Best Practices for Marketing a Title Shopping Tool to Consumers

- Ask the NAIC to circulate the guide to all state departments of insurance (DOI).
- NAIC should 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.
- State DOIs should include a link to the shopping tool on their websites.
- State DOIs should design a marketing campaign geared at the promotion of the shopping tool.
- State DOIs should work with the various media outlets (local newspapers, local lifestyle magazines, local real estate magazines, etc.) on an article about the importance of the issue and to let consumers know the shopping tool is available for use.
- State DOIs should optimize social media sites as promotional tools.
- State DOIs should research search engine optimization (SEO) strategies to ensure the shopping tool is listed in the top search results for specific words queried.
- State DOIs should send a link to the shopping tool to authorized carriers, agents and agencies and ask them to promote the shopping tool to consumers.
- State DOIs should partner with the American Land Title Association and their local land title association to promote use of the guide.
- State DOIs should partner with the state agencies that regulate real estate agents, lenders and mortgage brokers to promote the shopping tool on their websites.
- State DOI’s should partner with the state Bar Association to promote the shopping tool.
- State DOI’s should partner with non-profit organizations who provide education / materials to first time home buyers.
- State DOIs should partner with consumer groups, builders, real estate agents, lenders, title agents, closing agents, real estate attorneys, etc., to promote the shopping tool.