



Robin Cardella, J.D.
Director Business Development

TitleTap®

Market Title Insurance Like Beer: Proven Ways to Market Your Title Agency or Law Firm

Understand Market-Trends

Refis

-46%

Sales

-16%

Attomdata.com
June 9,2022

Fannie Mae Housing Forecast 8/22

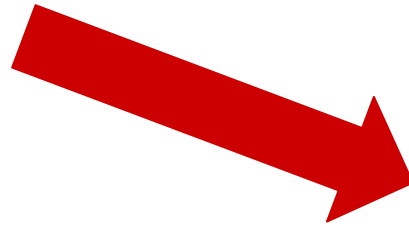
What does beer have to do with title insurance?





Became #1 in a year

SLOGAN:
“Move Up To Quality -
Move Up to Schlitz”



Again in 1957
gardenhour/The Ad Store

Schlitz beer is first

-by an estimated 500,000 barrels

IT'S THE LARGEST-SELLING BEER AT ANY PRICE


Once again Schlitz has been paid the public's highest compliment. Sales of Schlitz beer for 1957 reached 6,023,608 barrels. This is an estimated 500,000 barrels, or about 7,000,000 cases, over sales of the nearest competing brand. Schlitz makes only one beer—a premium-priced product. Its sales are nearly equal to those of all three brands produced by the closest competitor. This is a further tribute to the Schlitz quality that made a city famous. Our thanks to all who helped make Schlitz the world's best-selling beer at any price.



The Beer That Made Milwaukee Famous
© 1958, An. Schlitz Brewing Co., Milwaukee, Wisc.

MOVE UP TO QUALITY—MOVE UP TO SCHLITZ

How to:

- Make Your Website **More “Findable”** in Google
 - Use **Content** To Attract More Of The Business You Want
 - Market Your **Online Tools** The Easy Way
 - How “**Video** Killed the Radio Star”
- 

Make Your Website More Findable On Google

Be Secure

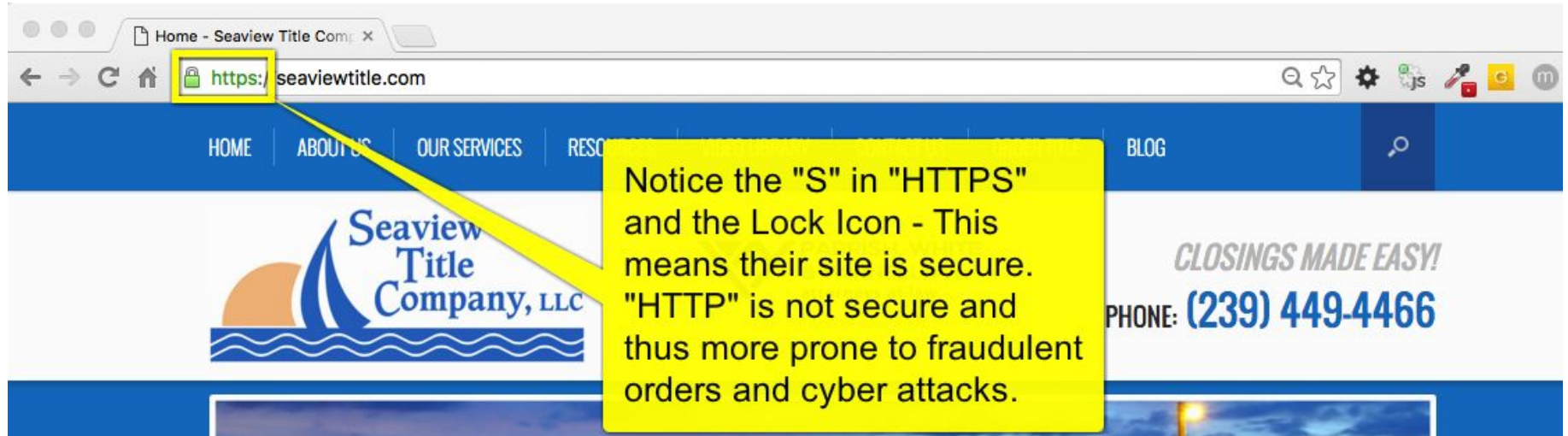


Cybercrime Reported Losses According to FBI

- 2016 - \$19M
- 2017 - \$1B
- 2018 - \$1.4B
- 2019 - \$3.5B
- 2020 - \$4.2B
- 2021 - \$6.9B

Source:FBI

What Is SSL?



