



## How to Combat Rental Fraud & Optimize Property Tour Security



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*Rently Security Team*

# INTRODUCTION

Security is a top priority at Rently.

In 2023, we had over 2 million new accounts created with only a 2% ban rate.

Our industry-leading fraud detection and ID verification systems work in sync to protect our customers' self-touring and smart home ecosystems.

In this guide, you will learn about these two powerful security technologies, how to handle scams should they occur, what happens once you file a police report, and the best practices to follow for optimal property security.

## Most Common Rental Scams



Social Engineering ♦ Squatting ♦ Missing Key ♦ Vandalism

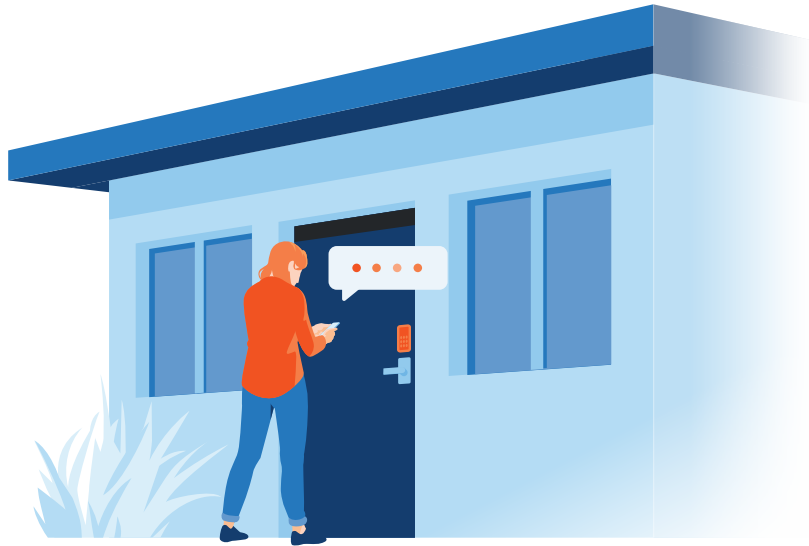
## Social Engineering

### What is Social Engineering?

It is a method to gain unauthorized access to a rental property.

Social engineering occurs when scammers steal property listings from the Internet and post them - as their own - on other sites, such as Facebook or Craigslist.

The scammer then poses as a landlord (or employee) to collect deposit funds from victims.



## How does a scammer gain access to a property using Rently?

Sometimes, scammers use the Rently app to register for tours themselves, so they can receive lockbox entry codes and gain access to property keys.

However, if they want to avoid detection, scammers cannot upload the required selfie and photo ID.

So, instead, scammers show legitimate rental prospects how to use the Rently app to receive lockbox access codes. Once keys are retrieved from it, prospects are instructed to leave the keys outside of the property, where the scammer later retrieves them.

## How do scammers collect money from victims?

Scammers use any of these online payment processors:

