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NOTICE

TO: NJLTA Members

DATE: November 16, 2007

I am pleased to advise that the NJLTA, through an unanimous vote of the members of the Board of Governors attending the November 14, 2007, meeting, has adopted the American Land Title Association's "Principles of Fair Conduct". I have attached hereto a copy of the "Principles of Fair Conduct" and the information relating thereto that has been provided by the American Land Title Association.

The NJLTA deemed it important to confirm that it believes its members are expected to adhere to the highest standards of ethical behavior and the laws and regulations governing the business of title insurance. The NJLTA agrees that the ALTA's "Principles of Fair Conduct" represent the Association's commitment to promote behavior within the trade industry which serves the needs and interests of consumers. As such, the NJLTA is proud to adopt the Principles and encourages its members to adhere to same.

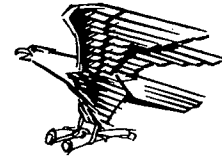
Very truly yours,



EDWARD C. EASTMAN, JR.

ECE/lh
ENCL.

**A M E R I C A N
L A N D T I T L E
A S S O C I A T I O N**



Dear State Association Partner:

We are excited to share a significant industry milestone with you, and hope you will join us in supporting it. As you may have heard, in September ALTA launched *The Title Industry Consumer Initiative* in response to growing criticisms of the title industry by legislators, regulators and the news media over issues ranging from pricing and competition to alleged conflicts of interest. The April 2007 report by the Government Accountability Office (GAO) recommended specific actions for improving oversight of the industry and better protecting consumers.

The Consumer Initiative affirms ALTA's commitment to promote high standards of ethical and legal conduct within the title industry, to educate consumers about our products and services so that they can make informed choices, and to work more closely with state and federal regulators.

The centerpiece of the Initiative is the "Principles of Fair Conduct." The Principles essentially raise the bar for ethical and lawful behavior within the title industry. By voluntarily adopting and adhering to the Principles, our industry can demonstrate compliance without the need for government intervention.

The Principles are more than lofty goals. Within each of the five Principles are concrete action steps for implementation. While the majority of individuals within our industry already follow the spirit of the Principles, the actions of a few have a detrimental impact on the entire industry. And, without the authority to enforce the Principles, we believe the best way to address behavior is through education and pressure from peers.

In that vein, we are asking each state association to share the Principles with their members, and to encourage their adoption. Indiana, Oklahoma, Virginia and Illinois have already taken the pledge. Here are some of the things these states are doing to give you some examples:

1. Official adoption by the Board of Directors.
2. Revising the membership application to require new members to pledge adherence to the Principles.
3. Listing the Principles on the association's Web site.
4. Creating posters listing the Principles for members to hang in their places of business.
5. Inclusion of the Principles in a promotional DVD.

(We recognize that many of you currently have something similar to the Principles in place. It is not our intention to supersede your efforts. If you have not done so recently, we encourage you to reinforce their importance with your members.)

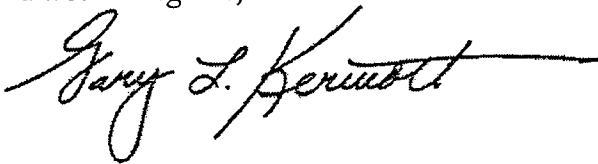
Another significant element of the Consumer Initiative is our commitment to better educate consumers. ALTA recently launched a new Web site, www.homeclosing101.org, which explains the closing process, the purpose and function of title insurance, and how consumers can become better educated so that they understand the value we provide. We ask that you post a link to this site from your Web site (instructions are listed on the Web site).

Our commitment to work more closely with state and federal regulators is already being demonstrated. We held a briefing on Capitol Hill in September to announce the Initiative, and have personally met with a number of federal legislators and regulators. At the state level, ALTA created a new staff position to assist the state associations in their efforts. James Cox joined us as State Legislative/Regulatory Representative, and he will be contacting you (if he has not already done so) to determine your needs and offer his assistance.