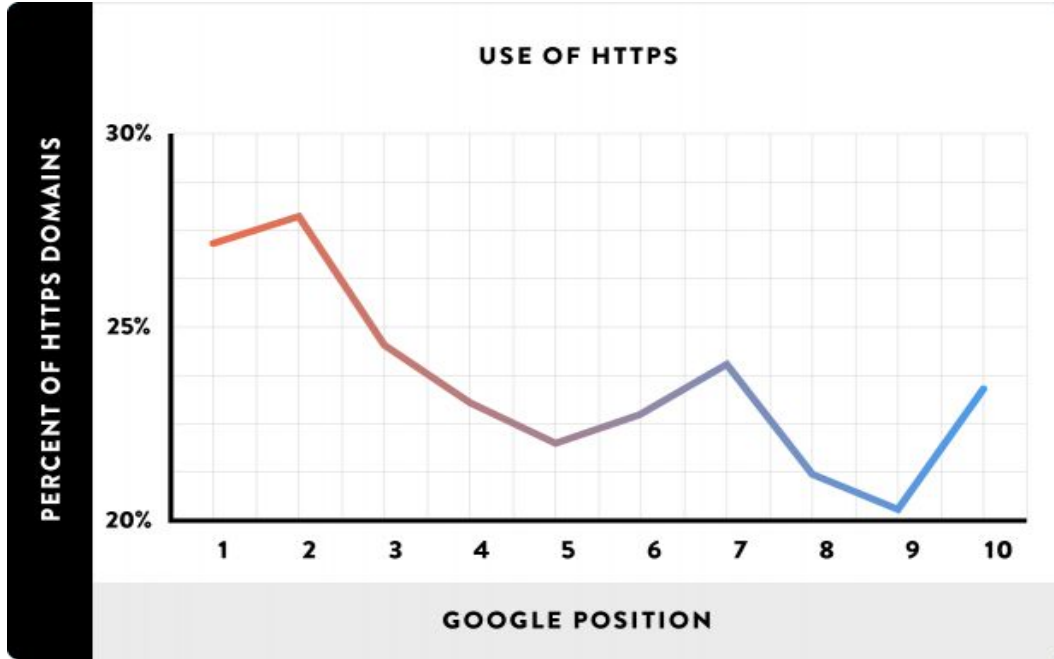
SSAE Soc 2 Web Hosting

3rd party audited for security, compliance and access

“GoDaddy is not currently audited for SOC or SSAE 16 compliance”

Source: GoDaddy

Ranks you higher in a Search



The majority of the Top 3 search results are using HTTPS

Source: <https://ahrefs.com/blog/ssl/>

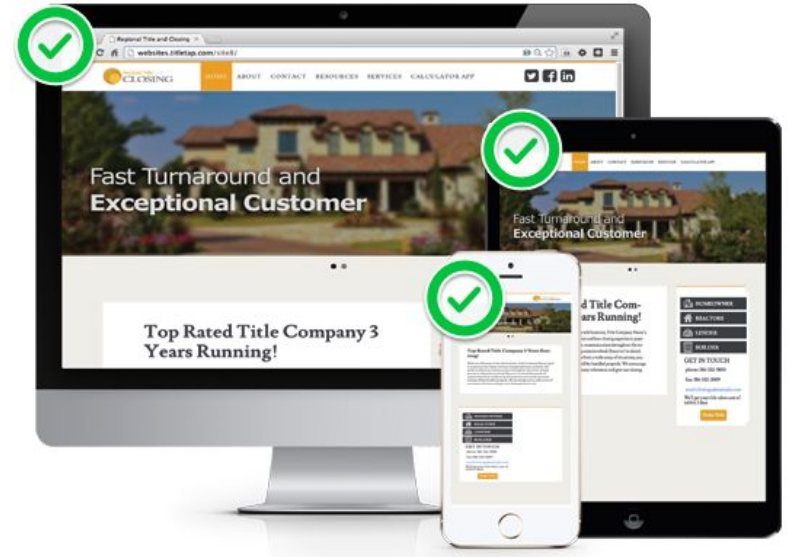
Be Found In Local Search Results



Mobile Friendly Ranks Higher

47%

75%



Make mobile work for you

“75% of consumers want mobile-friendly”

Source: Google Research



SEO (Search Engine Optimization)

How you rank in a Google search for certain keywords



Keyword	Aug-05	Jan-27
Title Company Ocean City, MD	8	3 ▲5
Closing Services Ocean City, MD	-	3 ▲97
Title Company Bethany Beach, DE	-	3 ▲97
Title Agency Bethany Beach, DE	-	4 ▲96
Title Abstract Bethany Beach, DE	26	4 ▲22
Title Company Salisbury, MD	15	6 ▲9
Title Closings Ocean City, MD	13	8 ▲5
Title Services Bethany Beach, DE	-	8 ▲92
Title Insurance Bethany Beach, DE	-	10 ▲90

Information People May Search For

COVID-19 UPDATE: All of Title Junction's services are still fully operational. [Learn more](#) about what we are doing to prioritize your health.

Title Junction
The real estate / closing relationship you deserve...

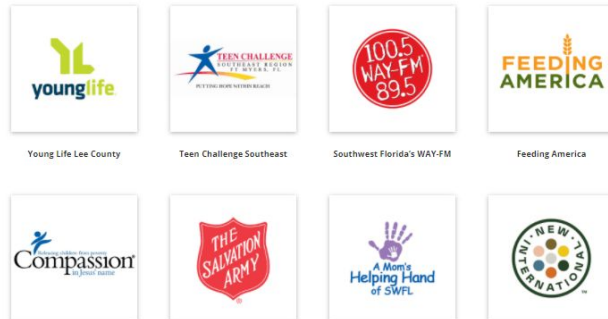
Leave Us A Review | 239.415.6574 | Connect with us | [f](#) [t](#) [in](#) [a](#) | [Language](#)

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Outreach

As a locally owned business, Title Junction believes in the value of community. Because we want to see our community flourish, we partner with other local organizations to nurture and provide a positive impact on the lives around us.

Below you can find the organizations we support and work with who have goals that align with our beliefs and vision for a prosperous and vibrant community.




All American Title

Home About Us Services

Military and Veterans

All American Title proudly salutes and supports our Military Heroes!



