



1



2



3

OUR PRIORITIES

- 1 TELL OUR STORY
- 2 ATTRACT, DEVELOP, AND RETAIN TALENT
- 3 NAVIGATE THE DIGITAL ENVIRONMENT
- 4 SERVE OUR COMMUNITIES WITH PURPOSE
- 5 ADDRESS THREATS TO OUR CUSTOMERS' PRIVACY AND INVESTMENT
- 6 DRIVE REAL ESTATE INDUSTRY COLLABORATION

American Land Title Association

4

Strategic Priority 1

Tell Our Story

- Expand the public awareness campaign started in 2020
- Enhance relationships and understanding of our industry
- Support for advocacy efforts

American Land Title Association

5

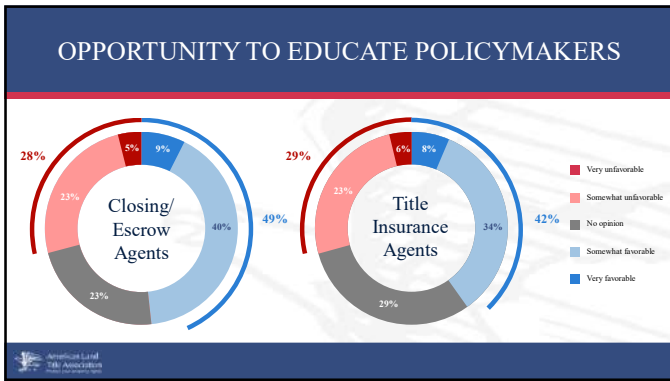
TELLING OUR STORY

CAMPAIGN

- Theme: Our Title is Protection
- Helping customers and communities
- It's about all of you

American Land Title Association

6



7



8

Strategic Priority 2

Serve Our Communities With Purpose

American Land Title Association
www.amlta.org

AMERICAN LAND TITLE ASSOCIATION

GOOD DEEDS

FOUNDATION

Helping those in need

We Lead. We Deliver. We Protect.

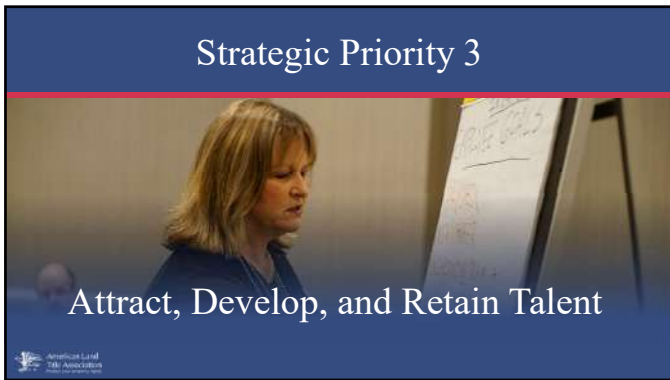
Over \$900K raised

Text GOODDEEDS to 44321 to Donate Today!

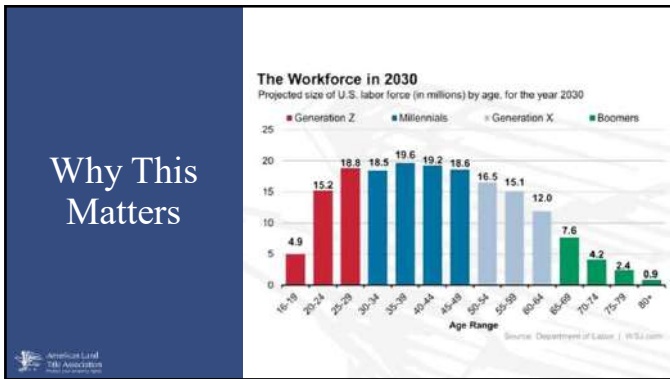
9



10



11



12

Title Industry Statistics

The graphic features two circular icons: a house with a dollar sign and a group of three people. The text below the house icon reads 'Average wage of \$75,000' and below the group icon reads 'Employs approximately 143,000 Americans'. The source is cited as 'Source: Bureau of Labor Statistics'. The American Land Title Association logo is in the bottom left corner.

