

TitlePLUS® Celebrates its Fifth Birthday

Believe it or not, this September TitlePLUS will be celebrating its fifth birthday, and as you know, many changes have occurred in this time:

- *TitlePLUS added to its suite of new products and services, LawyerMortgage.com, NewHome.LawyerDoneDeal.com and RealtiPLUS®;*
- *our department has grown to more than 35 employees; and*
- *we now work with over 1,700 real estate lawyers and approximately 50 lenders in the province.*

We have expanded the tools available to you, and hope you are using them to your advantage. The combination of your efforts and TitlePLUS commitment to develop new products and services that meet your needs should help you remain competitive in the ever-changing real estate marketplace.



New products

With the growing trend of the Internet as the preferred route of software development and product deployment, TitlePLUS has recently introduced two new powerful Internet tools, LawyerMortgage.com and NewHome.LawyerDoneDeal.com. These innovative products, allow lawyers to efficiently and cost effectively order TitlePLUS policies on the Web, at their convenience.

Streamlined premiums

In January 2002, TitlePLUS introduced a new streamlined premium structure that allows lawyers to remain competitive by offering home buyers beneficial premiums. These new premiums will apply regardless of whether the property is on municipal or private water/septic systems and/or the property is a condominium, freehold home, cottage, multi-unit dwelling, or registered with NewHome.LawyerDoneDeal.com.¹



TitlePLUS territories

In 2000, we divided Ontario into four territories, each managed by a TitlePLUS Consultant. This initiative was designed to provide responsive, timely, personal service to the real estate bar in all areas of the province. The consultants are responsible for meeting with lawyers and their staff to answer any questions they may have, and to provide training in the use of TitlePLUS and the various software delivery channels. Your local Consultant is always available to help you and your staff with a vast array of services pertinent to your practice. This approach has proven to be quite beneficial because it allows us to anticipate your needs. We encourage you to take advantage of this excellent resource.

Promotional materials

We have designed a collection of new pamphlets and folders to explain and promote title insurance and TitlePLUS to the four stakeholder groups involved in the real estate deal – lawyers, lenders, real estate professionals and home owners. As with all TitlePLUS materials, we have kept our pamphlets simple, informative and user-friendly; each set meets the specific needs of its target market. All of these pamphlets are available free of charge. If you would like to receive copies to distribute, please contact us.





Advertising

Our latest advertising campaign, entitled "Nothing's Sweeter," comprises ads aimed at home buyers, realtors and lawyers. The visual is designed to attract attention and generate interest in TitlePLUS and to meet our core mandate: to promote real estate lawyers and the services that they offer to their clients. Look for our ads in legal, real estate and consumer publications.



Focus newsletters

Focus on Lawyers and *Focus on Lenders* are our two new publications that contain pertinent information for both groups of professionals. These newsletters provide topical real estate articles and tips necessary to keep you at the forefront of the changing nature of real estate practice. *Focus on Lawyers* and *Focus on Lenders* are available by contacting us.

Lenders

Over the last five years, we have been successful in expanding our roster of TitlePLUS Confirmed Lenders. The Confirmed Lenders list contains all the information you need on each lender to complete a TitlePLUS application. As the underwriting has been pre-approved by the lender, no additional work is required on your part. This is an important component to the streamlined use of our software delivery channels, especially in the case of LawyerMortgage.com, where you will benefit from the low premiums and ease of use of the Web site. We have assisted many lawyers in bringing new lenders on-board, so if you work closely with a lender that is not yet signed up, don't hesitate to contact us.

Conferences

This September we will be hosting our fifth annual lawyers' conference. In past years, we have covered topics such as: The Virtual Real Estate Market, Lender's Perspective: Real Estate Industry Trends, e-reg™, Marketing for Professionals, What do your Clients Want?, Change Management in the Workplace, Sales Opportunities for Lawyers, RealtiPLUS, Web Consciousness, Real Estate Claims Trends, Commercial Underwriting Basics, New Condo Act, and Meeting Your Client's Expectations. Historically these conferences have been very successful as well as educational. This year will be no exception.

Events

A large part of our mandate is to promote TitlePLUS, and in doing so, promote you. In the last five years we have attended at

and/or sponsored over 350 events, including home buyer seminars, real estate tradeshow, lender events, golf tournaments, technology initiative presentations, law society programs, e-reg™ information sessions, and a variety of other local sessions. We continue to be a presence in the marketplace, on your behalf. Please notify us of any events in your area, and we will do our best to participate.

Revamped web site

We are currently overhauling the TitlePLUS Web site to provide you with the tools and information you need to make your practice more efficient. The new site will be visually appealing, easy to navigate, and of course, informative. Be sure to visit www.titleplus.ca often.

Our commitment to you

As we grow, we continue to believe in the basics. We believe superior customer service is critical and that competitively priced products that fulfill your needs are the keys to success.

Furthermore, we believe that home buyers/owners, lawyers, lenders, realtors and TitlePLUS should all continue to be involved in the real estate transaction. In this regard, we will continue to work with all stakeholders to ensure that this philosophy remains intact.

We welcome your comments, call 1-800-410-1013 or (416) 598-5899, fax 1-800-286-7639 or (416) 599-8341, or e-mail titleplus@lawpro.ca. We look forward to hearing from you.

¹ Some restrictions may apply; call us for premiums regarding farm and leasehold properties.

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