

Stop Identity Fraud Before It Impacts Your Financials

Identity fraud is showing up earlier than ever in the leasing process—often before screening begins. ID FraudGuard™, powered by CLEAR's enterprise biometric platform, adds a high confidence identity check at key touchpoints, helping property teams catch fraud before it impacts revenue, safety or operations.



Why Identity Validation Matters

- Identity fraud is the fastest growing fraud risk in multifamily.
- Most identity fraud isn't detected until after move-in, when losses are highest.
- Manual ID checks are increasingly ineffective against today's AI-driven, highly realistic fake IDs.



How the Solution Works

A simple early identity check—built into the leasing workflow.

1



Property triggers ID validation.
Initiated via PMS integration or secure link.

2



Prospect confirms identity.
Government ID + selfie, mobile friendly, no app, ~90 seconds.

3



Results return to workflow.
Instant pass/fail with supporting signals.

Use at key moments—before screening, before signing, or before access is granted.

 Tour

 Application

 Signing

 Move-In



Operational Impact for Property Teams

- Detect identity fraud early — before it becomes costly
- Reduce manual review with a fast, automated workflow
- Lower financial exposure from missed rent, damage and evictions
- Support safer communities by confirming identities before access



Why CLEAR®

- Trusted brand drives higher completion rates
- Applicant controls identity information
- Repeat users reverify in seconds
- Proven in highly regulated environments

*ID FraudGuard™ results are nonFCRA meaning they are not governed by the Fair Credit Reporting Act. They are intended solely for fraud prevention purposes, such as validating identity or detecting suspicious activity. They should not be used to make housing or other screening decisions because they do not meet the compliance standards required for those types of determinations.

