



Tech-Forward Strategies for Fraud Prevention and Efficacy

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In a dynamic real estate landscape, property and leasing managers, alongside technology professionals, face an escalating challenge: how to implement tech-forward leasing and rental payment practices while meeting the financial requirements of operators and ensuring equitable outcomes for residents. This session will take a deep dive into the wide array of new technologies and partners that are enabling multifamily operators to review and revise their traditional resident evaluation and administration policies for resident satisfaction and stay ahead of fraudulent activities. From new leasing application methods to supporting individual residents' in building better credit, this session is an opportunity to learn the emerging industry best practices of leveraging technology to create efficiencies and uphold the reputation of your property management endeavors.

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