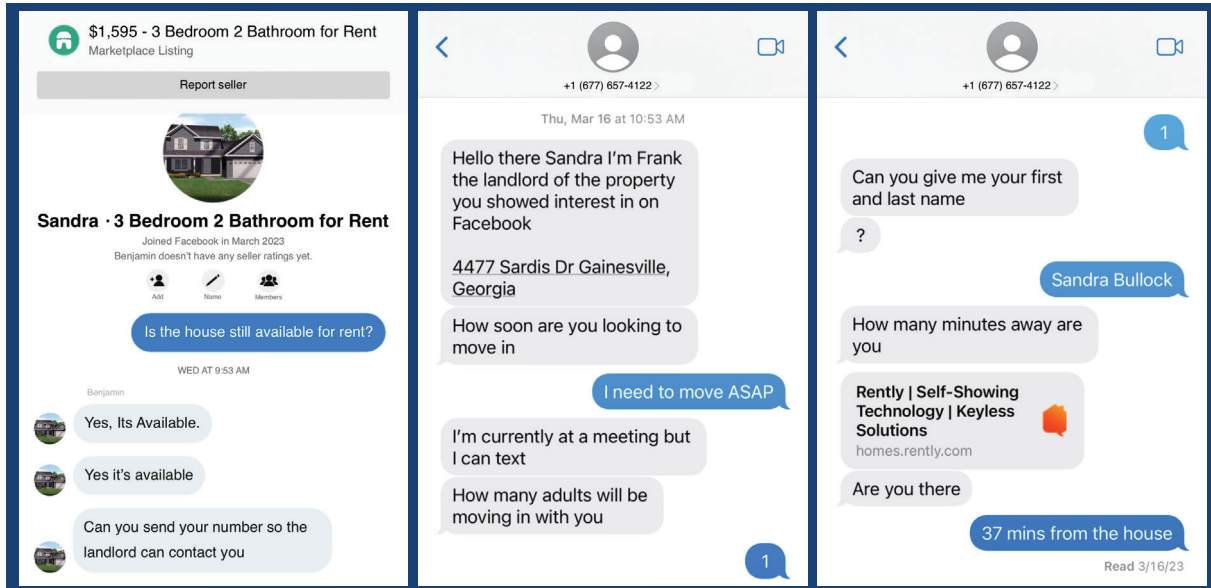


## What is the difference between a successful vs. unsuccessful social engineering scam?

- ◆ A social engineering scam is considered successful if a money transfer takes place, i.e. the victim believed the scammer and sent the money that was requested.
- ◆ A social engineering scam is considered unsuccessful if a money transfer is prevented, i.e. the victim recognized the red flags prior to sending.

## Example of a Real Social Engineering Scam

This victim found a property listing on Facebook. The scammer introduced themselves as the landlord and proceeded to ask “interview” questions. The victim created a Rently account, using a link that the scammer provided, and was able to view property. If they liked the home, the victim was instructed to keep the key and deposit \$800 cash into an ATM. The victim did not become suspicious until the scammer started to demand more money via Zelle™.



- ▶ Scammer did not meet the victim in person.
- ▶ Scammer asked the victim her name twice.
- ▶ Scammer asked the prospect to deposit cash into an ATM.
- ▶ Scammer was persistent in asking the victim's location.
- ▶ Victim was instructed to keep the key without signing any paperwork.
- ▶ Victim did not question why they were using the Rently app.

## Squatting

### What are the two different types of squatters?

- ◆ Someone who knowingly and unlawfully occupies a rental property.
- ◆ Someone who is a victim of social engineering. This individual sent money to a scammer because they believed them to be the true landlord of the property. Victims usually do not know that they are unlawfully squatting.

### Can Rently remove a squatter from a client's property?

No. Rently does not have the right to remove any persons from a property.

### How do I evict a squatter from my home if they refuse?

Rental laws vary by state. You can visit your state's website to learn more about the laws that apply to you.

# Missing Key

## How does a key go missing?

- ◆ Touring prospect forgets to place the key back into the lockbox before leaving.
- ◆ Scammer tells the victim to keep the key, place it in a mailbox, or hide it.
- ◆ Scammer intentionally takes the key.

## How do I know if a key is missing?

Your CSM will notify you if a key is reported missing by a touring prospect.

## How can I avoid missing keys?

Rently offers a variety of keyless lockboxes. You can reach out to your CSM to learn more about the different options available.

### Missing key reimbursements/credits

*Rently is not responsible for any missing key reimbursements.  
Please reach out to your CSM for more information.*

# Vandalism

## What is considered vandalism?

- ◆ Broken doors or windows
- ◆ Broken lockboxes
- ◆ Stolen appliances

## How can I protect my property from vandalism?

- ◆ Windows/door sensors
- ◆ Doorbell camera
- ◆ Motion detectors
- ◆ Sirens/alarms

### Vandalism reimbursements/credits

*Rently is not responsible for any missing key reimbursements.  
Please reach out to your CSM for more information.*

# Law Enforcement Cases

## Who files the police report?

Rently does not file a police report on behalf of a client or victim. The individual reporting the scam must be the one to contact local authorities to file the report.

## Who initiates the first contact?

Once a detective is assigned to your case, they can contact Rently at [investigations@rently.com](mailto:investigations@rently.com). A security specialist can not reach out to law enforcement first unless you have the detective's name, contact information, and the case number.

## What happens once a Rently security specialist contacts a detective?

- ◆ Rently's security specialist informs a detective of Rently's process.
- ◆ Detective provides Rently security specialist with scam report.
- ◆ Detective provides Rently security specialist with suspect/scammer information.
- ◆ Rently's security specialist reviews the activity log (with the detective) to identify other possible suspects.
- ◆ Rently's security specialist gathers information on all people involved and then emails this information to detective.
- ◆ Rently sends follow-up email to detective requesting an update on the case.

