

# New TitlePLUS ad campaigns roll out across Canada

The TitlePLUS program has all the tools to ensure lawyers provide clients with the best protection possible – including the benefits of legal services coverage.\*

That's the principal message of a new series of TitlePLUS ads now running in major legal publications across Canada. Like its predecessor ads, the current "Tools" campaign also emphasizes the TitlePLUS program as the Bar-related® real estate partner for lawyers.

To mark its launch in Québec, the TitlePLUS program has also launched a Québec-oriented advertising campaign that positions the program as the "valued partner of the real estate notary and lawyer" in addressing marketplace changes in that province. Regulatory and legal bodies have only recently addressed the use of title insurance in real estate conveyancing in Québec.

Complementing the TitlePLUS ad campaigns is an ambitious schedule of presentations, sponsorships and exhibitions that help deliver the TitlePLUS message to consumers, real estate agents and the lender community. By the end of 2008, the TitlePLUS department will have exhibited and/or presented at more than 130 events from coast-to-coast. By emphasizing the value of seeking independent legal advice for all real estate transactions, the TitlePLUS program supports the role of the lawyer as central to the real estate transaction.

*PSST... ILS SONT LÀ!*

Présentant assurance titre TitrePLUS<sup>SM</sup> d'Assurance LawPRO<sup>SM</sup>

Le programme TitrePLUS met l'accent sur vous. Tout ce qu'ils entreprennent se fait en fonction de vous conserver au centre de la transaction immobilière. Ils croient que vous devez toujours être impliqué activement dans la transaction immobilière pour le bien du client.

Ils ont créé leur programme pour le Québec afin de travailler avec vous : le programme TitrePLUS est heureux d'être votre partenaire pour affronter les changements du marché.

La mission de TitrePLUS est d'être le partenaire reconnu et estimé du notaire et de l'avocat, apportant des opportunités d'affaires et un soutien continu pour l'entreprise du notaire et de l'avocat qui pratique dans le droit immobilier.

Pour plus d'information, appelez leur représentant au Québec, Dale Parizeau L.M. inc., au 1-877-865-6865.

Le but du programme TitrePLUS est de vous aider à rester compétitif dans le marché en conservant les transactions immobilières locales.

**Title PLUS**  
1-800-410-1013 [titreplus.ca](http://titreplus.ca)

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2. Assurance LawPRO est un nom enregistré et employé au Québec par Lawyers' Professional Indemnity Company.  
SM Marque déposée de Lawyers' Professional Indemnity Company.

Major events at which the TitlePLUS program exhibited or presented in 2008 include:

- Exhibited at Financial Forum Wealth and Management Expo in Toronto;
- Sponsored the Real Property Program at the 2008 Ontario Bar Association's Annual Institute in Toronto;
- Presented to the Edmonton CBA Real Estate Section;
- Attended the CBA Alberta Law Conference in Calgary;
- Hosted "The Next 10 Years..." TitlePLUS Annual Conference in Toronto;
- Exhibited at Leader's Edge Training Revolution Conference for Real Estate Agents in Mississauga;
- Sponsored a luncheon at the *PME-Inter Notaires* Annual Conference in Quebec;
- Exhibited at the National Credit Union Lending Conference in Newfoundland;
- Sponsored the Winnipeg Real Estate Agents Technology Conference and Trade Show.

**Built just for you**

Together we have all the tools

The TitlePLUS<sup>SM</sup> Program works with you to help protect your clients from title risks. With the right tools we assist you, through our legal services coverage<sup>1</sup>, by reducing the inconvenience of dealing with a loss as the result of an error or omission in your real estate transactions.

To ensure your clients get the most comprehensive coverage in one policy, take a look at the TitlePLUS Program, your Bar-related<sup>SM</sup> real estate partner!

**PROTECTION AS GOOD AS IT GETS**

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1. Please refer to the policy for full details, including actual terms and conditions. The TitlePLUS policy is underwritten by Lawyers' Professional Indemnity Company (LawPRO), Ontario (LawPRO) or Quebec (OwnerEXPRESS<sup>SM</sup>) policies issued with respect to properties in Québec and OwnerEXPRESS<sup>SM</sup> policies do not include legal services coverage.  
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**All you need**

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To ensure your clients get the most comprehensive coverage in one title insurance policy, take a look at the TitlePLUS<sup>SM</sup> Program, your Bar-related<sup>SM</sup> real estate partner!

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