

TitlePLUS promotes role of lawyer

A “real simple” winning combination

The combination of a lawyer and TitlePLUS title insurance are a homebuyer's best bet when it comes to buying a home: That's the core message of a high profile new TitlePLUS advertising campaign.

The print and radio campaign, which is now running in major markets across Ontario, focuses on the types of issues that can arise in a transaction, and how using a TitlePLUS lawyer and title insurance can make life “real simple” for the homebuyer.

Homebuyers are referred to the *Real Simple Real Estate Guide* on the TitlePLUS website, where they'll find a series of interactive mortgage, land transfer and other calculators helpful to consumers, as well as information on the role of a lawyer and the benefits of TitlePLUS insurance in real estate transactions.

Since its launch in early May, the web-based guide has attracted close to 2,000 visitors, one-third of whom clicked through to the *Locate a Lawyer* link to help find a TitlePLUS lawyer in their area.

“The response to this campaign – which has exceeded our expectations – indicates that homebuyers want to know more about what happens when they buy a home. They're looking for good information and advice. We believe TitlePLUS lawyers are in the best position possible to respond to those needs, and to assure consumers that they are doing all they can to protect their investment in their home,” says Kathleen Waters, vice-president of TitlePLUS.

This consumer-directed campaign takes a different approach from previous campaigns, and although targeted to consumers also clearly reinforces with how the TitlePLUS program supports the

role of lawyers in real estate conveyancing. “Raising the lawyers' profile, and supporting the notion that lawyers add value to a real estate transaction, are very much part of our overall campaign objective,” adds Mark Farrish, TitlePLUS director of marketing and sales. “As a bar-related™ title insurer, we're better positioned than anyone to get this message out to consumers.”

The present campaign will support lawyers through this summer's peak real estate season. Follow-up campaigns and other initiatives to profile the TitlePLUS program will be announced later this year.

To access the *Real Simple Real Estate Guide*, go to www.titleplus.ca and click on the *Real Simple Guide* link.



**CONGRATULATIONS
ON THE PURCHASE OF YOUR CONDO.**

Too bad someone else owns it.

Identity theft, impersonation and forgery are real estate crimes that actually happen. That's why it's best to use a professional real estate lawyer who can obtain TitlePLUS® Title Insurance for most real estate transactions. Because the only thing more important than finding the home of your dreams is finding peace of mind.

TitlePLUS Title Insurance and your real estate lawyer. Together we make real estate real simple.

Visit titleplus.ca for our Real Simple Real Estate Guide.

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**YOU'VE JUST FOUND
THE HOUSE OF YOUR DREAMS.**

Unfortunately it comes with a \$10,000 nightmare.

Unpaid property taxes may be just one of the nightmares that can come with your dream home. That's why TitlePLUS® Title Insurance recommends using a professional Real Estate Lawyer for any real estate transaction.

TitlePLUS Title Insurance and your real estate lawyer. Together we make real estate real simple.

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**YOU'VE JUST BOUGHT A HOME
WITH A DREAM KITCHEN.**

Too bad it hasn't been paid for.

Unexpected liens and other charges on title can show up whether you're buying a new house, a resale home or a condo. For complete assurance when you buy, TitlePLUS® Title Insurance recommends using a professional Real Estate Lawyer for any real estate transaction.

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