



HOMEBUYER GUIDE OVERVIEW

What is the ALTA Homebuyer Guide?

The American Land Title Association (ALTA) created the Homebuyer Guide to help you easily communicate the value of owner's title insurance. Use these convenient resources whenever you are communicating with homebuyers, Realtors®, lenders and other partners about owner's title insurance.

How to Use the Guide:

Templates

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

- Letterhead Template
- PowerPoint Presentation Template
- Document Cover Page Template
- Social Media Graphic Templates

Homebuyer Letter

Use this customizable letter to build relationships and deeper confidence with prospective and current homebuyer clients.

- Timing: Title professionals can send this letter to homebuyer clients when the closing process begins.

PowerPoint Presentations

Use these customizable PowerPoint presentations in the marketing and sales process with homebuyer clients.

1. *The Homebuyer Checklist: 10 Steps to Buy Your Home with Confidence*
 - Objective: This presentation and accompanying script helps homebuyers better understand the home buying process.
 - When to Use: Real estate agents and title professionals should deliver this presentation to prospective homebuyers at the beginning of the home buying process.
2. *Why Every Homebuyer Needs Owner's Title Insurance*
 - Objective: This presentation and accompanying script is for closing agents to educate homebuyers on the importance of owner's title insurance when purchasing a home.
 - When to Use: Closing agents can present this information live upon first meeting with homebuyers, or include it in their introductory letters to homebuyers.

Rack Cards

Use these one-page cards with your homebuyers and real estate partners.



1. *The FAQs of Title Insurance for Homebuyers*
 - Objective: Share this rack card with your homebuyer clients to provide them with answers to commonly asked questions about title insurance.
 - When to Use: This rack card can be displayed in the closing office or real estate office, or be hand delivered when meeting with homebuyers.
2. *10 Steps to Buy Your Home with Confidence*
 - Objective: Real estate agents can use this rack card to inform homebuyers of the 10 steps in the home buying process.
 - When to Use: Real estate agents can use “The Homebuyer Checklist: 10 Steps to Buy Your Home with Confidence” PowerPoint in conjunction with this rack card. It can also be displayed in the real estate office.
3. *You Sweat the Small Stuff*
 - Objective: This rack card is a reminder of the important work that ALTA members do every day for homebuyers.
 - When to Use: Pin this to the company fridge, share it with a fellow title professional or use it as a guide for remembering the top three things you give homebuyers.

Marketing One-Pagers

Use these with your homebuyers and real estate partners.

1. *7 Reasons Every Homebuyer Needs Owner's Title Insurance*
 - Objective: This marketing one-pager is for closing agents to educate homebuyers on the importance of title insurance
 - When to Use: Closing agents can use the “Why Every Homebuyer Needs Owner's Title Insurance” PowerPoint in conjunction with this rack card. It can also be displayed at the closing office.
2. *A Guide for Homebuyers*
 - Objective: This marketing one-pager is for title agents, closing agents and real estate agents to educate homebuyers on title insurance, why it matters and how they benefit from it.
 - When to Use: This one-pager can be displayed at the closing or real estate office, or used in a homebuyer meeting at any point in the process. The earlier in the purchasing process, the better.
3. *FAQs of Title Insurance for Homebuyers*
 - Objective: Share this one-pager with your homebuyer clients to provide them with answers to commonly-asked questions about title insurance.
 - When to Use: This one-pager can be displayed in the closing office or real estate office, and be provided as a value-add resource when meeting with homebuyers in person.
4. *Tips for Talking Title with Homebuyers*



- Objective: Share this one-pager with your team to align on the best ways to communicate and talk about title insurance with your homebuyer clients.
 - When to Use: This one-pager can be shared at team trainings or one-on-one meetings.
5. What Every Realtor® Should Know About Owner's Title Insurance
- Objective: This is a quick reference sheet for title professionals to share with real estate agents, to advise them on the importance of owner's title insurance and how to best communicate this information to homebuyers.
 - When to Use: Title professionals should share this with their real estate agent partners, or real estate agents can share it with their colleagues to better equip them to talk about owner's title insurance with homebuyer clients.

Blog Posts (6 total)

Share these helpful online articles with your clients and partners via email or on social media:

1. 7 Reasons Every Homebuyer Needs Owner's Title Insurance
2. Closing Time: 6 Steps Every Homebuyer Should Expect
3. FAQs of Title Insurance for Homebuyers
4. How Title Insurance Protects All Homebuyers
5. What Every Realtor® Should Know About Owner's Title Insurance
6. Why 20% of Homebuyers Won't Sleep