



American Land
Title Association

Protect your property rights

Measuring & Communicating the Value of Grassroots

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Protect your property rights

What is title?

Title is your ownership right to your property.

What is title insurance?

Owner's Title Insurance



Protects **You**

Lender's Title Insurance



Protects **Your Lender**
(not you)

Title Action Network (TAN)

- Started in 2012
- 13,000 current members
- 2 full-time staff
- 24-person governing committee
- Separate Organization
 - Feeds PAC directly



THE TAN PROCESS



GOALS



METRICS



SHARING



MOTIVATION

GOALS

- Yearly Goals & Budget Process
 - Operate like a Campaign Grassroots Operation
- Determine Quarterly Partners
- Everyone loves a little vanity

State	Starting	Goal	Current	Needed	% Change	% of Goal
AK	22	40	30	10	36.36%	75.00%
AR	44	80	50	30	13.64%	62.50%
AZ	182	230	355	-125	95.05%	154.35%
CA	1020	1200	1080	120	5.88%	90.00%
CO	208	300	294	6	41.35%	98.00%
DC	12	50	23	27	91.67%	46.00%

Help Us TAN Indiana!

As a proud member of the Title Action Network (TAN), please help us recruit more land title professionals into this grassroots network!

Please encourage your land title industry colleagues to join TAN today and help us TAN Indiana!

TAN is focused on ensuring state and federal legislators understand the value of the land title industry.



Tell Your Colleagues:

Join TAN today at www.titleactionnetwork.com

**TITLE
ACTION
NETWORK**



METRICS

- Constant Communication & Updates
- Board Involvement & Input
- Continually Test & Review
 - Make sure your data works for you
 - Don't let your system tie you down

Title Action Network Membership Map

13,000+ Members in all 50 States and D.C.

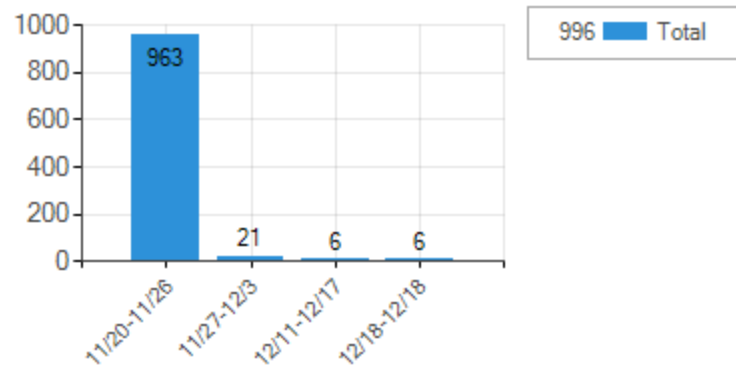


**TITLE
ACTION
NETWORK**

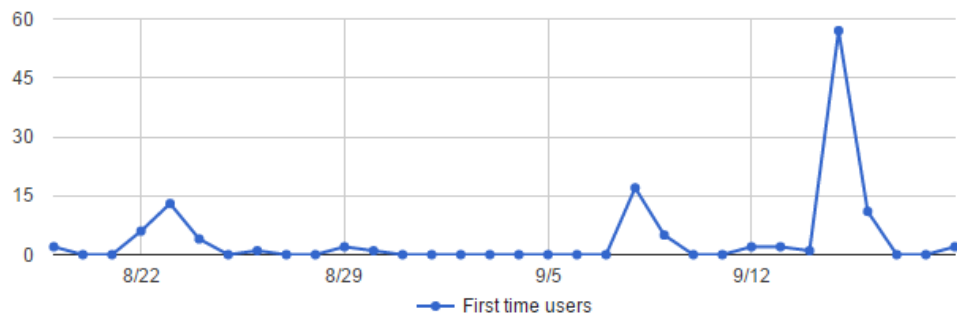


WWW.TITLEACTIONNETWORK.COM

Grassroots Messages



Conversions Timeline





Dear Wayne,

The Consumer Financial Protection Bureau (CFPB) has opened a comment period to fix the various problems with TRID and it closes on October 18. We have A LOT to fix between now and then! Policy clarifications and technical corrections to the rule are open for comment until October 18, 2016.

Previously, we asked you to help us fix the inaccurate disclosure of title insurance fees.

