

Get Proactive About Preventing Renter Id Fraud

Stop Fraud, Earlier

Identity fraud in the rental housing industry is growing, fueled in part by dramatic increases in online applications, so property owners and managers need to be prepared.

A staggering 97% of property management companies report experiencing fraud in the last two years¹. First Advantage's RightID™ solution offers real-time advanced biometric ID validation to help property owners and managers quickly verify an applicant's identification documents early in the leasing process.

Automated, Fast Validation

Manual ID validation is time consuming and challenging due to physical hardware. RightID™ is different. Using patented secure technology, it authenticates the security features and photo of a government-issued ID, by comparing it to a live photo (selfie) taken with a smart mobile device.

Everything is electronic and automated, occurring in seconds by matching something you have – government issued ID, with something you are – live facial recognition.

- **FAST** - Instant & consistent authentication of an applicant's ID
- **EASY** - Streamline your leasing process and reduce abandonment rates
- **CONVENIENT** - Use anywhere anytime – on property, online or anywhere in between

50%
Of Evictions



stem from fraud, and with the average number of days to evict being 90 – 150 days, evictions can easily cost thousands of dollars.

95%
Of Management Companies



have difficulties identifying and preventing fraud due to time constraints, and lack of training on the ever-changing sophistication of bad actor methods¹.

60%
Of Rental Applications



are online and outpacing on-site submittals with their convenience and accessibility, which as a result increases the risk of fraud.

¹ Forrester Consulting Study 2018: Misunderstanding and Inconsistency: The State of Fraud in the Rental Housing Industry

RightID™ offers a seamless solution that allows an applicant, or multiple applicants, to easily validate their identity documents on a smart device via text message or email.

Easy, User-friendly

You can have it all – fight fraud and attract quality residents with an intuitive user-friendly experience. RightID™ allows an applicant, or multiple applicants, to easily validate their identification documents with a property specific customizable email or text message. RightID™ is offered standalone or integrates with the industry's leading property management systems to further simplify the leasing process.

How It Works

RightID™ platform uses artificial intelligence (AI) and machine learning scoring algorithms to offer a single outcome that is instant and actionable.

The verification process includes:

- **Image Integrity:** Detection of tampered IDs
- **Authentication:** Verification of ID format and bar code data security features
- **Photo & Selfie Match:** ID photo verification plus facial match with liveness detection



RightID™ technology is patented, NIST (National Institute of Standards and Technology) certified, and ISO-2001 and SOC-2 certified.

We can help. For more information, contact First Advantage today:

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