

Advertising Compliance

OVERVIEW

Comprehensive support to provide marketing compliance reviews that highlight an institution's implementation of federal and state advertising regulations.

Through our guidance, both management and compliance personnel can be assured that the financial institution complies with the regulations, rules, and laws governing advertising, marketing and lead acquisition.

Lenders Compliance Group® is the first and only full-service mortgage risk management firm in the country.



Lenders Compliance Group®

www.LendersComplianceGroup.com

866-602-6660

Advertising, Marketing & Lead Acquisition

Our professionals have expertise in understanding the complex compliance issues regarding marketing and lead generation programs.

We evaluate Commercial Communication across all media, including:

- Advertising (All Media)
- Online Messaging
- Direct Mail Solicitations
- Direct Telephone Solicitations
- Email Marketing Campaigns
- Letters to Consumers
- Lead Generation
- Social Media
- Targeted Data Sources (Trigger lists and other credit data)
- Websites
- Point of Sale Displays
- Wholesale Channel Reviews
- Scripts
- Promotions

We determine whether advertising and marketing policies, procedures and practices are consistent with the requirements of applicable laws and regulations.

REVIEWS

- Mortgage Acts and Practices (Advertising) - Regulation N (MAP).
- TILA-Regulation Z
- RESPA-Regulation X
- ECOA-Regulation B
- SAFE Act-Regulations G & H
- Applicable state laws