Average wage of \$75,000

Employs approximately 143,000 Americans

Source: Bureau of Labor Statistics

American Land Title Association

13

ALTA HR RESOURCES

The graphic displays four circular icons representing different resources: a computer monitor with a person icon, a bookshelf, a person running, and a video player. Below each icon is its respective label: 'ONLINE TRAINING', 'HR LIBRARY', 'DIVERSITY, EQUITY & INCLUSION', and 'VIDEOS'. A red banner at the bottom contains the URL 'ALTA.ORG/HUMAN-RESOURCES'. The American Land Title Association logo is in the bottom left corner.

ONLINE TRAINING

HR LIBRARY

DIVERSITY, EQUITY & INCLUSION

VIDEOS

ALTA.ORG/HUMAN-RESOURCES

American Land Title Association

14

Strategic Priority 4

The graphic features a shield icon with a red padlock. To the right of the shield, the text reads 'Address Threats to Our Customers' Privacy and Investment'. The American Land Title Association logo is in the bottom left corner.

Address Threats to Our Customers' Privacy and Investment

American Land Title Association

15

Chamber Technology Engagement Center (C_TEC)
STATE PRIVACY ACTIVITY IN 2021

American Land Title Association

16

Strategic Priority 4

Address Threats to Our Customers' Privacy and Investment

REDACTION OF PERSONAL INFORMATION FROM PUBLIC RECORDS A GROWING TREND

- Federal and state legislative efforts
- Balance to protect at-risk individuals and preserve records
- Minnesota, Arizona successful

American Land Title Association

17

Efforts to Help Reduce Wire Transfer Fraud

American Land Title Association

18

ALTA RESOURCES

General Tips to Protect Your Agency

-  Education

-  Protect email

-  Require wire information in person

-  Insurance policy

ALTA Outgoing Wire Preparation Checklist

-  Provide the source of the wiring instruction

-  Verify instructions received by email or from someone other than the payee

-  Verify delivery of wired funds

Response

-  Infographic

-  PPT

-  Video




19

Strategic Priority 5



Navigate the Digital Environment



Promote Digital Closings & RON



Advocacy: Secure Notarization Act



20

‘THE FUTURE HAS ARRIVED’



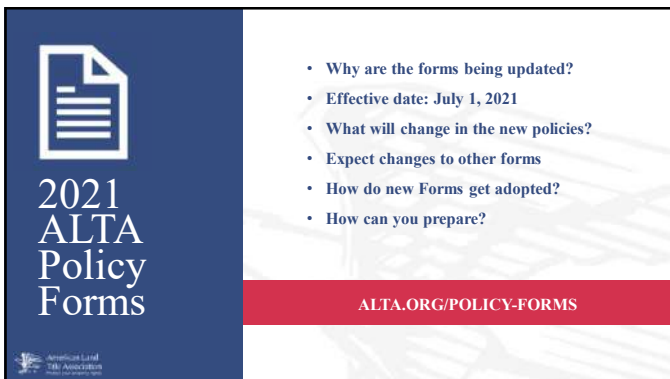
21




22



23



24



Get Involved in Advocacy

- Title Action Network is FREE
- Renew your membership annually
- Take action on state and federal advocacy alerts

Join at ALTA.ORG/TAN or text TAN to 50457

American Land Title Association

25

Importance of Montana in Congress

- **1 House Member, 2 Senators**
- **Key Leaders**
 - **Senate**
 - Jon Tester (Banking, Commerce) – Federal Funding, CFPB, FinCEN, Data Privacy
 - Steve Daines (Banking, Finance) – CFPB, FinCEN, Tax Policy, 1031s
 - **House**
 - Matt Rosendale – (Veterans Affairs, Natural Resources)

American Land Title Association

26

Greater Political Engagement Needed

- 2 Montana ALTA Members are Congressional Liaisons, 42 TAN members
- 1 Montana ALTA Member donated \$1,000 to TIPAC in 2021
- 1 Montana ALTA Members pledged/donated \$1,000 in 2022

American Land Title Association

27

Upcoming ALTA Events



**ALTA
ADVOCACY
SUMMIT**

May 16-18 | Washington, D.C.
Hilton Washington D.C. National Mall



**ALTA
ONE**

Oct. 11-14 | Coronado, Calif.
Hotel del Coronado

American Land Title Association

28

Questions?



American Land Title Association

29



**AMERICAN
LAND TITLE
ASSOCIATION**

**THANK
YOU**



American Land Title Association

30