



VALUE. VERIFY. COMPLY.

MSA Verification Services



Verification Outsource Services
for

Marketing Services Agreement (“MSA”) arrangements with business associates



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- Assists mortgage companies and other settlement service providers in the assessment of service performance for MSAs with business associates
- Establishes MLinc as an independent intermediary in working with business associates to help assure regulatory compliance and mitigate risk
- Sets business associate expectations regarding verification scope and data/ documentation requirements
- Uses MLinc’s secure, hosted “cloud-based” Service Activity Data Repository (“SADR”) as a platform for performing verification services
- Trains business associates for use of SADR for attesting to services completed and providing required proof
- Collects and assesses MSA-specific data/ documentation in support of the completion of contracted services, including:
 - Marketing design and review consulting
 - Display of signage and marketing materials
 - Email and direct mail campaigns
 - Web site and social media marketing
 - Video loop/ kiosk marketing
 - Marketing to business associate internal sales people/ agents
 - Sponsorship and training/ orientation at internal business associate meetings
 - Others
- Performs independent, consistent review of service completion based upon directives and industry expertise
- Values verified services completed for the month and MSA to-date using same ComplyMSA™ Valuation Model from which MSA was initially valued
- Reports business associate attestation, verification and valuation of services completed to support marketing fee payment decisions
- Provides cost-effective, MSA based, per month pricing