

Advocus Advocacy in Action

YOUR VOICE IN THE LEGISLATURE

Protecting Your Interests in Washington and at Home



We've been at the forefront of preserving the lawyer's role in real estate transactions and protecting consumer rights. A look back at some of CEO Peter Birnbaum's trips to Washington, D.C.: with Senator Tom Railsback (1987); at the White House with Richard Hart (1995); and at the Capitol with then president of ALTA Frank Pellegrini (2012).

Leadership in "Fix Your Mortgage" Initiative



During the height of the foreclosure crisis in 2009–2010, we worked with several partners to sponsor 14 workshops for at-risk homeowners. At these "Fix Your Mortgage" events, our agents, staff, and other volunteers assisted qualified homeowners in applying for loan modifications within the Home Affordable Modification Program.

Our organization, formerly known as Attorneys' Title Guaranty Fund, Inc. (ATG) now known as Advocus, was founded in 1964 to preserve the lawyer's role in real estate transactions for the benefit of the client. Since that time, we have always made it a priority to advocate for the interests of lawyers and the clients they serve. No other title underwriter in the Midwest can make that claim

MEDIA RELATIONS, APPEARANCES, PARTICIPATION

Throughout our history, we have embarked on media-relations campaigns and other promotional efforts to spread our core message, "Buying or Selling a Home? See a Lawyer First." Examples:

- » Worked with lawyer groups to launch social media campaigns
- » Published articles appeared in daily and community newspapers
- » Appeared on television news spots and radio call-in shows
- » Sponsored the "See a Lawyer First," billboard campaign
- » Hosted consumer call-in hotlines

LEGISLATIVE EFFORTS

In addition to these consumer-facing efforts, we have a long track record of fighting for the interests of lawyers and the consumers they serve. Over the years, our CEO and other leaders have made many trips to Washington to meet with legislators, lobby, and testify before various committees.

TELLING OUR STORY

Our website, publications, and event coverage give a snapshot of who we are and what's important to us. As part of our 50th anniversary celebration in 2014, we produced a video featuring our agents and staff. [Watch here.](#)

ARTICLES

See inside for a sampling of articles and links that illustrate our efforts. Many are also available on the *Advocacy in Action* page of our website.



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