If you are not yet familiar with the Consumer Initiative or Principles of Fair Conduct, we urge you to review and adopt them. They can be downloaded from our Web site at www.alta.org. Let us know what actions you are taking so that we can give you appropriate recognition. We need to keep the positive momentum going!

Feel free to get in touch with either Ed Miller or James Cox at ALTA at 800-787-2582, or via e-mail at ed@alta.org, james@alta.org.

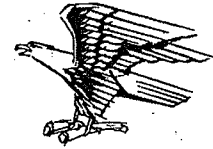
Personal regards,



Gary Kermott
ALTA President



Greg Kosin
ALTA Immediate Past President



ALTA PRINCIPLES OF FAIR CONDUCT

Preamble

The ALTA Principles of Fair Conduct represent the association's commitment to promote behavior within the title industry that serves the needs and interests of consumers.

The Principles describe ALTA's expectation of its Members to adhere to the highest standards of ethical behavior and the laws and regulations governing the business of title insurance.

The "Appropriate Steps to Implement the ALTA Principles" sets out specific actions that Members can take, and suggests what government can do to assist the title industry in this regard.

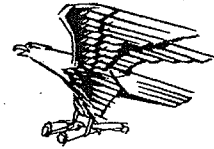
ALTA encourages all of its Members to pledge to support The Principles, and to incorporate them into their daily business practices.

ALTA pledges to assist its members in implementing The Principles through ongoing training on ethical standards and legal compliance.

ALTA has formed a special Committee for ongoing review of The Principles annually to ensure that they continue to address the needs and interests of the consumer public.

ALTA PRINCIPLES OF FAIR CONDUCT

1. To engage only in business practices that are lawful and consistent with a high standard of ethical behavior.
2. To encourage a culture of compliance within their organizations for federal and state laws that govern the title insurance business and for these Principles.
3. To treat consumers in a fair and ethical manner.
4. To provide consumers with timely and comprehensive information regarding their policies, services, products, and prices so as to enable consumers to shop effectively among providers of title-related services.
5. To encourage and assist consumers to be educated purchasers of title insurance and title-related services.



APPROPRIATE STEPS TO IMPLEMENT THE ALTA PRINCIPLES

Principle #1. To engage only in business practices that are lawful and consistent with a high standard of ethical behavior.

What a Member Can Do:

- Regularly review its practices and business arrangements to ensure that they are lawful and consistent with a high standard of ethical behavior.
- Not enter into any business arrangement with a person in a position to refer business (i.e., a real estate broker or salesperson, mortgage lender, or builder) unless the arrangement is in accordance with RESPA and applicable state law.
- Monitor any such arrangement to ensure that it is implemented in a manner that is consistent with such advice or guidelines.

What ALTA Plans To Do:

- Provide seminars and other materials to Members on federal and state laws applicable to business practices in the title insurance industry.
- Provide seminars and other materials to Members relevant to appropriate standards of ethical behavior by providers of title-related services.
- Provide to Members on its website judicial decisions and other materials that provide guidance on RESPA.
- Work with HUD to determine if there are self-regulatory measures that the title insurance industry can adopt that would complement HUD's RESPA enforcement activities and help the industry achieve greater compliance with RESPA.

What Government Can Do:

- Congress should amend section 8 of RESPA to provide a competitor's right of action for injunctive relief.
- HUD should provide timely responses to RESPA questions of importance to the title insurance industry submitted by ALTA.
- HUD should seek to coordinate more effectively with state regulators in RESPA enforcement.

Principle #2: To encourage a culture of compliance within their organizations for federal and state laws that govern the title insurance business and for these Principles.

What a Member Can Do:

- Communicate to its employees and, if the Member is an insurer, to its title insurance agents the importance the Member attaches to compliance with the letter and spirit of such laws, and to these Principles.

