Navigate short-term rental fraud and elevate trust and safety



The short-term vacation rental industry has undergone a remarkable transformation in recent years, presenting unique opportunities and challenges. As the sector expands, so does the ingenuity of fraudsters seeking to exploit vulnerabilities. In fact, as reported by the Federal Bureau of Investigation, over 11,500 individuals fell victim to online property or rental scams with total losses exceeding \$350 million! To stay ahead of the curve and to ensure the trust and safety of renters and hosts, rental providers must be vigilant in recognizing and addressing emerging fraud trends.

Fraud in short-term vacation rental examples

Identity theft and fake guests:

synthetic user and account takeover

Fraudulent payments: payment transaction, friendly and loyalty fraud

Rental frauds and fake listings

Insider threats and misconduct

¹Federal Bureau of Investigation Internet Crime Report 2021

Four tips and solutions

for fraud prevention



IDENTITY VERIFICATION

Verify hosts and guests

Using enhanced identity verification services can help confirm the authenticity of individuals offering and making bookings. Experian's technology verifies customer identities by comparing provided data — such as phone numbers, emails, and addresses — to our network.

PAYMENT VERIFICATION

Confirm payer identity and payment instrument ownership

Fraudsters often attempt card-not-present fraud, using stolen credit cards or engaging in "friendly" — also known as chargeback — fraud. Implementing secure card authentication processes can help rental providers identify suspicious transactions, reducing the risk of financial losses.





PROPERTY DATA, ANALYTICS AND ARTIFICIAL INTELLIGENCE (AI)

Authenticate the listing and

property ownership

Use residential property datasets and analytics to authenticate listings. Enhance accuracy by matching the displayed information on listings with our extensive data network for a reliable short-term rental experience. Leveraging AI, seamlessly link property details and host credentials to elevate the precision of verifications.



RISK AND SUITABILITY ASSESSMENT

Conduct risk assessments to ensure trust and safety for your hosts and guests

Maintain the integrity of listings and ensure the safety of all involved in the exchange. With these solutions, verify the identity of both guests and hosts and evaluate their suitability. This process helps weed out fraudulent listings and fosters a secure environment for hosts and renters alike.



Explore our fraud and identity solutions.

For additional resources and solutions in the rental ecosystem, please visit

experian.com/rental