All American Title is a proud contributor of military foundations including, but not limited to, [The Wounded Warrior Project](#), [Toys for Tots](#), [Jackson in Action](#), [K9s for Warriors](#), & [Black Dagger](#)! We donate a portion of the proceeds from every closing to a different military charity every quarter!

In addition, as a thank you for your current or past service to our country, All American Title offers a discount to all military and their families! Just let us know if you are active or retired military to receive a \$75.00 credit off of your closing fee!

As a business in the surrounding communities of MacDill AFB, it is an honor for us to work often with military personnel. We understand that being in the military can create special situations, and we do all we can to help relieve some of the stress when buying or selling your home. Feel free to ask us about using a Power of Attorney when deployed. Also, ask us about mail-away closings!

"This nation will remain the land of the free only so long as it is the home of the brave."

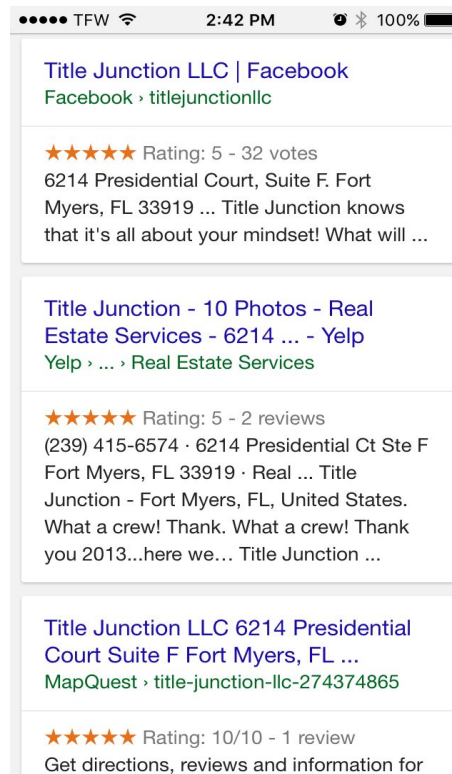


Localize - Directory Site List



#1

Google my
business



#2

#3

#4

#5

Ask For That Review!



Call Us: (954) 587-1033

Leave Feedback  

Order Title

Home About  Resources  Services  Order Title Contact 

Reviews



Neal and his staff are very prompt and responsive for assisting on an old file. While I did not close a transaction with them, I will certainly do so in the future if the opportunity arises. Great people at this company. .

Mar 05, 2021

- R. Fiuzi



Very professional , loved to work with Cindy , highly recommend.

Mar 05, 2021

- G. Rodriguez



Cindy and Kim are an absolute pleasure to deal with , they make the process so

 REALTORS

 CONSUMERS

 LENDERS

 TRANSACTION COST

 FAQ'S

 ARTICLES

GET IN TOUCH

Phone: (954) 587-1033

Fax: (954) 587-8722

**Use Content To Attract More Of
The Business You Want**

A decorative graphic at the bottom of the slide consisting of a solid blue wave shape that spans the width of the image, with a lighter blue gradient area just above it.

Inventory Your Data Sources

Closing Suite Reports
Feedback from Customers
Feedback from Team



Examples

- What is title insurance?
- What to bring to closing?
- What is wire fraud?
- How your service is different?

Content Must Be Local and Unique

Search Results Change
Based on Where You Are



Google Rewards
Unique Content

Use your website like a bullhorn

RON

Remote Online Notary (RON)



Speed



Convenience



Security



Eco-Friendly



Quality

FAQ

What is RON?

It is an acronym for remote online notarization. RON is the means used to electronically notarize a document using a third-party (i.e. vendor) software platform which records the visual and audio communications of participants to the signing of a document even when the participants are not physically located in the same place. The practice was authorized in Florida on Jan. 1, 2020.

How does RON differ from "electronic notarization"?



Can any Florida notary public perform RON?



Can a Florida online notary public notarize the signature of someone signing outside the State of Florida?



May the signatures of foreign nationals be notarized remotely or is it only available to U.S. citizens?



Foreign Investor Services

Foreign Real Estate Seller, Foreign Real Estate Investor and FIRPTA Services At Title Junction

As a foreign real estate seller or foreign real estate investor, buying or selling a property in Florida can be fraught with confusion. U.S. real estate regulations and terminology may differ significantly from your home country's real estate laws and FIRPTA requirements alone necessitate a foreign real estate seller or a foreign real estate investor's need for professional real estate closing assistance.



LEVEL 10 TITLE

YOUR TITLE AND REAL ESTATE SETTLEMENT SERVICE PROVIDER



English



French



German



Haitian Creole



Spanish



Swedish

ORDER TITLE

CONTACT US

Get More Access to Homeowner Resources

HOP Leaders get exclusive access to more than 20 HOP resources. Learn more at ALTA.org/homeowner.

■ By Product



ALTAprints

ALTA members can easily customize more than 60 HOP resources with their company logo and contact information, download modified digital files for free or order discounted print products for use in their local market.

[See Resources](#)



Presentation Resources

ALTA has created several powerpoints that ALTA members can customize and use in the marketing and sales process with homeowners, internal staff training, and to spread awareness of wire fraud.

[See Resources](#)



Digital Marketing

Blogs and social media content can help propel your message to your community, and help you become the subject matter expert.

[See Resources](#)



Internal Training

Internal training reflects a solid knowledge of the organization's culture and identifies the exact skills and knowledge that participants need to succeed in their jobs.

[See Resources](#)



HOP Leader Resources

Current HOP Leaders Gain Access to a Library of exclusive content developed by the HOP Committee, including the latest presentations.

[See Resources](#)



Spanish Language

ALTA has translated some of our most popular items for ALTA members to use in their markets.

[See Resources](#)



Communication Templates

Use these easy-to-use and professionally-designed templates for all your homebuyer communications and presentations.

[See Resources](#)

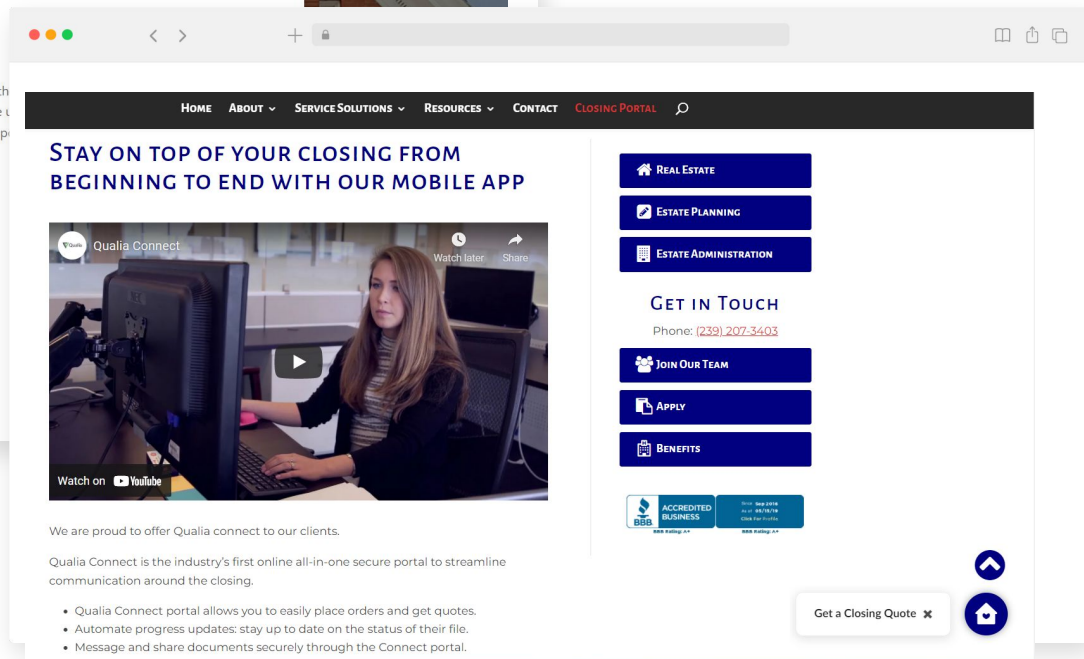
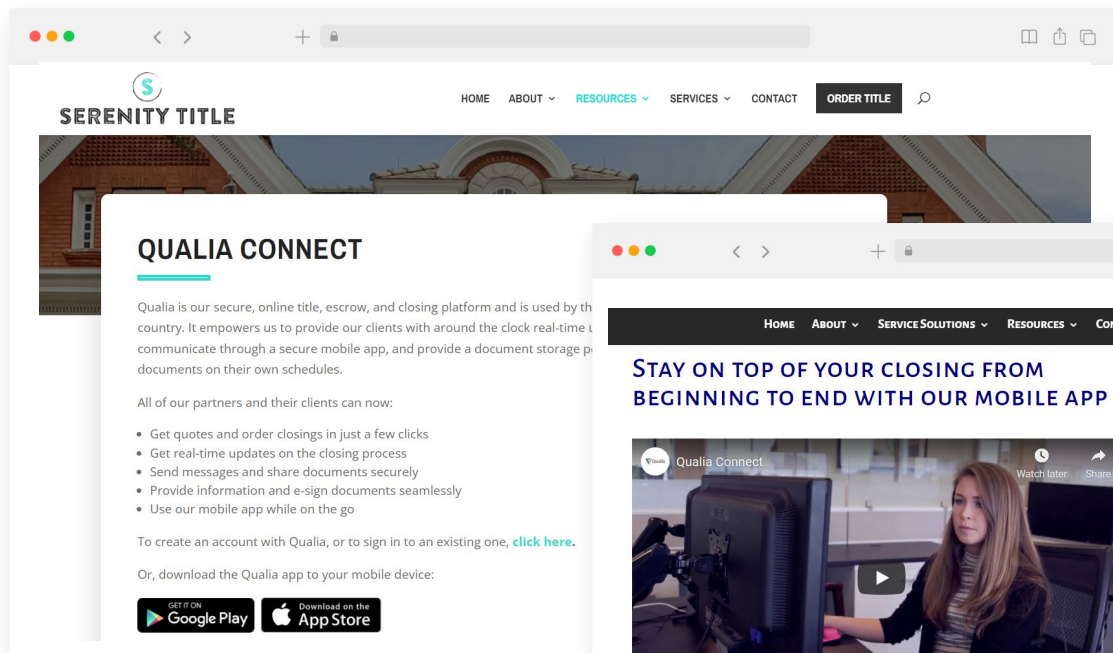


3rd Party Resources

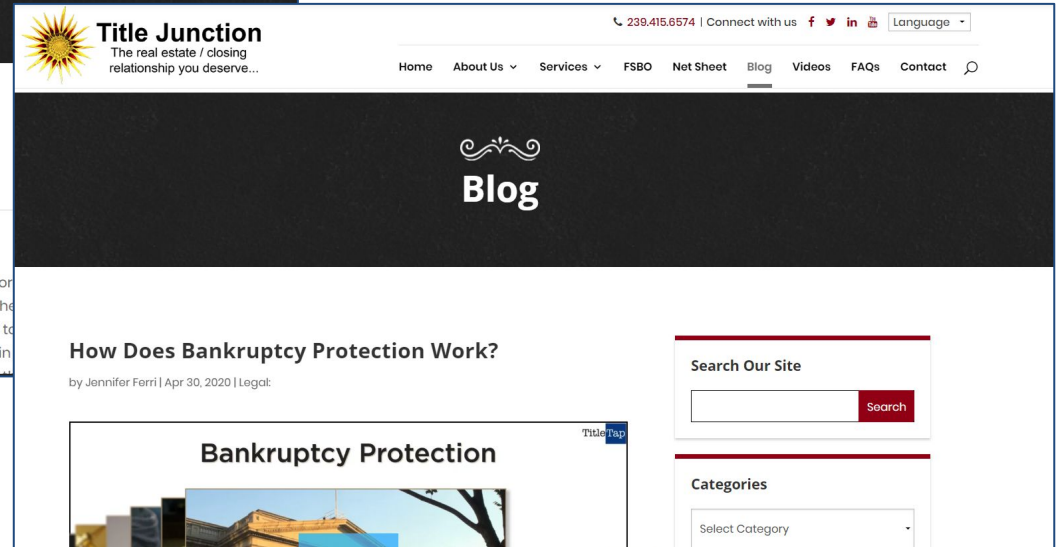
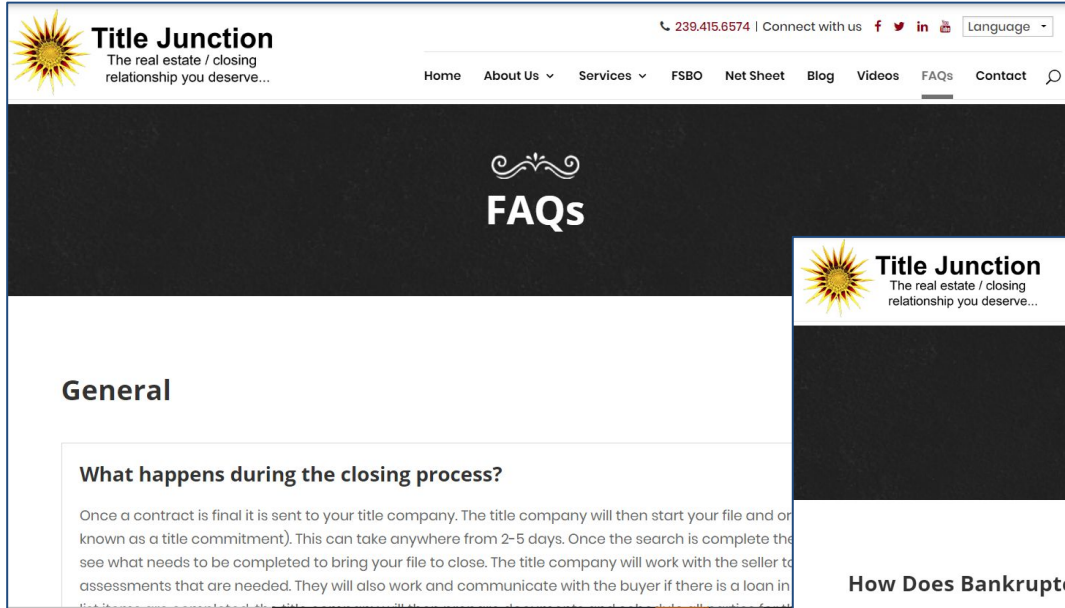
ALTA has compiled a list of resources from other trade associations that you can use in consumer education.

[See Resources](#)

