



THE TITLE INSURANCE “VALUE PROPOSITION”

A Value Proposition is the unique value a product or service provides to a customer. It describes the benefits the product delivers. It answers the question: Why is this worth the money?

- 1** Title insurance protects the interests of property owners and lenders against legitimate or false title claims by owners or lien holders. It ensures the title to the investment is clear, unlocking its potential as a financial asset for the owner.
- 2** A qualified professional will access, assemble, analyze, and distribute title information, in addition to handling escrow and closing.
- 3** Title problems are discovered in more than one-third of residential real estate transactions. These “defects” must be resolved before closing. The most common issues are existing liens, unpaid mortgages, and recording errors of names, addresses or legal descriptions.
- 4** An owner’s title insurance policy protects the owner for as long as he or she has an interest in the property, and the premium is paid only once, at closing.
- 5** Title insurance is different from other forms of insurance because it insures against events that occurred before the policy is issued, as opposed to protecting against events in the future, like health, property or life insurance do. Title insurance is a loss prevention insurance.
- 6** The thorough search of existing records to identify all possible defects to resolve them before issuing a policy minimizes claims and enhances your level of protection.
- 7** Researching titles is extremely labor-intensive since only a limited percentage of public records are computerized or even centralized in one location. The industry invests a substantial amount of time and expense in collecting and evaluating title records. As a result, the industry’s claims experience is low compared to other lines of insurance.
- 8** Dollar for dollar, title insurance is the best investment you can make to protect your interest in one of the most valuable assets you own: your home.
- 9** To get the best product, choose a Chicago Title, Commonwealth Land Title, or Fidelity National Title Authorized Agent for all your title and escrow needs. You will have absolute security and peace of mind knowing that the leader in the title insurance backs your policy. Use us on your next transaction and you’ll see why we are worth the money.