

# ComplyWSA™

VALUE. VERIFY. COMPLY.

An  
Independent,  
RESPA-Attentive,  
Web Site Advertising Valuation Model  
for  
Settlement Service Providers

**MLinc Solutions**  
A better way to work

## Web Site Advertising Questions. Are you:

- Currently setting fees for web site advertising and related services provided by business associates without adequate basis or backup?
- Failing to obtain independent validation of the value of services?
- Unsure of how to set fees for services provided?
- Lacking the time or resources to implement a valuation methodology?
- Collecting insufficient input data from business associates and support for activities to justify fees paid?
- Concerned about demonstrating compliance with regulators?
- Not verifying that contracted services are actually provided?



## The Web Site Advertising Services Valuation Solution

- Calculates estimated value of web site advertising and related services considering:
  - Internet
  - Social Media
  - Intranet (private network)
  - Other third-party platforms providing co-advertising and lead generation services
- Provides RESPA-attentive reasonable value to help clients set fees paid to business associates for web site advertising and related services rendered
- Generates valuations based upon compatible activities in the real estate and financial service industries
- Utilizes a one-page data input form completed by clients
- Works for an array of business associates:
  - Home builders
  - Real estate brokers
  - Relocation companies
  - Community banks
  - Credit unions
  - Professional service groups
  - Others
- Provides confidential valuation report with supporting detail

## *Other* Professional Services Offered by MLinc Solutions

- Marketing Services Agreement (“MSA”) valuation and verification services
- Office lease valuations
- Special events sponsorship valuations
- Other advertising custom valuation projects for mall presence, vehicles, magazines, leads, etc.
- Other Services Agreement valuations

## Compliance Expertise & Experience

- Vast experience across all aspects of mortgage lending and other settlement service industries
- Recognized expert in RESPA compliance
- Industry leader in providing independent affiliated business and services agreement solutions
- Frequent speaker for settlement service industry groups and forums
- Completed thousands of independent services agreement valuations for hundreds of clients, including mortgage banks, financial institutions, title companies, home warranty providers, mortgage insurance firms, national realty franchisors and real estate brokers
- Valuation of services provided by real estate companies, home builders, relocation companies, community banks, credit unions, professional service groups and mortgage lenders
- Reputation in the residential settlement service industries for providing high-quality, cost-effective, independent RESPA-attentive valuation assessments

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Web Site Advertising with business associates can be a catalyst for establishing a better, more collaborative home buying process for all parties to a purchase transaction.

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*MLinc is a nationwide provider of expertise, insight and innovative solutions to the settlement service industries.*

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from  
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