

2025 DAY AT THE CAPITOL



TIPS ON MAKING YOUR LEGISLATIVE VISIT SUCCESSFUL

Primary Goal: Build a meaningful relationship

- **Be Prepared**
Refer to information provided by TLTA to know which issue(s) and bill(s) to discuss. Understand how they affect the industry and reasons for your position.
- **Introduce Yourself**
Be sure to introduce yourself and your association, TLTA. Give the legislator or aide your business card and tell them what town you are from.
- **Discuss Key Points**
Be concise, brief and go over crucial points. Anticipate that there will be a short amount of time for the meeting.
- **Provide Industry Information and Materials**
Hand out literature that summarizes the main issues of the industry. Review the information in the attendee packet and know what you are providing to legislators.
- **Be Specific and Personal**
Portray how the legislation affects the industry or your company, giving specific examples. This allows the legislator to relate to your concern and issues and will have more impact. Keep statistics and figures to a minimum and use them to accentuate your point rather than make the case.
- **Be Honest**
Build trust and maintain your credibility by being straightforward. Don't stretch the truth or distort facts and figures.
- **Be Patient**
Be respectful of the legislator's position and time.
- **Educate**
Communicate your views and inform rather than argue your point. Do not take it personally if the legislator disagrees with you on a certain issue.
- **Stay Focused**
Remember that you are representing TLTA. Issues that are not part of the program today should be addressed at a separate meeting with your legislator.
- **Put on a United Front**
It's important for the title industry to have a cohesive image. Don't denigrate other title insurance companies or other segments within the industry.
- **Make Allies**
Be friendly with the staff who may be of valuable assistance to you and a good source for inside information.
- **Ask for Support**
Request support from the legislator.
- **Offer to be a Resource**
Give the legislator your contact information. They may just turn to you when preparing a legislative bill or proposal.
- **Thank the Legislator**
Remember to thank the legislator for his/her time and support at the end of the visit.
- **Send a Thank You Letter**
After your visit, follow up by thanking the legislator through a personal letter for his/her time and support. If necessary, reemphasize the need for support or request support again.