

ComplyMSA

VALUE. VERIFY. COMPLY



MSA Verification Services

**Monthly Verification Outsource Services (VOS)
for Marketing Services Agreements (MSAs)
with business associates**

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

MLinc Solutions

A better way to work

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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 associate 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
 - Website and social media marketing
 - Video loop/kiosk marketing
 - Granting use of name
 - 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

