

GREYSTAR CASE STUDY



Chad Vasquez is a veteran property manager, having managed multiple high-rise apartment buildings in Los Angeles. Today, Chad is the general manager of Circa LA on behalf of Greystar, the global leader in rental housing.

Circa is located in downtown Los Angeles (DTLA) right across from the Los Angeles Convention Center, Staples Center and LA Live. The billion-dollar high-rise luxury residence offers 648 luxury apartments and penthouses. Each residence offers unrivaled views, lavish amenities, a two-acre rooftop park, dog-friendly park, lush green private cabanas, a lap pool and a resort-style pool.

FRAUDULENT APPLICATIONS

As is common throughout the industry, Circa LA accepts lease applications online. This is convenient and fits with consumer preferences, but also increases the chances applicants may submit phony documentation. "It is difficult to manage fraud in the Los Angeles market," explains Vasquez. "There are a lot of self-employed people making tremendous amounts of money. It's a situation that invites fraud."

That's where Snappt came in. "Our initial analysis showed that Circa LA was receiving a lot of very sophisticated fraudulent lease applications," says Daniel Berlind, CEO of Snappt. "It has become trivially easy to alter financial documents in ways that are nearly impossible to detect."

Fraud was an expensive problem for Circa LA costing them \$25,000 per average eviction. The problem can be even more expensive. "If someone understands the law, they can stop paying and live rent-free for six months while we work to evict them," according to Vasquez. "That's \$150,000 for one of our penthouses."

Vasquez feels his experience enables him to catch most fraudulent applications, but not all. **"We get perhaps 20 fraudulent tenants a year that slip through, that's hundreds of thousands of dollars lost to unpaid rents and evictions"** says Vasquez.

SOLUTION

Circa LA brought in Snappt to attack the issue of fraudulent lease applications. Snappt offers an AI-enabled image analysis solution. Snappt electronically analyzes financial documents submitted by the lease prospect looking for a variety of telltale signs that the document has been altered.

The technology is highly accurate, yet much faster than manual methods of verification and therefore doesn't slow the leasing application process. "Snappt has really helped with fraud detection," says Vasquez. "It finds alterations invisible to the human eye and has helped us avoid costly evictions."

In addition to the cost savings, Snappt has also simplified Circa LA's operations. "Manual fraud detection can take the better part of a day for just one applicant," says Vasquez. "With Snappt we avoid all that. No manual effort and we get our answer back significantly faster."

Snappt also helps Circa LA maintain compliance with the Fair Housing Act by ensuring every applicant receives the same treatment.

IMMEDIATE RESULTS FOR A TYPICAL MONTH

Total Applicant Packages
43

Verified Clean Documents
57%

Unreadable low-quality Documents
6%

Edited/Suspicious Documents: **37%**

Total Amount Spent on Snappt in 6 Weeks

\$555

Potential Eviction Costs Avoided

\$400,000

ROI

"We knew we were getting fraud, but due to legal and compliance constraints we were limited as to what we could do about it. With Snappt we are provided with the certifiable proof we need to reject fraudulent applicants with confidence," says Vasquez. **The return on investment for Snappt has been immediate.** Avoiding just one eviction would pay for the service for several years. **"This is a mandatory software for anybody to have because of the time consumed to find the fraud,"** added Vasquez. "How much time is it saving? How much fraud we're preventing? That's all been just incredible." Fraud is on the rise, driven by online applications, higher rents and tools that make it easy to create fraudulent documentation. Snappt's AI-enabled fraud detection solution helps property managers stay on top of fraud.



Snappt
6100 Wilshire Blvd #1110,
Los Angeles, CA 90048, US

(844) 4-SNAPPT

www.snappt.com