CERTIFID

Stop Seller Impersonation Fraud

73% of real estate firms have seen an increase in seller impersonation fraud attempts since the start of 2023[1]. Protect yourself and everyone in the transaction by verifying a seller's identity at the start of the closing process. By weeding out potential fraud immediately, you'll avoid wasting time on bogus deals and reduce risk to your business.

If you see these red flags, **stop and verify seller identity** immediately.

1. The property is vacant land; ideal for fabricating a remote seller story.
2. "Seller" came in through online search or lead service, and has no previous relationship to the real estate agent.
3. Listing price of the property is below market value.
4. "Seller" quickly accepts the offer, with no negotiation and a preference for cash sales.
5. "Seller" requests a remote notary signing of their choosing.

> "Most of our transactions are with remote sellers, so it's nearly impossible for me to verify identity in person. I've evaluated a number of ID validation tools to solve for this problem, and none of them provided the level of security that CertifID provides."
>
> **– Christian Ross,** Ross Title | Ross Law

[1] CertifID survey of 95 real estate firms, May 2023

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How to use CertifID software to verify seller identity:

1. Treat any vacant lot or not-owner occupied property with additional caution
2. Ask Real Estate agent to provide source of lead and verify that they've met or had a video call
3. Contact seller directly to begin intake process
4. Ask seller for color copy of ID
5. Ask seller for original title commitment or closing disclosure
6. Ask seller for most recent tax payment receipt

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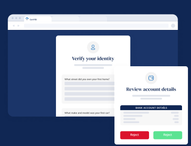

USING CERTIFID

Initiate a CertifID collect or confirm request at the start of the intake process. The software runs a multi-layered identity and device analysis. Transaction is insured up to $1M.

CertifID software enables identity verification

and evaluates more than 150 markers of fraud risk.

Device verification checks for masked or emulated signals of fraud.

Multi-factor authentication ensures the device is being accessed by the right user

Knowledge-based authentication verifies personal and user unique information

CertifID also provides an additional layer of protection that you won't find in traditional insurance policies.

Every transaction verified by CertifID includes up to $1M of insurance, for added peace of mind.