



TIPS FOR “TALKING TITLE” WITH HOMEBUYERS



WHAT DO I NEED TO COMMUNICATE?

In the journey of purchasing a home, homebuyers are confronted with overwhelming amounts of detail and new, complex processes. Keep it simple when explaining the value of title insurance. Remember, you sweat the details, so your homebuyers don't have to.

Let your clients know that getting owner's title insurance is one of the smartest and easiest decisions they can make as a homeowner. It's a one-time purchase that protects their property rights for as long as they or their heirs own the property.

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WHY IS THIS IMPORTANT?

Homebuyers, builders, real estate attorneys and lenders are all looking to you for the most effective and accurate information about owner's title insurance.

Educating homebuyers early in the home buying process has a quantifiable positive impact on their understanding, favorability and purchase of an owner's title insurance.

WHEN SHOULD I REACH OUT?

ALTA* research shows that homebuyers want information about the title search process and title insurance as soon as they begin the process of buying a home.

In a recent ALTA study, the majority of homebuyers said they would prefer to receive this information when they start working with a lender.

For more information about owner's title insurance, contact us at purchase@amrock.com or call (888) 848-5355 ext. 37467.

*Source: American Land Title Association