

“South Carolina is not a place you pass through.

It's a place you feel.”

That feeling comes from the people who live and work here - people like you. At PLTA, we're proud to support professionals who help make South Carolina feel like home.

In this month's newsletter, you'll meet one of our dedicated board members, catch up on key legislative developments, see what's new at PLTA and more. Don't forget to scroll to the bottom and weigh in on this month's membership poll. We want to hear from you!

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

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.

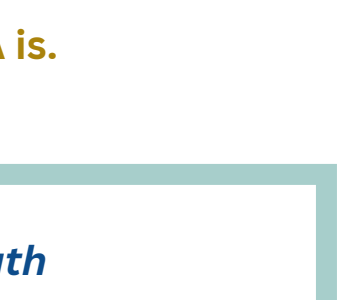


MEET THE BOARD

Get to know Benjamin (Ben) Dunn.

Ben is a Senior Partner at [Ormond Dunn Attorneys at Law](#).

After a multi-year hiatus, Ben returned to serve on the PLTA Board of Directors, where he looks forward to supporting the PLTA's role in advocating for intelligent real estate law and policy, as well as providing practitioners and underwriters opportunities for education and cooperation. He would like to focus his Board service on increasing practitioner engagement and involvement with our organization.



We asked Ben what his favorite thing about PLTA is.

Here's what he said:

“It is an organization **focused on South Carolina** real estate transactions. PLTA isn't political and does a great job of staying in its lane by **remaining focused** on how law and policy impact the purchase, financing and ownership of real property.”

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

JOIN OUR NEXT MEETING ON SEPTEMBER 9TH.

A NEW PLTA WEBSITE IS COMING SOON!

BIG THINGS are happening at PLTA, and we can't wait to share them with you! Our brand new website is just around the corner, and it's designed with YOU in mind. **Here's a sneak peek of what's coming:**



Streamlined Navigation:
Find what you need faster with an intuitive menu and easy-to-use features.



Member Perks at Your Fingertips:
From paying dues to accessing our interactive calendar, resources page and more, it's all just a click away.



Fresh Look, Same Southern Hospitality:
A modern design that reflects the professionalism and warmth of our community.



READY OR NOT:

PREPARING FOR THE FINCEN FINAL RULE

As the December 1, 2025, effective date for FinCEN's Final Rule approaches, both the real estate industry and FinCEN have been actively preparing for its implementation. Our sponsor, Alliant National Title Insurance Company, provides a detailed look at these developments in their article, [“Ready or Not: Preparing for the FinCEN Final Rule.”](#) Here are some key updates:

What Has the Industry Been Up To?

Legal Challenges:

- On April 14, 2025, East Texas Title filed a lawsuit arguing that the rule violates constitutional rights, including the Fourth Amendment and the separation of powers.
- On May 20, 2025, a national underwriter filed a similar lawsuit, claiming the rule exceeds FinCEN's statutory authority and imposes unreasonable burdens on businesses.
- ALTA has formally appealed to the Office of Management and Budget (OMB), asking for the rule to be rescinded unless changes are made to reduce its impact on small title companies.

Preparation Efforts:

- ALTA has created working groups to develop information collection forms to meet the rule's requirements, which include 111 distinct data fields.
- Training resources, such as webinars and a FinCEN Bootcamp, have been launched to help title agents and their partners prepare for compliance.

What Has FinCEN Been Up To?

In November 2024, FinCEN released a proposed draft report form to implement the Final Rule. This form outlines the extensive data fields required for compliance.

On June 5, 2025, FinCEN submitted the Real Estate Report (RER) information collection request to the OMB for review. “By law, an agency cannot collect information without displaying a valid OMB number, so this is another required step as FinCEN moves forward with its plans for a final report form.”

The public comment period remains open until July 7, 2025.

Read the full article from Alliant National Title Insurance Company [here](#).



LEVERAGE TESTIMONIALS TO BUILD CREDIBILITY & ATTRACT NEW BUSINESS

According to a recent BrightLocal study, 98% of consumers read online reviews for local businesses, and 88% trust them as much as personal recommendations. When used correctly in your marketing, client testimonials can influence referrals, enhance your reputation and improve your online visibility.

Not sure how to ask for them? Here are a few tips. Find more useful information in [this article](#).

- Ask at the Moment of Success or when a client expresses satisfaction: Right after closing or a successful resolution, ask while the experience is top-of-mind.
- Include a Review Link in Your Email Signature: A direct link that makes things easy and a small call-to-action like “Share your experience with us” can drive ongoing testimonials over time.
- Automated Follow-Up Emails: Use your CRM or client follow-up system to schedule testimonial requests at key milestones. Think beyond “Just checking in!” emails. For example, at the 30-day mark, your client gets an email titled “New South Carolina Real Estate Laws You Should Know,” which includes a legislative update and a testimonial request.
- Offer a Simple Prompt for Inspiration: For example, “What did you enjoy most about working together?”

Where to Use Testimonials:

Feature them on your website, Google Business profile, social media, email marketing and even proposal decks. For added impact, consider asking trusted clients for video testimonials or pairing quotes with client photos (with permission), which studies show can increase engagement by up to 35%

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.

