

Getting the message out

With real estate markets still in flux for much of 2010, the TitlePLUS team focused on building the program's base and providing lawyers, lenders and realtors with a first-hand look at TitlePLUS technology and the benefits of the program.

The consultant team presented to more than 100 lenders and realtors, visited close to 2,500 law firms to reinforce to law clerks and lawyers the benefits of the TitlePLUS program, and hosted or exhibited at 135 events to build the TitlePLUS profile.

In addition, the consultants undertook close to 1,500 house calls to train, re-train and showcase TitlePLUS technology to subscribers and their staff. The goal: to ensure these firms are familiar with the TitlePLUS program and encourage their clients to choose TitlePLUS coverage more often.

Supporting the TitlePLUS consultants' efforts were an ad campaign in 35 publications and websites nationally, and a public education campaign that emphasizes the value of a lawyer in a real estate transaction – but also drives traffic to the TitlePLUS website. The campaign and related media coverage reached about one million households nationally, generating positive media coverage for the TitlePLUS program and real estate lawyers in major national print and electronic media as well as extensive coverage in community newspapers. (For details, see "[Leadership at work](#)" on page 26).

These efforts yielded mixed results, with the program posting solid results in some regions and in some areas (e.g., commercial properties) while posting weaker results in others. Overall, the program ended the year with a modest decrease in gross written premiums compared to 2009, and a slight decline in national market share.

However, efforts of the TitlePLUS team paid off on other fronts. The program ended the year with a subscriber base of more than 4,700 lawyers and Quebec notaries. TitlePLUS policies were issued for 790 lenders in 2010 – a solid base on which to build in 2011. And while the sales and marketing team is redoubling its efforts to build on this base for the coming year, the underwriting group is focused on developing new initiatives that will reign in claims costs.



Metrics that matter: TitlePLUS program (national numbers)

Number of subscriber lawyers	4,741
Number of new subscribers in 2010	216
Number of lenders using TitlePLUS insurance	790
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Information/marketing presentations (to lawyers, lenders, realtors)	2,587
House calls (training and assistance to law firms)	1,475
Events, sponsorships, exhibits	135
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Claims reported (2008*)	419
Claims costs (2008*)	\$5.12 million +
Claims paid ratio (since program start)	40%

* Because of the lag in time between when a TitlePLUS policy is sold and a claim on that policy recognized and reported to LAWPRO, claims statistics for the most recent years are incomplete; more reliable data is available for fund years that are at least 24 months old as of the end of 2010.

+ Projected gross TitlePLUS claims case costs