



# **Stop Seller** Impersonation Fraud

73% of real estate firms have seen an increase in seller impersonation fraud attempts since the start of 2023'. 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.



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



### How to use CertifID software to verify seller identity:















Treat any vacant

lot or not-owner

with additional

caution



had a video call



Ask seller for color copy of ID

Ask seller for original title commitment or closing disclosure

Ask seller for most recent tax payment receipt



#### **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.