

ComplyMSA™

VALUE. VERIFY. COMPLY



**Compete for and win
purchase business with a compliant
Marketing Services Agreement
(MSA)**

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

MLinc Solutions

A better way to work

PHONE: 214.553.1002

EMAIL: info@mlincolutions.com

WEBSITE: www.mlincolutions.com

MSA Questions?

are you-

- Currently setting fees for marketing services performed by business associates without adequate basis or backup?
- Failing to obtain an independent valuation of services from marketing experts?
- Unsure of how to set fees for marketing services performed?
- 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?
- Not verifying that contracted services are actually provided?
- Uncertain how you might fare in a CFPB, State or other regulatory audit?

The MSA Valuation Solution

- Introduces use of an independent MSA Valuation Model for setting fees based upon critical factors:
 - Services to be performed
 - Input data from business associates regarding activity levels
 - Benchmarks for cost of marketing impressions from third-party independent marketing services agencies, experts and media sources
- Works for an array of business associates:
 - Homebuilders
 - Real estate brokers
 - Relocation companies
 - Community banks
 - Credit unions
 - Professional services groups
 - Others
- Uses a comprehensive, proprietary model developed by a team of mortgage, RESPA compliance and marketing consultants
- Provides improved basis for initial evaluation, set up and ongoing management of MSAs
- Mitigates risk for all parties to an MSA
- Delivers confidential valuations
- Reflects RESPA Section 8 Regulator interpretations regarding marketing services

