

Title Marketing That Works

The Title Marketing That Works Blog. Please feel free to add your comments or questions about title agency marketing or title company marketing to real estate agents, lenders, attorneys, and other target markets.

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By Chris Ripley

I just got back from the National Association of Independent Land Title Agents (NAILTA) and I thought I would put together a recap of the event.

The Trump Marina hosted this years NAILTA convention ...

The other highlight for me was **Adam Leitman Bailey's** presentation. While he focused on the new HUD-1, the piece particularly interested me (and should interest you too), was the provision lenders must include up to three estimates of closing costs from three different title companies in their good faith estimate. I'm going to develop a campaign for title companies to use to market to lenders asking them for the chance to be one of the three companies. I even discussed with **Adam** the concept of actually guaranteeing a lender you would always be within the 10% rule on a deal you were given the opportunity to be one of the three companies. This would help the lender feel more comfortable with their estimates and give you a foot in the door of working with the lender. This is what competition is about.