

Cyber Security in Real Estate Sales



Broker Summit
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Cyber Security in Real Estate Sales

- ✓ Is cyber risk really a problem?
- ✓ Why is the real estate sales industry being targeted?
- ✓ How real are the threats for agents, brokers, and office managers?

Is Cyber Risk a Real Problem?

“Increased Frequency of Cyber Attacks –
Millions of dollars stolen as many agents
have fallen victim.”



*“Cyber attacks are hitting the real
estate industry hard.”*

“ALERT:
Wire Fraudsters
Targeting Real Estate
Transactions.”

*“Scam steals closing money by hacking
agent, escrow email.”*

“Urgent Alert: Sophisticated Email
Scams Targeting the Real Estate
Industry.”

Is Cyber Risk a Real Problem?

“Cybercrime against large retailers like Target and Home Depot has cost these companies millions in damages. Now cybercriminals are targeting the real estate industry.”

“They specifically target people in the real estate industry ... skulking in the background, watching all the information go back and forth.”



Jessica Edgerton, Associate Counsel – National Association of Realtors.
June 22, 2016 - <http://www.realtor.org/law-and-ethics>

Cyber Security in Real Estate Sales

- Is cyber risk really a problem?
- Why is the real estate sales industry being targeted?
- What are the risks for agents, brokers, and office managers?

Why Is Real Estate Being Targeted?

- ✓ Money.
- ✓ Information.
- ✓ In motion.
- ✓ On unprotected devices.
- ✓ Over unsecured networks.
- ✓ By unaware parties.



It's not just where the money is,
but where the big, easy money is.

Cyber Security in Real Estate Sales

- Is cyber risk really a problem?
- Why is the real estate sales industry being targeted?
- What are the risks for agents, brokers, office managers, and your clients?

What Are the Risks?

✓ Financial

“Changing regulations present added challenges, and lawsuits are typically launched in the aftermath of a data breach.”

✓ Legal

“... average cost of a breached laptop today is about \$50,000.”

✓ Reputational

“Legal damages include data breach fines and remediation packages for impacted customers.”

✓ Professional

“ ... over \$500,000 was wired to the fraudster’s account.”

✓ Personal



Cyber Security in Real Estate Sales

- ✓ Yes, cyber risk is a serious problem.
- ✓ The real estate industry is targeted for the high level of money and information that is undefended during a transaction.
- ✓ The threats are real for agents, brokers, and office managers, and high levels of risk are at hand.

Cyber Security in Real Estate Sales

- ① How did this happen?
- ② What do the next few years hold?
- ③ What can you do about it?

How Did This Happen?

The Personalization of Cyber Risk



How did our personal information and technology become the #1 target for criminals from around?

How Did This Happen?

The Personalization of Cyber Risk

Mobile

"This changes everything!"