Now [we need your help](#) to tell the CFPB to prevent mortgage lenders from shifting liability for disclosure mistakes. Wayne, you have probably read a set of lenders closing instructions where the lender attempted to pass the buck for their mistakes to you. This is not right and the CFPB should make that clear to lenders. [Tell the CFPB](#) to hold lenders accountable and not let them shift the blame for compliance errors settlement agents did not cause.

Take [90 seconds](#) today and tell the CFPB to explicitly prevent mortgage lenders from shifting their liability. Remember, you MUST personalize your comment with any experiences related to lenders and compliance errors in order for your comment to be considered. Click here to take action now.

→Stay up to date with TAN and TRID by [signing up](#) for text alerts.

Cheers,

Wayne M. Stanley



Dear Wayne,

Today the Consumer Financial Protection Bureau (CFPB) announced a Notice of Proposed Rulemaking (NPRM) for the TILA-RESPA Integrated Disclosure (TRID) rule. **THIS IS BIG NEWS.** We have until October 18 to tell our story and explain to the CFPB how TRID is impacting consumers.

The [Title Action Network \(TAN\)](#) has developed **FOUR EASY STEPS** to ensure you understand the proposed changes and can help us tell the CFPB to fix the problems with TRID over the next 60 days:

1. **ENGAGE:** Learn more about the proposed changes by [clicking here](#). Be sure to open our TAN emails to receive timely information on TRID and the comment period.
2. **COMMENT:** Soon the comment period will be open at Regulations.gov (the government website designed to collect regulatory comments). TAN has streamlined the process to work like any other TAN call to action with just a few easy clicks!
3. **RECRUIT:** Ask all of your staff and industry colleagues to [join](#) TAN now so they also have the most up- to-date information. Our voice must be stronger than ever to ensure the CFPB makes the appropriate changes to TRID! TAN is 100% free, doesn't clog your inbox and is open to all in the land title industry.
4. **ACTIVATE:** Sign up for text alerts to easily take action from anywhere using your phone by [clicking here](#). (If you've previously signed up for text alerts you



Dear [CONTACT: first name],

The Maryland Land Title Association asks you to email your legislators and urge them to support SB 509/HB 920 before it is heard by the Senate Judicial Proceedings Committee on February 25, 2016. Visit the [Title Action Network \(TAN\)](#) to send a pre-drafted/editable email to your legislators today.

We were able to get the bill passed in the House last year, but got hung up in the Senate, and we need your help to ensure that it passes this year. SB 509/HB 920, also known as the "Actions to Quiet Title", fills a hole in Maryland's current statutes by creating a "checklist" to be followed in each case. It will also create protection for bona fide purchasers who rely on the judgment. Under current law there is no guidance on how to prosecute such an action which leads to inconsistent processes used from case to case and from county to county. And there is no statutory protection for bona fide purchasers. Please help us get SB 509/HB 920 passed. Click [here](#) to send a letter before the bill is heard.

A quiet title action is a lawsuit to establish an individual's right to ownership of real property against one or more adverse claims. Thus, "quiet" any challenges or claims to the plaintiff's title. A quiet title action may also be used to remove a cloud on the title to the real property.

SHARING

- Building a Sense of Community
- Determine Ways for Full Office Participation
- Build a Board & Leadership Culture
 - Report Board & Staff Activity
 - Share Budget Updates in Correlation to Membership Growth
- You Miss Out By Not Participating
- Work Out Loud





MOTIVATION

- Test, Test, Test!
- Ask Your Members
- Get Hyper-Local
- Use Any Opportunity for Recognition

It's Simple. Open Emails. Take Action. **Get Nominated.**

All TAN members that open emails, take action and participate in 2015 will be entered to win our Advocate of Year award in October! Email tan@alta.org for details.

www.titleactionnetwork.com





*Joining TAN is a
Piece of
Cake.*

TITLE
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NETWORK



CRUISE with TAN this summer!



Help us grow the Title Action Network (TAN) this summer for a chance to win a 3-night Caribbean cruise!

Each individual you recruit to join TAN at www.titleactionnetwork.com between July 11 & July 22 (must enter your name as their referral) will enter you to win! The more you recruit the more chances to win!



THANK YOU



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