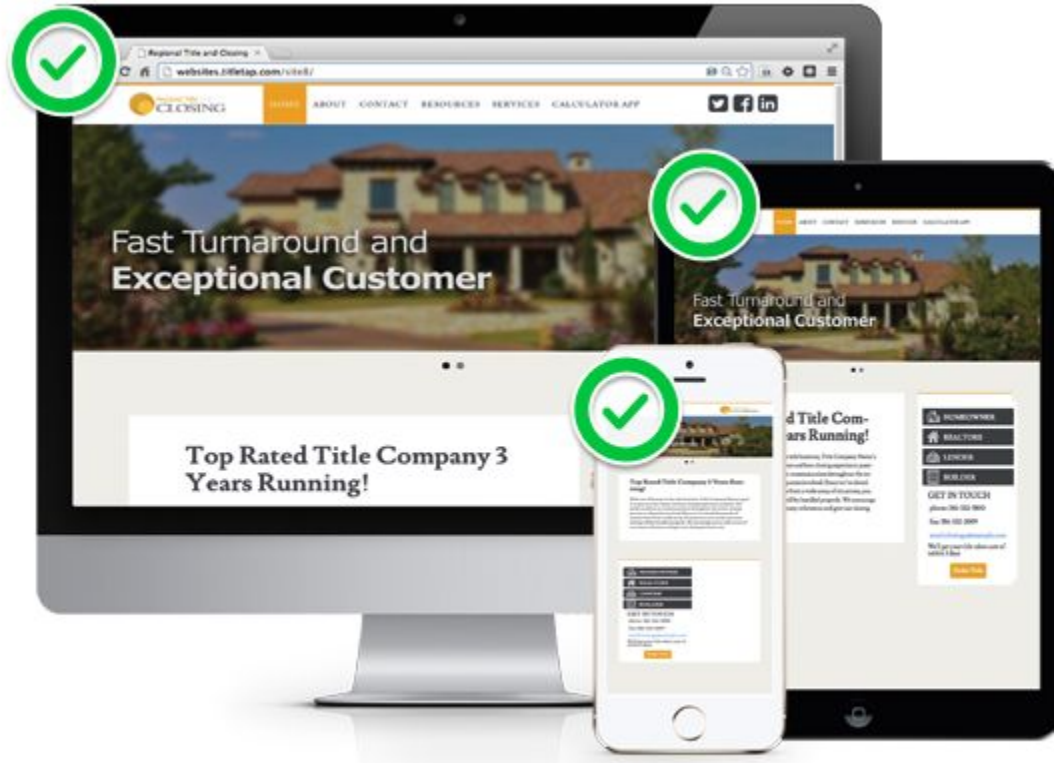
Ask Your Vendor Partners For Content



FAQs as Blog Posts



Market Your online Tools The Easy Way



Earnest Money Deposit Portal



HOME ABOUT ▾ RESOURCES ▾ SERVICES ▾ CONTACT

OPEN ESCROW

QUALIA CONNECT



SUBMIT YOUR EARNEST MONEY DEPOSIT

Paper checks and wire transfers can finally be a thing of the past with [Vanport Pay](#)! Now, delivering funds for your next real estate transaction is easier, safer, and quicker than ever.

See what [Vanport Pay](#) offers:

- Fully Electronic, Encrypted, & Secure
- Initiate a Transfer within 90 Seconds
- Connect to Any Financial Institution in the US
- Never Share Routing or Account Numbers
- Stay Informed with Email Notifications
- Receive Refunds or Commissions
- Accessible 24/7

A black smartphone displaying the Vanport Pay mobile app. The screen shows a 'Welcome to Vanport Pay' message with a 'Login' button. Below this is a 'PERSONAL INFORMATION' section with input fields for 'First Name', 'Middle Name', and 'Last Name'. A note indicates that the last name must match the driver's license or government-issued ID. The 'CONTACT INFORMATION' section includes a 'Mobile Phone' field with a note about security codes and a checkbox for account creation. At the bottom is a 'Create Account' button.

Vanport

Login

Welcome to Vanport Pay

PERSONAL INFORMATION

First Name

Middle Name

Last Name

Must match your driver's license or government-issued ID.

CONTACT INFORMATION

Mobile Phone We will send a security code to your mobile phone for account verification.

Standard text messaging and provider rates may apply.

☐ By clicking Create Account, you agree to payments.io Terms of Service and Privacy Policy as well as our partner Dwolla's Terms of Service and Privacy Policy

Create Account



Foti Law Firm, LLC



Buyer:

Buyer Name

First and Last

Buyer Email

email@address.com

Property:

Property Address

Street address

Unit #

City



Zipcode

Real Estate Agent:

Agent Name

First Last

Agent Email

email@email.com

Earnest Money Payment

\$ 0.00

Total

\$0.00

Continue to Payment *

Foti Law Firm, LLC
www.fotilawfirm.com

162 Seven Farms Drive, 205
Charleston, SC 29492

foti@fotilawfirm.com • (843) 284-0688

Powered by [Payload.co](https://www.payload.co)

Hello!



I can answer many of your questions!



Anna




Hello. May I please have your name?