Steve Jobs, January 9th 2007



Clouds

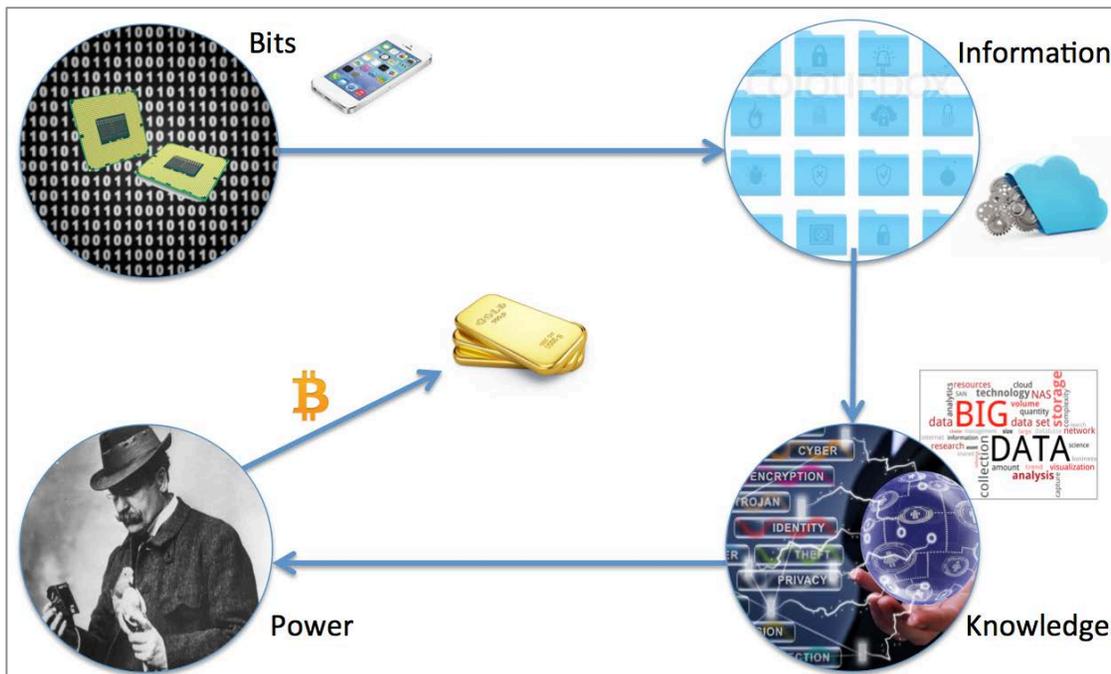


Big Data



How Did This Happen?

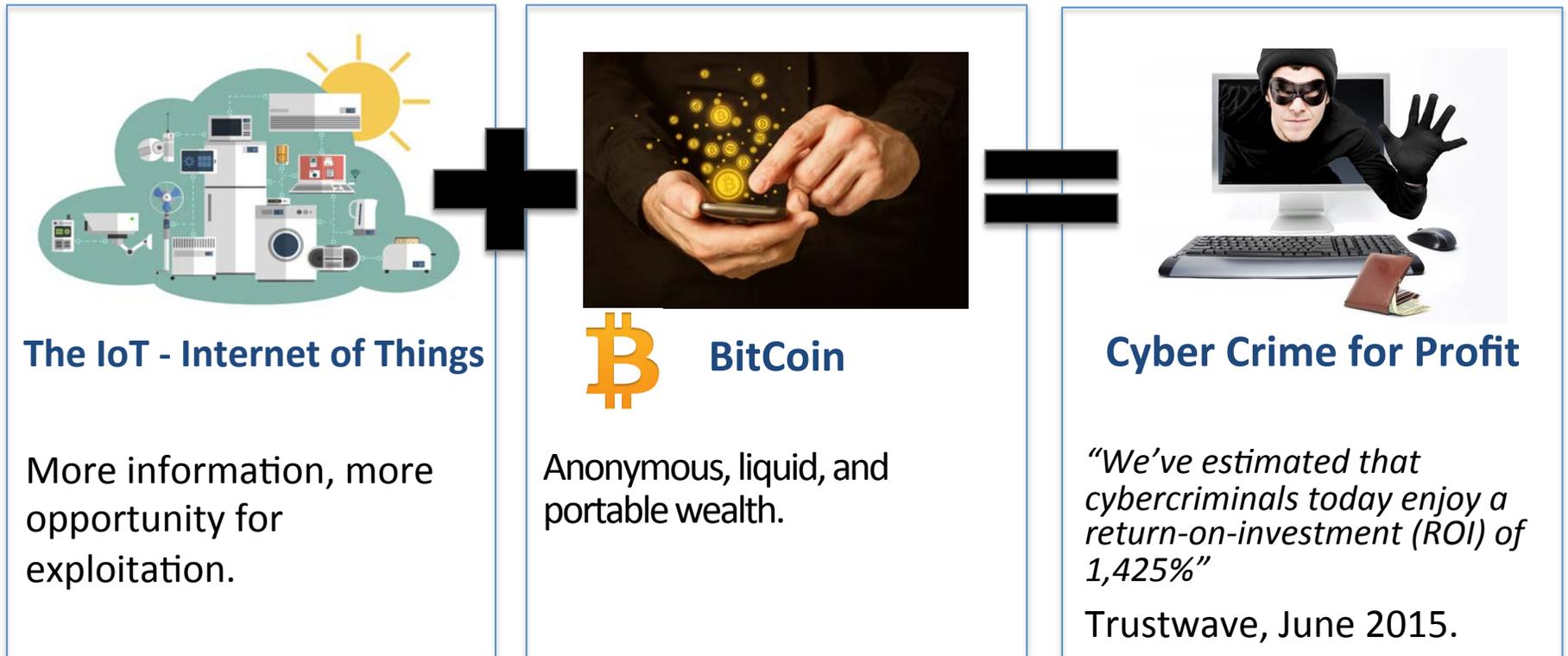
Digital Alchemy – Bits to Bullion



Cyber Security in Real Estate Sales

- ① What happened?
- ② What do the next few years hold?
- ③ What can you do about it?

What Do the Next Few Years Hold?



What Do the Next Few Years Hold?

- