

www.nat.com/CFPBPowerTools



TO MAKE THE CFPB WORK FOR YOU

Whether you consider the Consumer Financial Protection Bureau (CFPB) an adversary, a frenemy or a best-friend-forever, there are important CFPB tools that can be used to strengthen your business. Below are five CFPB Power Tools you can use.

Consumer Education

One of the primary goals of the CFPB is to provide more comprehensive financial education. At consumerfinance.gov, the CFPB offers tools and resources for homebuyers, as well as step-by-step guides to mortgages, credit and closings. You can download a flyer at www.nat.com/CFPBPowerTools to help your clients learn about and access these important consumer tools.

Data & Research

Business owners who are serious about growing their market share and effectively serving their customers need data and research to inform their business decisions. Consumerfinance.gov offers updated Data Reports so you can easily follow the trends. The agency also studies how consumers work with financial products and services and consistently posts helpful articles.

Resources

ConsumerFinance.gov hosts webinars, provides resources for financial education and has brochures on a variety of topics for your clients. And if you want to know what consumers are complaining about, you can get a college education's worth of consumer data and information in the Consumer Complaint Database.

Enforcement

The CFPB means business. There are more rules, stricter licensing standards and bulldog enforcement. Since opening its doors in 2011, the CFPB has garnered nearly \$12 billion in paybacks to nearly 29 million consumers and has fielded more than 1.1 million complaints.

Guidance

Need help following the rules? The CFPB's website provides a plethora of guidance and it's easy to navigate. Professionals who care about the future of their businesses are also monitoring the website and responding to requests for feedback on proposed regulations.

Learn more at www.nat.com/CFPBPowerTools

North American Title invites you to join us in our efforts to provide important financial education to consumers. Feel free to access our many resources at nat.com, including video tutorials on the real estate process at www.nat.com/NATTV, flyers and guides on the TILA RESPA Integrated Disclosures at www.nat.com/CFPB and homebuyer and seller resources at www.nat.com/Products-Services.