

NEWS RELEASE

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iTitleTransfer, LLC Announces Interactive Web Site for Alternative Ownership Transfer of Residential Real Estate

Announced today: *iTitleTransfer's* new web site <https://iTitleTransfer.com/> as innovative real estate ownership-transfer Portal

According to Managing Director Ted Sprink, veteran title industry executive and Founder of *iTitleTransfer*, “our asset transfer program is based on the simple proposition of Value, Safety, Consumer Choice, Realtor Choice, Buyer Choice and Investor Choice”.

“Why not buy or sell your home using an alternative transfer strategy to save time and money? *iTitleTransfer* refers to “traditional” as the status quo of the over-use of over-priced and unnecessary title insurance. Sprink added, “as in many industries, the status quo is often controlled by powerful corporations and industry monopolies, requiring and protecting their outdated business models. *Common to the status quo is a lack of consumer choice...a restriction on alternatives*”.

The new web site strongly establishes our identity, value and brand equity. The theme throughout the site is Consumer Choice and Alternatives to the status quo; transferring real estate safely and efficiently, while unlike the title industry, realistically correlating price to risk. Sprink summarizes the new web site as follows:

1. The [HOME Page](#) provides an overview, and a 60 second video Founder's Message.
2. The [ABOUT Page](#) focuses on Why *iTitleTransfer* and presents the photos of our Management Team and Advisory Board
3. The [SERVICES Page](#) sets forth the details of each component of our Value Proposition in defined boxes; and provides a link to the Power Point Presentation entitled “VIEW THE TRANSFER PROCESS”, which serves as our sales presentation.
4. The [TESTIMONIALS Page](#) provides eight Testimonials from relevant stakeholders in the *iBuyer* market.
5. The [RESOURCES Page](#) presents Published Articles related to the status quo of the real estate *iBuyer* market, and *iTitleTransfer's* role in providing Consumer Choice and Alternatives to the status quo. The articles are intended to demonstrate knowledge and insight, thereby establishing market credibility. This page also presents Promotional Product Sheets, each highlighting a value and benefit of *iTitleTransfer* providing an alternative to outdated and unnecessary title insurance.
6. The [CONTACT US Page](#) provides an email link which electronically populates our address for clients and prospective customers to contact *iTitleTransfer* directly.
7. The [ORDER NOW Page](#) electronically populates an email, to which a Purchase & Sale Agreement is attached, which Order is directed to our Underwriting and Production Center in Orlando Florida. This begins the transfer process described in considerable detail in “View the *iTitleTransfer* Process” link at the Services page.

Sprink shared a key example of the status quo in the real estate industry in which national land registry property searches and examinations reveal that 75% of homes in escrow reflect clear title, which eliminates the need for buyers and sellers to purchase unnecessary title insurance. Title insurance is the costliest closing expense in the transfer of real property ownership.

iTitleTransfer's two-tier, all-inclusive pricing model includes search, examination, proprietary scoring, escrow, legal opinion, document preparation, e-signing & notary, closing via e-recording and a land registry alert & monitoring service.

iTitleTransfer maintains corporate offices in Scottsdale, Arizona and production facilities Dallas, Texas and Orlando, Florida.



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