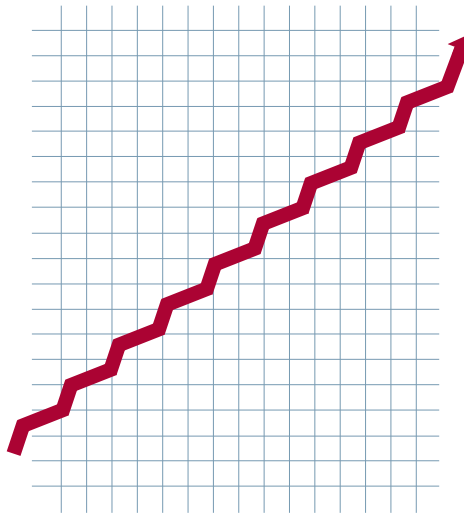


# “Strategic Relationeering” Solutions

Secure Long-Term  
Purchase Business Flow

## Secure Long-Term Purchase Business Flow

- During troubled economic times or periods of rising interest rates, strategic relationships with business partners are more important than ever
- Competition for relationships with partners generating purchase business has become fierce
- Mortgage companies with the tools to establish business-smart and RESPA-compliant relationships, have a dramatic advantage over their competitors
- Increase your purchase loan flow and revenue by establishing Services Agreements with selected strategic partners



**MLinc** Mortgage Solutions  
A better way to work

## MLinc's Services Agreements & Tools

- Solutions:
  - Marketing Services
  - Desk Rental Services
  - Mortgage Origination Services
- Business Partners:
  - Real Estate Brokers
  - Builders
  - Community Banks
  - Credit Unions
  - Relocation Companies
  - Financial Planners
  - CPA Firms
  - Others

## Other MLinc Services

- ComplyMSA-The Marketing Services Agreement (“MSA”) Valuation Model and associated services for the mortgage industry
- Affiliated Business Arrangement (“ABA”) / Joint Venture solution for larger strategic relationships

## MLinc's turn-key tools to evaluate, sell and set up Services Agreements

- Overview of Process, Tools, Models and Agreements
- Builder Profile Questions
- Real Estate Broker Profile Questions
- Referral Source Profile Questions
- Desk Rental Services Financial Model Example
- Marketing Services Financial Model Example
- Mortgage Origination Services Financial Model BP Example
- Mortgage Origination Services Financial Model FF Example
- Marketing Letter-Desk Rental Services
- Marketing Letter-Marketing Services
- Marketing Letter-Mortgage Origination Services
- Services Agreements Non Disclosure
- Services Agreements-Key Points & Terms
- Sales Presentation-Real Estate Broker
- Sales Presentation-Builder
- Sales Presentation-Community Bank
- Desk Rental Services Agreement
- Marketing Services Agreement-Real Estate Broker
- Marketing Services Agreement-Builder
- Marketing Services Agreement-Community Bank
- Mortgage Origination Services Agreement
- Other related tools

*Attentive to RESPA and HUD Factors*

## MLinc Compliance Expertise

- Vast experience across all aspects of mortgage lending
- Recognized expert in RESPA Compliance
- Industry leader in providing independent affiliated business arrangements and services agreement solutions
- Frequent speaker for mortgage industry groups
- Research support from nationally-recognized mortgage legal experts

*Attentive to RESPA*

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

**MLinc Mortgage Solutions**  
A better way to work

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