



PLTA
PALMETTO LAND TITLE
ASSOCIATION

TITLE NOTES

JUNE 2025

June is National Homeownership Month,

and we're celebrating the hard work and expertise you bring to every real estate transaction. Whether you're clearing title issues, guiding clients through legal complexities or handling the fine details that others don't see, you help make homeownership possible, safe and successful for South Carolina families.

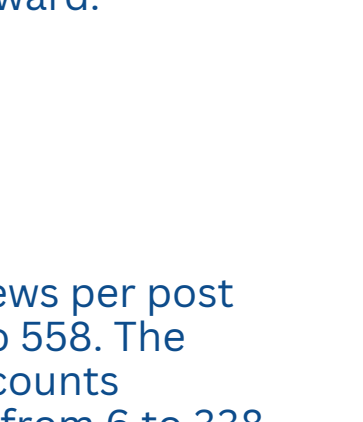
We're proud to make PLTA home to professionals like you, as you help make the Palmetto State home to others. In our June newsletter, you'll get introductions to our board members, advocacy updates, a PLTA Spring Convention recap, South Carolina homeownership statistics and resources to share with your clients. Scroll to the bottom to participate in our membership poll!

Not a member yet? [Click here!](#)

MEET THE BOARD

Get to know our Communications Chair, Micah Owen.

Micah's time in this role has been centered on social media engagement with the goal of growing our association and corresponding connections. This year, we partnered with Bowe Digital to relaunch the PLTA newsletter after a 4-year gap. We concluded 2024 with an annual edition and are committed to publishing it monthly going forward.



SOCIAL MEDIA UPDATES:

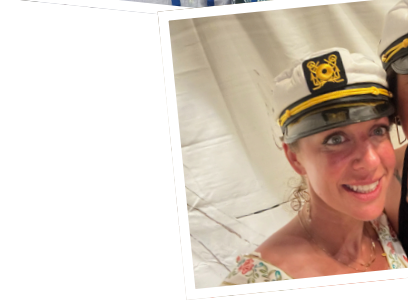
Micah has achieved measurable growth in engagement and reach across platforms.

LinkedIn: Follower growth increased 43.8% over the past year. Post impressions grew from 27 to 2,138 on average, with link clicks up 44.4%.

Facebook: Views increased by 20% and visits increased by 48%.



"I want to say a heartfelt thank you to those of you who submitted a testimonial. It's hard to put into words how important PLTA is. However, reading the testimonials of your peers goes a long way—helping us gain four new members this year!" Micah said. "My goal for this next year is to transition to more reels and videos on social media."

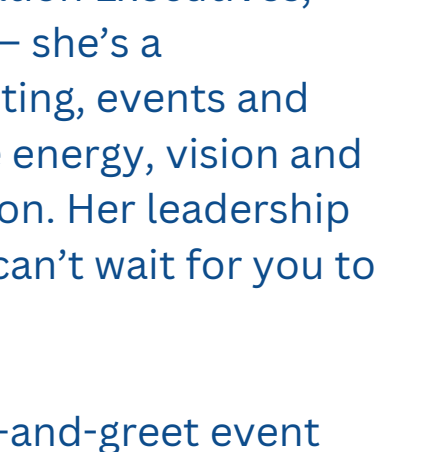


As a reminder, our board meetings are open to all members.

JOIN OUR NEXT MEETING ON JULY 21ST.

INTRODUCING OUR NEW EXECUTIVE DIRECTOR, ALEXA STILLWELL

Alexa is the founder of Stillwell Strategies, LLC, where she provides tailored solutions to organizations across the region. With more than 20 years of experience in the association world, holding leadership roles with the South Carolina and Columbia Chambers of Commerce and a leadership position with SC Society of Association Executives, Alexa is far more than a seasoned professional — she's a powerhouse in association management, marketing, events and business development. We're thrilled about the energy, vision and fresh perspective Alexa brings to our organization. Her leadership is sure to guide us toward new heights, and we can't wait for you to meet her in person!



Stay tuned for details about an upcoming meet-and-greet event where you'll get the chance to welcome Alexa and hear more about her exciting plans for the future.

