**2015 Homebuyer Outreach Program Workshop Agenda**



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Destin, Florida

September 10, 2015

8:30 a.m. – 1:30 p.m.

**$50 per registrant**

*Webinar will not be offered*

**8:30 a.m. Breakfast**

**9:00 a.m. Welcome & Introductions**

**9:05 a.m. Managing Consumer Complaints in a Social World**

This session will explain how to use social media to monitor consumer complaints on across various digital and social media platforms. We’ll discuss sample policies and procedures your company can use to monitor your online reputation and properly handle consumer complaints online. We’ll also provide tips on how to remain compliant in the social media space.

**10:20 a.m. Break**

**10:30 a.m. “Optional” Isn’t An Option**

The new TRID rule requires owner's title insurance to be labeled as "optional” on the forms consumers receive. This session will specific tools you can use to ensure your real estate partners are prepared to answer questions about the value of an owner's title insurance policy. We’ll also offer a sneak peak at new tools that ALTA will offers its members later this fall.

**11:45 a.m. Break**

**12:00 p.m. Working Lunch on Barriers to Consumer Communication**

This open-forum discussion will allow attendees to discuss various barriers to directly marketing to homebuyers in their local market. We’ll discuss solutions to these challenges and ways that ALTA and DLTA can be helpful in your efforts.

**1:15 p.m.** **Wrap-Up** **& Closing Remarks**