

ComplyWSA™

VALUE. VERIFY. COMPLY



**Compete for and win
purchase business with a compliant
Website Advertising Agreement**

*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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Website Advertising Questions?™

are you-

- Currently setting fees for website advertising and related services provided 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 website advertising 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?
- Not verifying that contracted services are actually provided?
- Concerned about demonstrating compliance with regulators?

Website Advertising Services Valuation Solution

- Calculates estimated value of website advertising and related services considering:
 - Internet
 - Social Media
 - Intranet (private network)
 - Other third-party platforms providing co-advertising and lead generation services
- Provides valuation report with supporting detail
- Provides RESPA-attentive reasonable value to help clients set fees paid to business associates for website advertising and related services
- Generates confidential valuations based upon compatible activities in the real estate and financial services industries
- Works for an array of business associates:
 - Homebuilders
 - Real estate brokers
 - Relocation companies
 - Community banks
 - Credit unions
 - Profession services groups
 - Others
- Mitigates risk for all parties to a Website Advertising Agreement