

## Case Study

### Sage Ventures Fast Facts

Properties: 13

Units: 5,000+

Avg. Year Built: 1980

Avg. Stabilized  
Occupancy: 95.5%

Avg. Rent: \$1,955

# SAGE VENTURES

## Background

Sage Ventures is a Maryland-based real estate investment and management company specializing in multifamily acquisitions and development in the Baltimore-Washington corridor. Sage has grown its portfolio to 5,000+ and is valued at over \$1 billion. Their hands-on approach to asset and property management reduces operating costs and enables strategic capital improvements, resulting in higher returns for investors.

## Why Sage Sought a Fraud Detection Partner

Sage Ventures first recognized the need for stronger fraud detection in 2021 after identifying a pattern in reporting at The Mark at Brickyard: recent move-ins were showing balances within 60 to 90 days. They had not seen this pattern anywhere else in their portfolio, but it became a consistent challenge at this property.

“The only thing worse than a vacant apartment is one that is occupied by a non-paying resident,” said Moshe Crane, Vice President of Branding & Strategic Initiatives at Sage Ventures.

What began as a few concerning accounts quickly developed into a clear trend. Recent move-ins with balances became a regular part of the property reporting. Rather than surfacing later in the lease as a typical collections matter, the issue appeared almost immediately after move-in. That shift made it clear there had been a breakdown earlier in the approval process and ultimately led Sage Ventures to seek a dedicated fraud detection partner.

“Everyone should be doing things that prevent fraud. Protecting your property and your residents should be the standard, not a differentiator.”

Moshe Crane,  
VP of Branding & Strategic Initiatives, Sage Venture

## Why Did Sage Ventures Choose Snappt?

In 2022, Sage evaluated multiple fraud prevention providers. After reviewing the available options, the team identified gaps in coverage with other solutions. The risk of incomplete protection or limited adaptability did not align with their goal of building a stronger, portfolio-wide fraud strategy.

# 51%

One year after implementing Snappt at The Mark Brickyard, the property saw a **51% reduction in bad debt.**

Seamless integration was critical to the Sage Ventures team. They wanted a solution that worked directly within their property management system and didn't create friction for onsite teams. The process needed to be easy, smooth, and fast. Protecting against fraud couldn't come at the expense of slowing down leasing.

Snappt stood out for offering more comprehensive coverage and a clear focus on evolving fraud trends rather than a static, one-dimensional solution. The platform helps teams detect risk early, enforces consistent underwriting standards, and protects rent durability across the portfolio. This combination of advanced technology and a proactive approach convinced Sage that Snappt could be the strategic partner they were looking for.

## The Results

One year after implementing Snappt at The Mark Brickyard, **the property saw a 51% reduction in bad debt**. Sage then decided to scale its technology across the broader portfolio, reinforcing a more proactive and consistent approach to fraud prevention.

Beyond the product itself, the partnership with Snappt has proved valuable. "Snappt is great to work with. Their approach to fighting fraud is innovative, and the team makes collaboration easy. Communication is seamless: they're responsive, supportive, and proactive about keeping us informed with regular updates and fraud insights." noted Brandon Brown, Director of Leasing at Sage Ventures.

The Snappt team even took the time to meet with Sage to share the company's direction and long-term vision. With strong funding and a clear roadmap, Sage felt confident in the long-term stability of the partnership.

By 2024, Sage Ventures' delinquency was reduced to less than 5% across the entire portfolio—a 44% reduction compared to 2023.

### Bad Debt Prevented



Snappt helped Sage Ventures avoid **\$444K in bad debt in 2025**.

### Reduced Delinquency

By 2024, Sage Ventures' delinquency was reduced to **less than 5%** across the portfolio—a **44% reduction** compared to 2023.



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**Brandon Brown,**  
Director of Leasing, Sage Ventures