

# Top 5 Questions to Ask When Choosing a Fraud Detection Partner

Choosing the right fraud detection partner is more important than ever in today's fast-moving multifamily landscape. As fraud tactics grow more sophisticated, spanning every stage of the application process, property managers need more than just a tool. They need a partner who brings deep expertise, proactive insights, and seamless integration into their existing systems.

## 1. How are they identifying fraud at each step of their process?

Fraud is no longer confined to a single point in the application process — it can occur at multiple stages and take on different forms. Ask your provider to break down their process and explain how fraud is detected at each step. A robust platform should use a combination of technologies and methodologies, such as AI-driven document analysis, identity verification, and various income verification options.

Snappt offers a comprehensive suite of best-in-class verification tools — combining fraud detection, income verification, and ID verification into one powerful platform built for multifamily housing. Each feature is designed to work seamlessly together, giving you a holistic and accurate view of every applicant while streamlining your leasing process.

## 2. Do they proactively research trending fraud tactics and trends?

Fraud tactics are always changing, thanks to rapidly evolving technology and the sophistication of fraudsters. Ask your provider how often they research and analyze current fraud trends and how they use that information to enhance their system.

Snappt's Fraud Forensics team actively monitors fraud trends and uncovers the latest schemes being used by bad actors. Their findings directly inform Snappt's detection models and help keep clients ahead of evolving threats.

## 3. What type of fraud data do they provide regularly? Do they offer insights at each stage of their process?

A true fraud detection partner will provide fraud data on a regular basis. This data can encompass average fraud rates, the number of fraudulent applications found, and the time of the year when the most fraud occurs. Providing these statistics shows that they are actively monitoring and addressing fraud trends, which is a sign of a reputable, knowledgeable company.

Snappt provides comprehensive quarterly and annual data reports designed to give property managers and owners a clear view of the fraud landscape across their portfolio. These reports include key metrics such as average fraud rates, the number of edited or manipulated applications detected, types of fraud attempts identified, and seasonal trends that highlight when fraud is most likely to occur.

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## 4. What type of integration do they offer with your PMS?

Ask if your provider offers embedded integrations, which allow their fraud detection tools to operate directly within your existing PMS interface. This type of integration can streamline onboarding, reduce training time, and improve user adoption. If they don't, ask how their stand-alone product works with your PMS.

Snappt integrates with many of the top PMS providers: Entrata, Yardi (ScreeningWorks Pro, Breeze), ResMan, RealPage, and ResidentIQ.

## 5. Do they have a customer support or account management team?

A strong fraud detection solution isn't just about technology — it's also about the people behind it. Ask if your provider assigns a dedicated account manager who understands your business goals, monitors performance, and proactively recommends adjustments as fraud tactics evolve. Next, ask what their customer and applicant support looks like and how quickly they respond to inquiries.

Snappt clients benefit from personalized support through dedicated account management and customer success representatives assigned specifically to their properties. These experts work closely with your team to understand your portfolio's unique needs, monitor performance metrics, and proactively recommend strategies as fraud tactics evolve.

Don't put your business at risk by selecting a subpar fraud detection service. Choose Snappt and go with the industry leader. For more key considerations when selecting a fraud detection solution, check out our comprehensive **Buyer's Guide**.

[See Our Buyer's Guide](#)