

# VanderMark.™

Where trust is established

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## MEDIA KIT

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*Independent verification & credibility assurance  
for the modern digital economy.*

**PRESS & PARTNERSHIP INQUIRIES**  
[vandermarkverification.com/contact](https://vandermarkverification.com/contact)



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## Company at a Glance

<b>Company</b>	VanderMark Verification
<b>Tagline</b>	Where trust is established.
<b>Category</b>	Independent identity & credibility verification
<b>Founded</b>	March 2, 2026
<b>Founders</b>	Dr. Leelo Bush · Ava Kinnett
<b>Headquarters</b>	1217 Cape Coral Parkway East, #159, Cape Coral, FL 33904
<b>Methodology</b>	The C.O.D.E.™ Verification Framework — a hybrid model: AI-assisted, human-directed
<b>Platforms reviewed</b>	Facebook · Instagram · YouTube · TikTok
<b>Service tiers</b>	Essential · Premier · Elite · Enterprise
<b>Founding work</b>	The Social Trust Code (2026) by Dr. Leelo Bush
<b>Website</b>	vandermarkverification.com

## About VanderMark

VanderMark is an independent verification and credibility assurance company built for the modern digital economy. The company exists to bring clarity, confidence, and trust to online identities, creator accounts, and public-facing brands through a discreet, rigorous, and proprietary review process.

In an environment where visibility is easy to manufacture but trust is not, VanderMark provides independent documentation that helps platforms, partners, brands, and audiences tell the difference between appearance and authenticity. Its work is built to support credibility rather than hype. VanderMark delivers fact-based findings drawn from a defined review window, and nothing beyond what the evidence shows.

VanderMark is intentionally independent, neutral, and non-promotional. It is not a marketing agency, talent broker, or endorsement service, and it does not sell influence. Its role is to review thoroughly, report accurately, and protect the integrity of the process.

### IN PLAIN TERMS

*“We help businesses strengthen the trust signals people look for online before they buy or respond.”*

*“We help them look more legitimate and trustworthy online.”*

*“Most people decide within seconds if they trust a business online. We help businesses improve that first impression.”*

## Why Now: From Visibility to Verification

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For years, online success rewarded attention — the loudest voice and the largest following often appeared the most trustworthy. VanderMark's founding thesis is that this model is breaking down. As imitation, manipulated reviews, manufactured authority, and convincing AI-generated identities proliferate, audiences are asking a harder question: not who is most visible, but who can actually be trusted.

That shift matters because discovery itself is changing. AI systems increasingly help surface people, recommend businesses, and weigh authority — and they tend to assess credibility through patterns, consistency, identity confidence, and verifiable signals rather than popularity alone. In VanderMark's view, visibility may come to depend less on who is loudest and more on who is demonstrably trustworthy — to people and to the AI systems now doing much of the searching. VanderMark builds its verification to be legible to both.

VanderMark also anticipates that credibility will compound. Much as domain age, business history, and reputation accrue over time, a consistent verification history may strengthen trust signals the longer it is maintained — favoring those who establish verified credibility early. The company frames this as the early stages of a trust economy, in which verified trust behaves less like a badge and more like infrastructure.

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*“The question is no longer whether people can find you — it’s whether they’ll trust what they find.”*

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— The VanderMark thesis

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*These are forward-looking perspectives, not guarantees. VanderMark documents verified findings observed during each review window and does not predict outcomes.*

## What VanderMark Does

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VanderMark documents digital credibility in a noisy, largely unregulated environment. Each review combines AI-assisted data collection and pattern analysis with calibrated human assessment to evaluate observable trust signals across an applicant's public presence, arriving at a clearly noted verification outcome.

**A VanderMark verification is deliberately defined by what it is — and what it is not.**

### What it is

- A structured, third-party review of an applicant's public digital footprint across selected platforms.
- A time-stamped, documented record of what is observable, consistent, and verifiable at the time of review.
- A defensible credibility record that applicants can point to when trust is required rather than assumed.
- A publicly verifiable record built to be legible to both people and the AI systems that increasingly evaluate credibility.

### What it is not

- Not an endorsement of content, opinions, or viewpoints.
- Not a guarantee of deals, growth, or monetization.
- Not a prediction of future performance, and not an agent or negotiator role.

Results are provided to the applicant regardless of outcome. Verified accounts become available through public lookup; only verified accounts appear in search results.

## The C.O.D.E.™ Verification Framework

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Every VanderMark review follows a single, structured methodology the company calls C.O.D.E.™, a four-phase process designed to deliver consistency, objectivity, and defensible results. The framework is a hybrid model: AI-assisted and human-directed, pairing the scale of automated analysis with the discernment of human review. The methodology itself is proprietary; the standard behind it is presented as uncompromising.

The result is intended to transform uncertainty into a clear, defensible record of trust. Access to the process is limited to help preserve its integrity.

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*“Trust compounds when it is consistently documented.  
Repeated verification over time creates a durable, defensible record  
of credibility that cannot be replicated by claims alone.”*

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— Leelo Bush, Ph.D., Co-Founder

## Verification Tiers

VanderMark offers four tiers, each built on the C.O.D.E.™ Framework. All are recurring annual engagements that can be cancelled at any time. Fees cover review time and analysis; because the verification work is performed in full regardless of outcome, fees are non-refundable and unused reviews do not roll over.