## What type of information do we share?



- ◆ ID Selfie
- ◆ IP Address
- ◆ Device Signals
- ◆ Credit Card

# How to Report Scams

*Scams should be reported directly to your client success manager (CSM)*

## Please include the following information when reporting an incident:

- ◆ Type of incident
- ◆ Date of occurrence
- ◆ Detailed description
- ◆ If you believe you know who might be the individual in question, please include their name and contact information.
- ◆ If a police report was filed, include the case number, detective's name, and their contact information. If you do not have this information to include when reporting an incident, please ask the detective to email us at [investigations@rently.com](mailto:investigations@rently.com).
- ◆ Please also include any specific requests from the Rently security team.

## What happens after you report a scam?

- ◆ A Rently security specialist reviews the case created by your CSM.
- ◆ We try to locate the scammer in our system and ban them.
- ◆ Your CSM can handle any request for new hardware.
- ◆ Upon request, we initiate additional investigations within our two fraud detection systems.



# Security Best Practices

## General Tips:

### **Post signage inside and outside of your property with these scam alerts:**

- ◆ Warnings to never transfer money to anyone
- ◆ Warnings that your properties are not listed on Craigslist or Facebook
- ◆ Contact information for the property management company

### **Install smart home technology, such as:**

- ◆ Smart Locks
- ◆ Cameras
- ◆ Motion detectors
- ◆ Sirens/Alarms
- ◆ Door/window sensors

### **Watermark your images clearly with the following information:**

- ◆ Company name
- ◆ Contact information

### **Ask pre-screening questions**

- ◆ Rently's security team is happy to provide examples

### **Follow up with your leads**

- ◆ Phone interviews
- ◆ Survey

### **Post SGT verification**

### **Post SGT survey**

**Encourage prospects to schedule tours directly through the Rently app or website.**

## Guidelines for Rently (Internet) Listings:

Rently offers a browser and an app experience to view listings and schedule tours.

To reduce social engineering scams, we encourage all prospects to go directly through our app or website. The listings on our site go through extensive verification and they are 100% scammer free!

We do not have the right to remove listings falsely posted on public sites. Our team is dedicated to finding a solution for falsely advertised listings. We appreciate your patience as we tackle this obstacle.



## Rently ID Verification Process:

- ◆ When creating an account, rental prospects are required to upload a real-time selfie and official government ID.
- ◆ Upon submission, the ID and selfie go through specific verification requirements.
- ◆ If any one of the requirements are not met, the prospects account is automatically declined.

## What does a declined account mean for the prospect?

- ◆ A prospect will not be able to tour if they do not pass the verification process.
- ◆ If they believe there was an error, a prospect can call our renter support line at [1-888-340-6340](tel:1-888-340-6340).
- ◆ A live agent will review the prospect's account and make the decision to activate or decline their ID Verification.

## What are the ID/Selfie Verification Criteria?

- ◆ Selfie “liveness” check
- ◆ Selfie-to-ID portrait comparison
- ◆ Selfie similarity across different accounts
- ◆ Selfie similarity with updated photos
- ◆ Match Government ID number across different accounts
- ◆ Match ID details from the front of the ID with details extracted from the barcode on the back
- ◆ Check for possibility of ID fabrication

## Rently Fraud Detection System:

Our fraud detection system operates on a fixed scoring model based on specific behaviors and device signals. If a prospect's account has a score of 70+ or a specific behavior/signal is detected, the account is automatically banned.

If banned, the prospect can no longer use our platform. They can reach out to [security@rently.com](mailto:security@rently.com), if they feel that their account was banned in error.

## What does Rently consider to be suspicious account activity?

- ◆ Excessive tour scheduling
- ◆ Disposable email domains
- ◆ Foreign device signals
- ◆ Excessive number of users sharing the same iOS/Android device ID
- ◆ Suspicious Behavior Score above 70

## Rently Security Team

Rently's Security & Fraud team is dedicated to reducing scams all the time, every day.

We are always looking for new, innovative ways to improve our security protocols.

Our security specialists spend on average 30 hours each week within our fraud fighting systems improving the workflows and strengthening our ecosystem.

We prioritize all law enforcement cases and work quickly to provide detectives with all requested information.

Our team follows strict policies to ensure that all security-related issues are handled as soon as possible, and our Client Success Managers work diligently with clients to resolve cases.

If you have additional questions or concerns regarding any of the information we have provided here, please reach out to your Client Success Manager.



Contact Us  
[security@rently.com](mailto:security@rently.com)

Monday-Friday  
9am-5pm PST