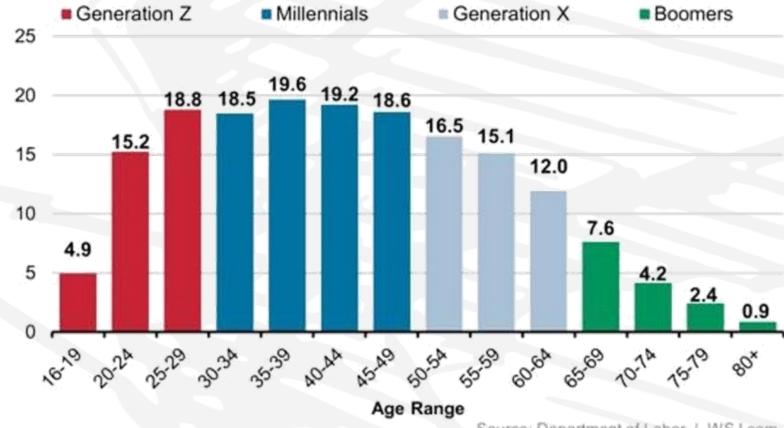




Why This Matters

The Workforce in 2030

Projected size of U.S. labor force (in millions) by age, for the year 2030







Title Industry Statistics



Average wage of \$75,000



Employs approximately 143,000 Americans

Source: Bureau of Labor Statistics





ALTA.ORG/HUMAN-RESOURCES



Strategic Priority 4

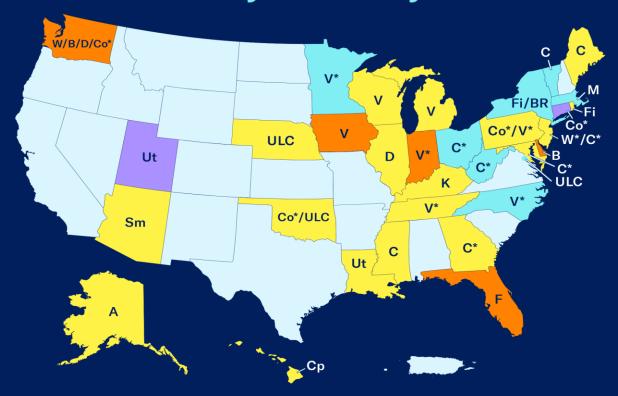


Address Threats to Our Customers' Privacy and Investment



Privacy: National & Local Issue

State Privacy Activity in 2022**



- Carrying Over 2021 Legislation
 - Legislation Introduced in 2022
 - Passed One House in 2022
 - Signed into Law in 2022
- (B) Broker Bill
- (ULC) Uniform Law Commission Model
- (K) Kentucky Model

- Fi) Fiduciary Model
- F Florida Model
- (C) CCPA Model
- W Washington State Model
- (Sm) Social Media/Search Engine
- Tr) Transparency Model
- (Cp) CPRA Model

- (M) Massachusetts Model
- BR) Bill Of Rights
- V Virginia Model
- (Co) Colorado Model
- Co) Colorado Mode
- (D) Do Not Track
- (A) Alaska Model
- (Ut) Utah Model



^{*}While this state legislation follows the basic model, it does have some differences like deletion or opt-in rights

**All information subject to change

Strategic Priority 4



Address Threats to Our Customers' Privacy and Investment

REDACTION OF PERSONAL INFORMATION FROM PUBLIC RECORDS A GROWING TREND

- Federal and state legislative efforts
- Balance to protect at-risk individuals and preserve records
- Minnesota, Arizona successful

Efforts to Help Reduce Wire Transfer Fraud





ALTA RESOURCES

General Tips to Protect Your Agency



Education



Protect email



Require wire information in person



Insurance policy



Response



Infographic



PPT



Video

ALTA Outgoing Wire Preparation Checklist



Provide the source of the wiring instruction



Verify instructions received by email or from someone other than the payee



Verify delivery of wired funds



Strategic Priority 5



Navigate the Digital Environment



Promote Digital Closings & RON



Advocacy: Secure Notarization Act





ALTA REGISTRY



* ALTA The national registry of title and settlement companies

1-855-618-2582

Home



Registry Download

Administration •

About

Contact

Company Name



Company Information

ALTA ID

1234567

Website

www.thaddeustitle.com



Strategic Priority 6



Drive Real Estate
Industry Collaboration



MORTGAGE BANKERS ASSOCIATION









2021 ALTA Policy Forms

- Why are the forms being updated?
- Effective date: July 1, 2021
- What will change in the new policies?
- Expect changes to other forms
- How do new Forms get adopted?
- How can you prepare?

ALTA.ORG/POLICY-FORMS



TITLE ACTION NETWORK



Get Involved in Advocacy

- Title Action Network is FREE
- Renew your membership annually
- Take action on state and federal advocacy alerts

Join at ALTA.ORG/TAN or text TAN to 50457



Importance of Maryland in Congress

- 8 House Members, 2 Senators
- Key Leaders
 - Senate
 - o Ben Cardin (Finance) Tax Policy, 1031s
 - Chris Van Hollen (Banking) CFPB, FHFA, FinCEN
 - House
 - o 1 member in House Leadership (Hoyer)
 - 1 member on Energy and Commerce (Sarbanes) Data Privacy, SECURE Notarization Act
 - o 1member on Judiciary (Raskin) SECURE Notarization Act



Greater Political Engagement Needed

- 6 Maryland ALTA Members are Congressional Liaisons, 193 TAN members
- 14 Maryland ALTA Members donated \$8,445 to TIPAC in 2021
- 9 Maryland ALTA Members pledged/donated \$9,125 in 2022
- TIPAC has contributed \$16,500 to Maryland Delegation member campaigns in 2021-2022



Upcoming ALTA Events



Oct. 11-14 | Coronado, Calif. Hotel del Coronado