WANT TO JOIN A PLTA COMMITTEE?

Our committees are made up of volunteers and help the association accomplish great things year after year. Committees are responsible for planning programs and developing services for the association. To sign up, email Alexa at alexa@scplta.org.

ADVOCACY UPDATE

Here's what we're working on:

ALTA's Title Agency Network (TAN) recently asked for our help in urging lawmakers to cosponsor Federal Bill H.R. 3206, the Protecting America's Property Rights Act, which was introduced in the House by Representatives Andrew Garbarino (R-NY) and Vicente Gonzalez (D-TX). This bipartisan bill would ensure all loans purchased by Fannie Mae and Freddie Mac would be protected by a state-regulated product such as title insurance. If passed, this legislation would nullify the FHFA Title Acceptance Pilot and push unregulated alternatives out of the marketplace. Any product that claims to do the work of title insurance should be regulated as such and play by the same rules! [View the Official Bill Text here.](#)

Your voice matters – [Click here](#) and urge your Member of Congress to cosponsor H.R. 3206 today!

PLTA's 2025 SPRING CONVENTION

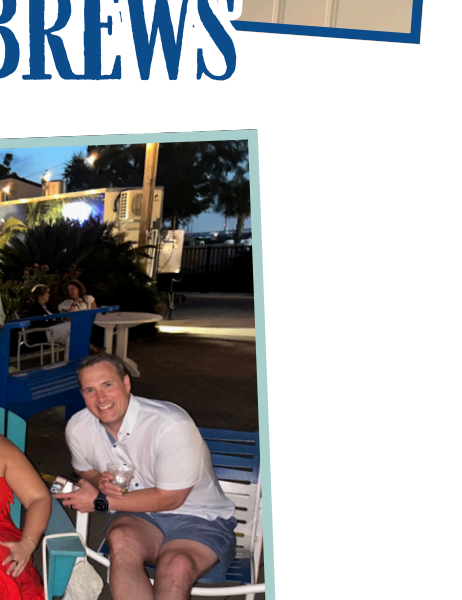
Thank you to all the members who attended this year's convention. We had a blast connecting with you, hearing from the experts who led our CLE courses and educational sessions, saying a bittersweet farewell to our past executive director, Rebecca Battle-Bryant, introducing our new president, Dawn Watkins, and other board members, honoring Dawn Watkins with the J. Lee McDonald Award, giving out prizes, enjoying beautiful views and much more.



DAWN RECEIVING THE J. LEE MCDONALD AWARD



THE PALMETTO STATE



VIEWS AND BREWS



GATHER AROUND THE FIRE PIT



THANK YOU TO OUR SPEAKERS



GIVEAWAY GALORE

A HUGE THANKS TO THE SPONSORS AND EXHIBITORS WHO MADE IT POSSIBLE

PLATINUM:



GOLD:



SILVER:



SAVE THE DATE FOR THE PLTA GOLF TOURNAMENT

What? PLTA Captain's Choice Golf Tournament.

Where? Fort Jackson Golf Club, Columbia, SC.

When? Thursday, November 6, 2025.

Shotgun start at 11:00 am.



CELEBRATING NATIONAL HOMEOWNERSHIP MONTH IN

SOUTH CAROLINA

National Homeownership Month is a time to celebrate the importance of homeownership in South Carolina and the role real estate and legal professionals play in making it possible. Below are some promising statistics about our market, along with educational resources you can share with your clients.

- The homeownership rate in South Carolina for the first quarter of 2025 is reported to be 65.1 percent according to the Census Bureau.
- South Carolina home prices increased 1.6% year-over-year in May 2025, with a median sale price of \$392,200.
- The number of homes available jumped significantly by 19.8% year-over-year, with 23,860 active listings at the end of 2024
- South Carolina is among the top five states where people are relocating, with cities like Myrtle Beach experiencing a significant influx.

Don't Be a Stranger!

We ❤️ our Palmetto Land Title community, and are proud to support your success—so let us know what that looks like for you! If there's something specific you'd like to see in our newsletters, just tell us.

