

# Options for Regulators to Distribute a Consumer Title Insurance Shopping Tool

State departments of insurance (DOI) 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 DOI.
- Asking the NAIC to work with the Consumer Financial Protection Bureau (CFPB), National Association of Realtors, National Association of Home Builders (NAHB) and National Association of Mortgage Brokers (NAMB) regarding the promotion of the shopping tool.
- Including a link to the shopping tool on their websites.
- Designing a marketing campaign geared toward promotion of the shopping tool.
- Working 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 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 (ALTA) 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 American Bar Association (ABA) to promote the shopping tool.
- Partnering with nonprofit organizations that 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.