

Super-sized opportunities, right-sized experiences.

ALFN members don't feel like they're part of some huge association where they don't know the staff, their fellow members, or understand the vision and trajectory of the organization. At ALFN, while we value our position as the largest legal-based association representing the mortgage servicing industry, we prioritize our "small" member experience. That means when you volunteer for a project, attend an ALFN event, or join an ALFN Group, you never get lost in the crowd. Why do we build everything we do around that simple idea? Because we know your goal is to stand out from the crowd. Whether you're a founding member or considering joining the ALFN, we hope you tailor your experience so it's just the right fit—and size—for your business, your needs, and your budget.



Big association, small experience. When it comes to the ALFN member experience, that's our guiding principle.

Susan Rosen
SVP, Membership & Marketing
srosen@alfn.org

POWER OF THE PEN EACH ANGLE AND LEGAL UPDATE GO DIRECTLY TO 5,000+ MORTGAGE SERVICING PROFESSIONALS.

TRAINING: LIVE AND IN PERSON

ALFN WEBINARS AVERAGE 150+ ATTENDEES, WHILE OUR INTERSECT EVENTS ATTRACT 100+ ATTENDEES EACH FALL & WINTER. ANSWERS IS 300+

\$ A value you simply won't find anywhere else in the industry.

Many ALFN Members report using a significant portion of their annual marketing budget with ALFN due to our excellent branding, education and networking opportunities at ALFN events, and the considerable reach of ALFN publications and our online presence.

SOLVING the MARKETING PUZZLE

Did you know the ALFN offers scholarships for Servicers, who are decision makers, to attend ALFN events? What's more, you can offer this perk to your clients or potential clients and pay this value-add on to those in your network.

Ask us how at info@alfn.org

TARGETED MARKETING TARGET YOUR BRANDING WITH ONE OF THREE LISTING OPTIONS IN THE ALFN MEMBER DIRECTORY - LEGALIST

FACETIME WITH CLIENTS EVENTS YEAR-ROUND THAT VARY IN SIZE AND SCOPE GIVE YOU MULTIPLE OPPORTUNITIES TO SEE CLIENTS.

LEGALIST MEMBER DIRECTORY
+ OPTIONAL LISTING ENHANCEMENTS

PRACTICAL PRINT/WEB PRESENCE

WILLed
WOMEN IN LEGAL LEADERSHIP PUBLICATION

ANGLE MAGAZINE
+ OPTIONS FROM 300 TO 1,750 WORD CONTRIBUTIONS

PICTURE THE FUTURE
YOUNG PROFESSIONALS ANNUAL AWARD PUBLICATION

LEGAL UPDATES
YOUR STATE, YOUR EXPERTISE

WILLPOWER
EACH APRIL

ADVOCACY DAY
HELD PERIODICALLY IN WASHINGTON, D.C.

ALFN WEBINARS
ALL YEAR LONG AND ON DEMAND

ANSWERS
EACH JULY IN A NEW LOCATION

ONSITES
BY SERVICER REQUEST ALL YEAR LONG

BK INTERSECT
BANKRUPTCY TRAINING EACH SPRING

FC INTERSECT
FORECLOSURE TRAINING EVERY NOV

WHERE *to* VOLUNTEER



Young Professionals

The Junior Professionals and Executives Group is the ALFN's young professionals network. JPEG is an ASAE Power of A Gold Award recipient for outstanding association programming. Members must be 39 or younger or have fewer than five years of industry experience.



Legislative Issues

The Legislative & Regulatory Policy Group is the ALFN's key compliance and industry advocacy member group. The LRGP plays a distinct role in planning ALFN's advocacy efforts, interfacing with federal agencies and issuing regulatory updates and official comments.



Women Leadership

Women in Legal Leadership is the ALFN's forum for women in the servicing industry. WILL brings together women of all ages and backgrounds into a single, mission-driven group to foster existing and future women leaders. The group also hosts WILLpower each spring.



Bankruptcy

The BKPG focuses on national, industry-wide issues, local bankruptcy rules and rule changes, new debt collection strategies, standing, and MERS, among others. The BKPG is instrumental in planning the ALFN's Bankruptcy Intersect training event each year.



Other Groups

- Amicus Brief Group
- ANGLE Editorial Board
- Complex Litigation
- Marketing & Event Planning
- Associate Advisory Group
- + Other ad hoc Task Forces, Councils, and member advisory roles

BALANCING YOUR MARKETING EFFORT



COST: FREE

Authoring Legal Updates or contributing articles to the ANGLE both reach the full servicer class of ALFN membership—all 5,000+ of them. Plus, you're welcome to use any ALFN branded content with your own clients and marketing database. So double (or triple) your marketing exposure when writing content.



COST: FREE

Members have access to volunteer groups that receive special opportunities for publication, speaking, and promotional opportunities. Volunteers benefit from the relationship building, knowledge sharing and information gathering across all classes of ALFN membership.



COST: FREE

Over two hundred high-level mortgage servicing personnel attend ALFN events each year in person. You'll find several on every webinar, too. Speaking through the ALFN makes you the subject matter expert and our structure ties your exposure to your key states of business.



The ALFN offers a variety of practice, issue or demographic-specific groups so volunteers can focus their efforts on the issues most important to them.