

# ALTA Press Release

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**For Immediate Release**

## **American Land Title Association Announces SMS TrustLink as an Elite Provider**

**Washington, D.C., May 14, 2015** — The [American Land Title Association](#) (ALTA) has announced that SMS TrustLink has been named an Elite Provider. SMS TrustLink joins [10 other companies](#) as ALTA Elite Providers.

ALTA's [Elite Provider Program](#) is comprised of premier service providers committed to offering comprehensive benefits to the title insurance and settlement services industry. Elite Providers promote the highest industry standards and provide effective solutions for ALTA members' critical needs.

"I am happy to announce that SMS TrustLink has joined our ALTA Elite Provider program," said Michelle Korsmo, ALTA's chief executive officer. "We are constantly working to provide our members with the resources to find businesses with a proven track record of trusted products and services. The Elite Provider program connects ALTA members with technology and service providers across the land title insurance industry."

SMS TrustLink conducts daily three-way escrow account reconciliation and provides daily status reports for all escrow accounts. SMS TrustLink's Unclaimed Property service can properly manage the escheat process for all escrow balances and uncashed checks. SMS TrustLink offers nationwide coverage and complete segregation of data and duties. SMS TrustLink provides a complete banking department to verify accounts are setup as escrow trust accounts and maintained in Federally Insured Financial Institutions. Additionally, SMS TrustLink prepares daily Positive Pay files and uploads to the bank.

As an ALTA Elite Provider, SMS TrustLink offers ALTA members a 50 percent set-up fee discount worth \$250.

"We are pleased to be a part of this important program and our customers will benefit from the combined knowledge and best practice expertise of TrustLink and ALTA," said Pam Sember, SMS TrustLink business development manager.

For more information about the program or to apply, please visit ALTA's [Elite Provider website](#).

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### **About ALTA**

The [American Land Title Association](#), founded in 1907, is the national trade association representing more than 5,400 title insurance companies, title and settlement agents, independent abstractors, title searchers, and real estate attorneys. With offices throughout the United States, ALTA members conduct

title searches, examinations, closings, and issue title insurance that protects real property owners and mortgage lenders against losses from defects in titles.

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