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- Provide periodic training to employees and, if the Member is an insurer, to its title insurance agents, on the requirements of federal and state law regarding consumer charges and disclosures, and prohibited payments and arrangements.
- Assign to an officer with senior status responsibility for serving as a point of contact for employees, agents (if the Member is an insurer), and other Members who may believe that the Member is engaging in practices or arrangements that violate RESPA or comparable state laws.
- Develop appropriate internal procedures to ensure that senior management is aware of questionable practices or arrangements that may be engaged in by divisions or offices within the company.

What ALTA Plans To Do:

- Review what other industries and companies have done to enhance a culture of compliance and bring such examples to the attention of Members.
- Work with HUD and State regulators in developing ideas for further steps that would be appropriate for Members to take in this regard.

Principle #3. To treat consumers in a fair and ethical manner.

What a Member Can Do:

- Adopt and make available to the public a statement explaining how the Member intends to treat consumers who will be paying for its products and services (a Member's "Consumer Statement"). The following are examples of provisions that could be included in the "Consumer Statement":
- A Member's communications with customers, including marketing materials, brochures and other advertising materials, will be honest, fair and free from misleading statements or suggestions.
- A Member will handle customer claims in an ethical and legal manner and in accordance with the terms of the Member's applicable title insurance policy and applicable law.
- A Member will make a good faith effort to resolve customer grievances in a fair and prompt manner.
- Fairly apply the principles in its Consumer Statement and correct any failure to apply those principles as soon as possible.

What ALTA Plans To Do:

- Provide information and general assistance to Members that will facilitate their developing their own Consumer Statements.
- Make available on its website the Consumer Statements of its Members.

Principle #4. To provide consumers with timely and comprehensive information on their policies, services, products, and prices to enable consumers to shop among providers of title-related services.

What a Member Can Do:

- Make information readily available on its rates and charges.
- In response to an inquiry by a consumer or on a consumer's behalf, make available within a reasonable period of time an estimate of the total fees and charges that the Member would typically charge in a transaction of the kind and value specified.
- Take appropriate steps to communicate to the public any conditions that must be met in order for a consumer to obtain a discounted title insurance premium (such as a reissue rate) that may be applicable in the transaction.

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- Provide information about what services are or are not covered by particular charges.
- To the extent practicable, inform the consumer of any charge to be made by the Member as far in advance of closing as possible.

What ALTA Plans To Do:

- Work with state land title associations to develop state-oriented approaches that will provide consumers with information on title company charges.
- Encourage the development of methods that would be appropriate to particular states or local jurisdictions and that would provide a format for the uniform presentation of title company charges to consumers who are shopping for title insurance and title-related services.
- Work with associations representing mortgage lenders to encourage earlier transmittal of closing instructions.

What Government Can Do:

- Where possible, State regulators should consider the development of a format for the uniform presentation of title company charges to consumers who are shopping for title insurance and title-related services.
- HUD should provide regulatory guidance with regard to items (such as document recording fees) for which the exact amount that will be paid by the settlement service provider is not known at the time of closing, to allow for a good faith charge of an amount that reflects either an estimate of the charge expected to be incurred, or the average charge incurred by the provider in a representative period.

Principle #5. To encourage and assist consumers to be educated purchasers of title insurance and title-related services.

What a Member Can Do:

- Provide consumers as accurate information as possible about the total title-related charges that they may end up paying in the transaction.
- Seek to explain to consumers the reasons or purposes for particular charges made by the Member.
- Educate consumers about the need for title insurance.

What ALTA Plans To Do:

- Undertake an educational campaign to inform consumers about:
 - the benefits of title insurance and title-related services; and
 - how to shop for title insurance and title-related services.

What Government Can Do:

- State insurance departments should coordinate web-based products that provide consumers with basic information about settlement costs
- State and federal housing agencies should undertake a public awareness campaign to explain the homebuying process and costs involved.