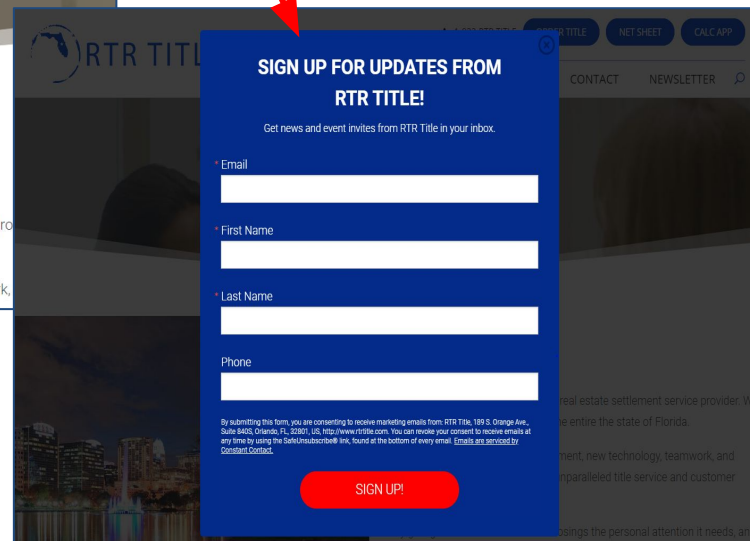
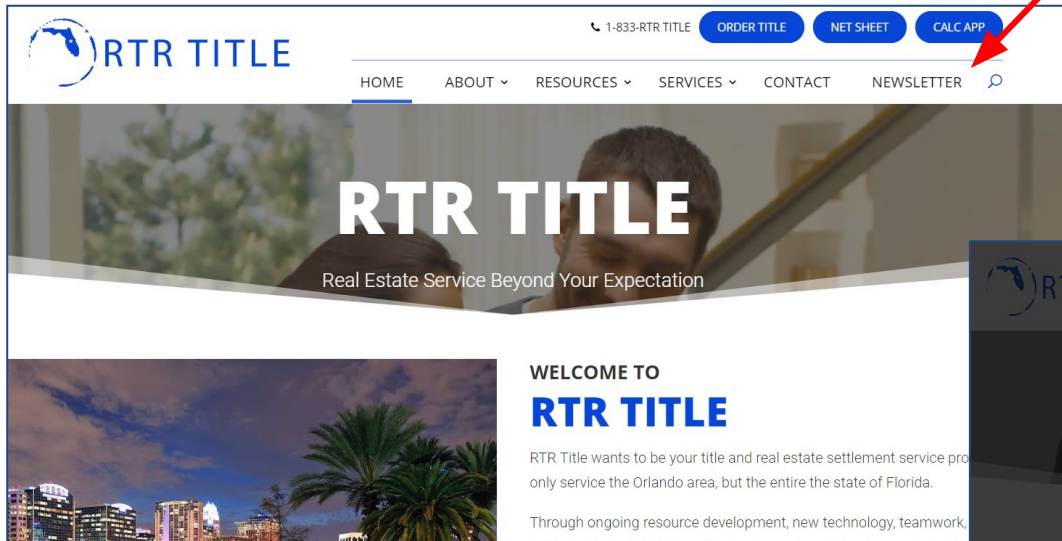
Type Message




End Chat


Powered by alanna.ai 

Newsletter Opt-In



Video Conference/Scheduler

REAL ESTATE ATTORNEY ABOUT [RESOURCES](#) [SERVICES](#) [CONTACT](#) [ORDER TITLE](#)



ZOOM

ZOOM

Law Office of Adam Bessen is committed to providing the best experience even remotely. If we meet remotely you'll be sent a password to join our video conference room.




[CLICK TO JOIN ZOOM MEETING](#)



Tips on Joining

Before joining a Zoom meeting on a computer or mobile device, you can download the Zoom app from our [Download Center](#). Otherwise, you will be prompted to download and install Zoom when you click a join link.


You can also [join a test meeting](#) to familiarize yourself with Zoom.


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THE LAW FIRM OF ALEXANDRE BALLERINI





Schedule a meeting today!

[SCHEDULE NOW!](#)

Alexandre Ballerini, Esq.
Welcome to my scheduling page. Please follow the instructions to add an event to my calendar.

 15 Minute Meeting

 30 Minute Meeting

 60 Minute Meeting

[ORDER TITLE](#)

EVENT CALENDAR

UPCOMING EVENTS

MARCH 2022

- PRO Connect – March 2
- PRO Pitch Session – March 8
- CPRO Connect – March 9
- CPRO Pitch Session – March 9
- Keep Pasco Beautiful Road Clean-Up – March 12
- NTBC Coffee Social – March 15
- PRO Connect – March 16
- St. Patrick's Day – March 17
- Habitat Build – March 19
- Vacation & Seasonal Use 2nd Homes 2-HR CE – March 24
- TBC Networking – March 24
- PRO Affiliate Meeting – March 25

< > today

MARCH 2022

month

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	1	2 5:30p PRO Conn	3	4	5	6
	8 10:30a PRO Pitch	9 5:30a CPRO Conn 3:30p CPRO Pitch	10	11	12 8:45a Keep Pasco	13
14	15 8a NTBC Coffee	16 5:30p PRO Conn	17 St. Patrick's Day	18	19 8:30a Habitat Bl	20
21	22	23	24 10a Vacation & S 5:30p TBC Netw	25 10:30a PRO Affil	26	27

How “Video Killed The Radio Star”



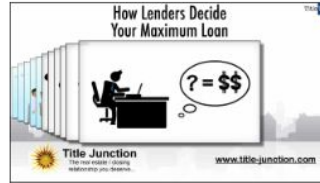
Picture worth 1 thousand words....

Video worth 1 million (FAQ's)

The Buying Process



Determining Your Housing Needs



How Lenders Decide Your Maximum Loan



Purchasing Vs Renting A Home



Why Use a REALTOR®?

