

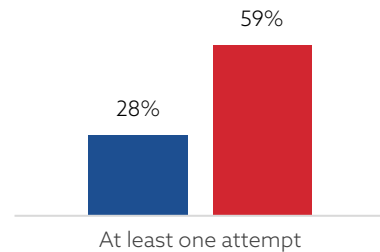
Seller Impersonation Fraud

Fraud attempts are becoming more widespread and frequent

Share of respondents reporting seller impersonation fraud attempts, successful or unsuccessful

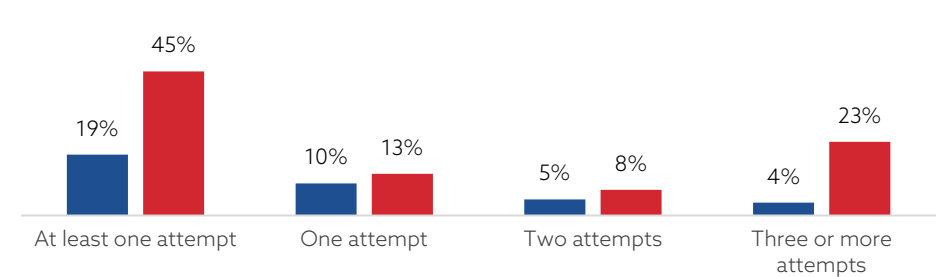
Prior Calendar Year

■ 2024 Survey ■ 2026 Survey



Month Prior to Survey

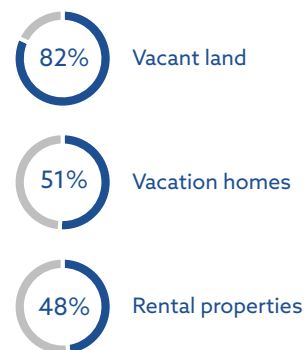
■ 2024 Survey ■ 2026 Survey



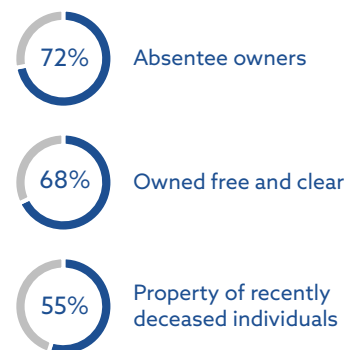
Criminals target vacant land and properties with absentee owners

Share of respondents rating each item as somewhat common, common, or very common in seller impersonation fraud

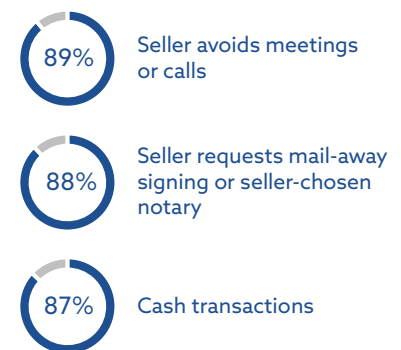
Top Property Types



Top Ownership Characteristics



Top Red Flags



Firms layer defenses to detect and combat fraud as attempts rise

Seller Impersonation Fraud Defenses

Tools used and rated helpful for detecting fraud

94%

Firms using multiple tools to detect fraud

5.3

Avg. number of tools per firm

Top Tools for Detecting Fraud

- ✓ ID verification systems
- ✓ Contacting the seller
- ✓ Multifactor authentication of seller
- ✓ Approved notaries
- ✓ Knowledge-based authentication

Other Types of Fraud

Share of respondents rating fraud types as somewhat common, common, or very common

■ 2024 Survey ■ 2026 Survey

