

# 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**

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## 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