Tier	Investment	What's included
<b>Essential Trust</b>	\$397 / yr	One structured verification review per year (one primary + one secondary platform, up to two). Time-stamped record at the point of review. Additional reviews \$397 each. Most recent record shown in search results.
<b>Premier Trust</b> (Founder Access)	\$997 / yr	Four reviews per year (one immediate + three on request) across one primary + up to three secondary platforms. Maintained public verification history with ongoing updates. Early participants recorded as Founding Verified Accounts. Arrival to be announced.
<b>Elite Trust</b>	\$4,997 / yr	Comprehensive, high-touch program for those whose reputation carries financial, legal, or public consequences. Priority deep-level, multi-platform review; four personalized reviews per year; ongoing re-verification; dedicated oversight. Expected Fall 2026.
<b>Enterprise Trust</b>	Custom	Tailored, multi-account program for qualified agencies, talent managers, social media managers, and organizations overseeing multiple public-facing accounts. Structured case-by-case.

## Founders

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### Leelo Bush, Ph.D. — Co-Founder



**DR. LEELO BUSH**  
Co-Founder

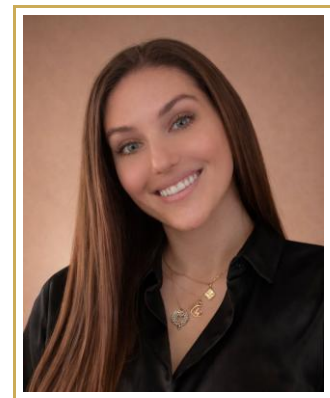
Dr. Leelo Bush is a pioneer in professional credentialing, standards development, and online education systems, with more than two decades of leadership building trust-based frameworks for professional recognition and evaluation. Since the early 2000s she has founded and led multiple credentialing and educational organizations serving tens of thousands of professionals worldwide, with a consistent focus on standards, accountability, ethics, and verification long before these became urgent issues in the creator economy.

She holds professional training and certification from Harvard Medical School (programs in resilience, mental health, and behavioral science), an undergraduate degree from The Ohio State University, and graduate theological and doctoral education from Newburgh Theological Seminary. At VanderMark, her role centers on standards oversight, review integrity, and strategic governance. She is also the author of the company's founding work, *The Social Trust Code* (2026).

### Ava Kinnett — Co-Founder

Ava Kinnett is a co-founder and operational leader at VanderMark, bringing strategic execution, systems thinking, and modern platform fluency to the company's infrastructure. Her experience spans digital operations, credentialing workflows, and client-facing systems, and she plays a central role in keeping VanderMark's processes efficient, secure, and scalable without compromising review quality.

Her work bridges technology, compliance, and user experience, translating high-level standards into functional, client-ready services. Her leadership focuses on operational excellence, process optimization, and long-term platform integrity.



**AVA KINNETT**  
Co-Founder

## The Founding Work: The Social Trust Code

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VanderMark's approach is grounded in *The Social Trust Code* (2026), authored by co-founder Dr. Leelo Bush. The book identifies the widening credibility gap in today's digital landscape — where perception can be engineered but verification remains scarce — and argues for structured, third-party systems capable of documenting trust in a way that is clear, objective, and externally confirmable.

Published in hardcover, paperback, Kindle, and audiobook editions, the book reached #1 Best-Selling New Release on Amazon across the Social Media for Business, Content Creation, and Social Media categories. It functions as the conceptual foundation for the C.O.D.E.™ Framework.

## Suggested Story Angles

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A few directions that may be useful to journalists, podcasters, and editors covering trust, creators, and the digital economy:

- The credibility gap: why visibility has become easy to manufacture while trust has not — and what closes that gap.
- Independent, third-party verification as an emerging category distinct from platform blue-check programs.
- How a verification standard is actually built — the thinking behind the C.O.D.E.™ Framework and AI-assisted, human-directed review.
- Trust as a compounding asset: the case for repeated, documented verification over a one-time badge.
- Founder profile: two decades of credentialing and standards work meeting the creator economy.
- From book to business: how *The Social Trust Code* became the foundation for a verification company.
- AI as the new gatekeeper: how automated discovery systems may weigh credibility differently than humans, and what that could mean for businesses and creators.
- The trust economy: the argument that verified credibility is becoming digital infrastructure — and why establishing it early may matter.

## Boilerplate

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### Short (for listings)

VanderMark is an independent verification and credibility assurance company for the digital economy, providing third-party documentation of online identities, creator accounts, and public-facing brands through its proprietary C.O.D.E.™ Verification Framework.

### Standard (for press releases)

VanderMark Verification is an independent credibility assurance company built for the modern digital economy. Through a discreet, AI-assisted and human-directed review process — the proprietary C.O.D.E.™ Verification Framework — VanderMark delivers fact-based, time-stamped documentation that helps platforms, partners, brands, and audiences distinguish authenticity from appearance. Neutral and non-promotional by design, VanderMark reviews thoroughly, reports accurately, and protects the integrity of the process. The company was co-founded by Dr. Leelo Bush, author of The Social Trust Code (2026), and Ava Kinnett.

## Quick FAQ

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### Is VanderMark an endorsement?

No. A verification documents observable, verifiable signals during a defined review window. It is not an endorsement, guarantee, or prediction.

### Who is eligible?

Creators, professionals, founders, and organizations with an established presence on at least one major platform, clear ownership or control of the accounts under review, and an identifiable responsible party.

### Which platforms are reviewed?

Facebook, Instagram, YouTube, and TikTok, depending on tier.

### How is a verification recorded?

Results are provided to the applicant regardless of outcome. Verified accounts can be confirmed through public lookup; only verified accounts appear in search results.

## Media Contact

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For interviews, commentary, founder availability, or assets, please reach VanderMark through the contact page and we will route your request to the right person.

**Contact:** [vandermarkverification.com/contact](https://vandermarkverification.com/contact)

**Headquarters:** 1217 Cape Coral Parkway East, #159, Cape Coral, FL 33904

**Media contact:** Dr. Leelo Bush

*Logo, founder photography, and high-resolution assets available on request.*