



# “Talking Title” With Homebuyers

Buying a home is an exciting and emotional time for homebuyers. As an important advisor to your clients, you are in a position to educate homebuyers on the value of owner’s title insurance. Here are some helpful tips:

## Who Do I Need To Communicate With?

Nobody knows more about the value of owner’s title insurance than ALTA members. That’s why it’s best for you to communicate directly with homebuyers.

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.

## Where Can I Find The Tools I Need?

ALTA is providing you with all the tools you need to help you effectively communicate the value of title insurance to your customers—from real estate professionals to homebuyers. Make sure you take advantage of all of the ALTA Homebuyer Guide tools, so you can continue to provide homebuyers with peace of mind.

## What Do I Need To Say?

“As long as you own your home, owner’s title insurance protects your property rights. Now that’s peace of mind every homebuyer deserves. Getting owner’s title insurance is one of the

smartest and easiest decisions you’ll make as a homeowner. It’s a one-time purchase that protects your property rights for as long as you own your home.”

## Why Is This Important?

Homebuyers, builders, real estate professionals 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 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.

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