Regulatory Best Practices for Promoting Title Insurance Shopping by Consumers

Best Practices for Marketing a Title Shopping Tool to Consumers

State Departments should consider:

- Developing a helpful guide for consumers regarding title insurance and how to shop for it. The NAIC has created a shopping tool template that can be modified pursuant to state law.
- Asking the NAIC to circulate the guide to all state departments of insurance (DOI).
- Asking the NAIC to work with the Consumer Financial Protection Bureau, National Realtors Association, National Home Builders Association and the National Mortgage Brokers Association regarding the promotion of the shopping tool.
- Including a link to the shopping tool on their websites.
- Designing a marketing campaign geared towards the promotion of the shopping tool.
- Working with the various media outlets (local newspapers, lifestyle magazines, local real estate magazines, etc.) on an article about the importance of the issue and letting consumers know the shopping tool is available for use.
- Optimizing social media sites as promotional tools.
- Researching search engine optimization (SEO) strategies to ensure the shopping tool is listed in the top search results for specific words queried.
- Sending a link to the shopping tool to authorized carriers, agents and agencies and asking them to promote the shopping tool to consumers.
- Partnering with the American Land Title Association and their local land title association to promote use of the guide.
- Partnering with the state agencies that regulate real estate agents, lenders and mortgage brokers to promote the shopping tool on their websites.
- Partnering with the state Bar Association to promote the shopping tool.
- Partnering with non-profit organizations who provide education / materials to first time home buyers.
- Partnering with consumer groups, builders, real estate agents, lenders, title agents, closing agents, real estate attorneys, etc., to promote the shopping tool.