



TitlePLUS® insurance launches new campaign to educate home buyers

TORONTO - June 13, 2006 – Many Ontarians have jumped into the busy real estate market without fully appreciating the legal dimensions of home buying or the critical role that a real estate lawyer plays in protecting them, according to new research generated for TitlePLUS insurance, a leading provider of title insurance to homeowners. Only 10 per cent of recent home buyers in Ontario saw their lawyer’s role as an advisor on matters such as mortgage and title issues, and one third did not know what title insurance is.

The research is part of a marketing campaign by TitlePLUS insurance to raise consumer awareness of the legal risks in home buying and the crucial role of their real estate lawyer. The campaign includes print and radio advertising as well as public relations activities.

“Real estate lawyers play a key role in navigating the major legal implications of home purchase. Although a home is usually a family’s largest financial investment and, as a result, presents the greatest potential financial risk, many Ontarians are unaware of the potential hazards” says lawyer Kathleen Waters, Vice President, TitlePLUS. “Real estate lawyers not only manage the necessary paperwork of sale, but more importantly protect home buyer’s interests by anticipating potential hazards. We know that the greatest risks cluster around issues other than title, and many home buyers are not aware of these risks.”

The TitlePLUS policy is one of the few title insurance products that includes legal services protection. “Real estate lawyers tell us they appreciate being able to help their clients obtain added security, and that the standardized TitlePLUS process allows them to spend less time on redundant paperwork, and more time offering personalized legal advice and service to their clients” said Waters.

Available only through real estate lawyers, TitlePLUS title insurance carries a low, one-time premium and provides a comprehensive title insurance policy, protecting buyers and lenders for title-related problems that could affect ownership or the marketability of the property in the future, and legal services provided by the lawyer closing the purchase.¹ The policy continues to cover the home buyer, the spouse or heirs for as long as any of those parties has an interest in the property.

About TitlePLUS Insurance

TitlePLUS title insurance is provided by the Lawyers' Professional Indemnity Company (LAWPRO®), an insurance company incorporated in 1990 by the Law Society of Upper Canada and licensed to provide professional liability insurance and title insurance in numerous jurisdictions across Canada. LAWPRO has earned an A (Excellent) financial strength rating by A.M. Best Co., a leading rating agency, for the last six consecutive years.

¹ As with any insurance purchase, you must always refer to the policy for full terms and conditions. OwnerEXPRESS® policies do not include legal service coverage.

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TitlePLUS title insurance is the only all-Canadian title insurance product on the market today. It offers home buyers insurance coverage for both title-related aspects of a transaction and the legal services provided by a lawyer.

It also protects buyers and lenders under the same policy (and for the same premium) for title-related problems that could affect ownership or the marketability of the property in the future, and legal services provided by the lawyer closing the purchase.² The TitlePLUS OwnerEXPRESS[®] program offers current home owners protection against title-related risks and fraud.

About the survey

The research of 1,277 Ontarians 18 years of age and older and who bought a home in the last five years was carried out between May 23 and May 31, 2006 by Decima Research on behalf of LAWPRO. Results are considered accurate to within plus or minus 2.7 per cent, 19 times out of 20.

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For more information or to arrange an interview with Kathleen Waters, please contact:

Laura Vallis or Trish Tervit

Environics Communications

416-969-2781 or 416-969-2768

lvallis@environicspr.com or ttervit@environicspr.com

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