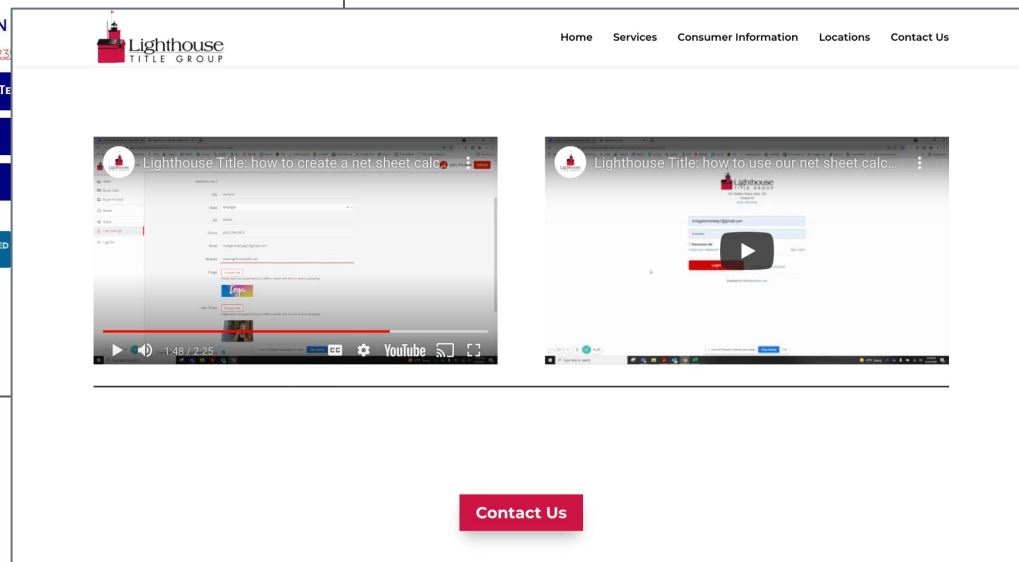
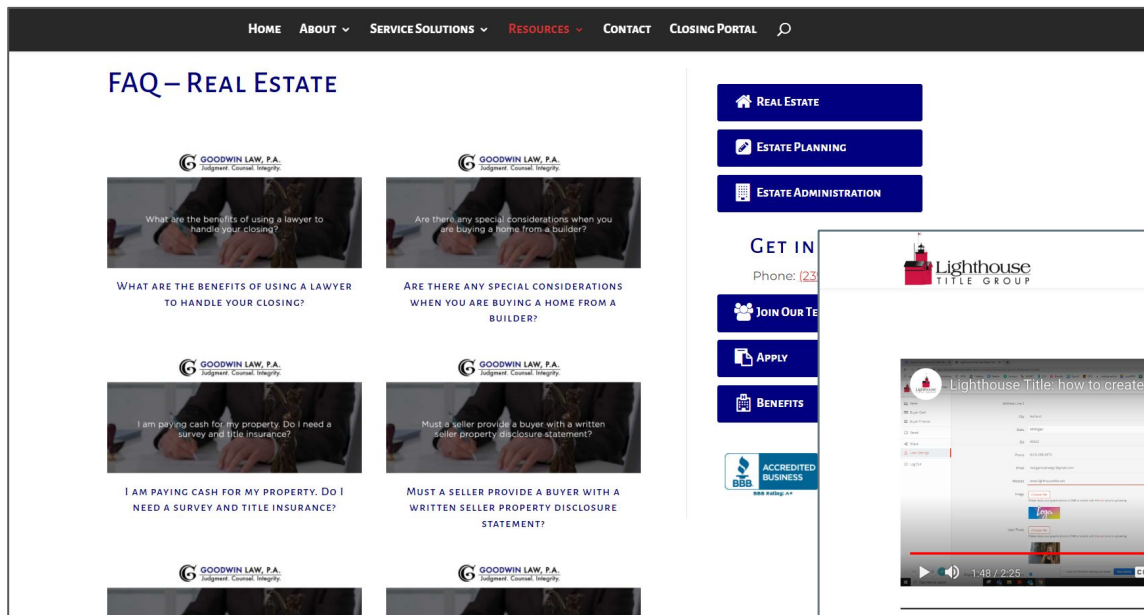


Learn Your Community Resources



Walkthrough - What To Look For

Create Videos Around “How To” With Tools Too!





REAL ESTATE TRANSACTIONS

We cost no more than a title company, and you get to work with an attorney who will be there to answer your questions from contract to post-closing.

[Learn More](#) ►



ESTATE ADMINISTRATION

Whether your loved ones planned before their death or not, it is important to understand the laws and follow the proper procedures in and out of court.

[Learn More](#) ►



ESTATE PLANNING

Whether you have few or many assets, minor or adult children, special needs planning, or advanced trust planning we will craft a customized plan aligned with your goals.

[Learn More](#) ►





Settlements we take your security and privacy seriously.

Protect Yourself From Cyber Fraud

Watch the video or read below to learn how to protect yourself from cyber fraud.



How Your Money Gets Stolen

1. **Hacked email** – Hackers get access to the email account of someone involved in the transaction – the buyer, seller, real estate agent, mortgage lender, title agent, or other.
2. **Email from hacker** – The hacker then emails that person to change the wiring or payment instructions without knowledge from the other parties.
3. **Consumer pays wrong account** – If not questioned, the wrong account gets the down payment or other funds and the criminal gets away.
4. **Closing day** – By the time closing day arrives and the mistake is realized, often the funds are long gone.

Video Blog Posts



Over 80%
of web traffic is
going to be
video.”

Source: Cisco





“46% of users
take action
after viewing
a video”

Source: Online Publishers Association

Google Your Own Business

A white search bar with rounded ends. On the left side, there is a magnifying glass icon followed by a vertical cursor line. On the right side, there is a small microphone icon.

Google Search

I'm Feeling Lucky

Take Action

Secure, mobile friendly, SEO optimized

Localize

Unique content

Market online tools

Include video content



SPECIAL OFFER!

\$100 off one time set-up fee for any website plan*

Starting at only

\$997 Setup/\$249 a Month

Discount on Add-ons

Launch in weeks not months!

*Limited time

ROBIN@TITLETAP.COM