RightID™

Get proactive about preventing renter identity fraud

First Advantage

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 95% of property management companies report experiencing fraud in the last two years[1]. First Advantage's RightID™ solution offers real-time advanced biometric ID validation to help property owners and managers quickly verify an applicant's identity and documents early in the leasing process.

Automated, Fast Verification

Manual ID validation is time consuming and challenging due to physical hardware. RightID™ is different. It authenticates the data and photo of a government-issued ID, and verifies 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 identity and document
- **EASY** - Streamline your leasing process and reduce abandonment rates
- **CONVENIENT** - Use anywhere anytime – on property, on line or anywhere in between

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 methods[1].

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.

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.

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

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RightID™ offers a seamless solution that allows an applicant, or multiple applicants, to easily validate their identity 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 identity with a property specific customizable email or text message.
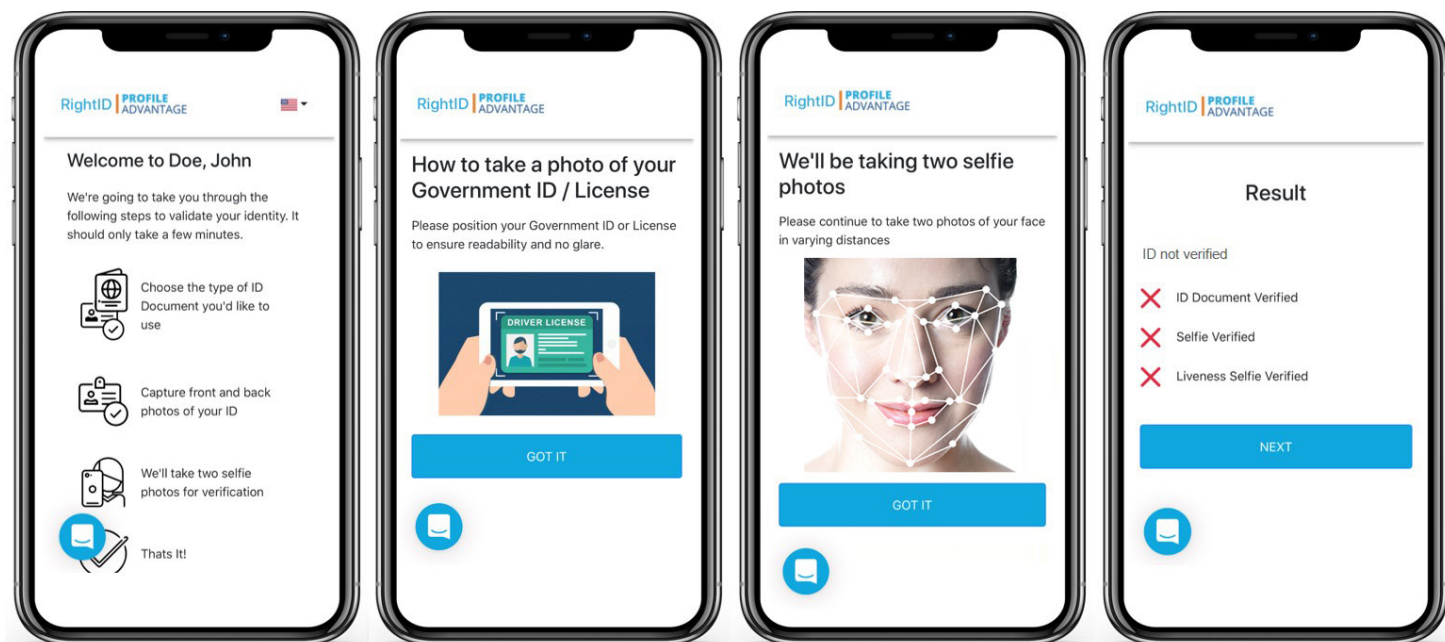
RightID™ is offered standalone or integrates with the industry's leading property management systems to further simplify the leasing process.

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
- **Authenticate:** Verification of ID format and bar code data security features
- **Photo & Selfie Match:** ID photo verification plus facial match with liveness detection

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

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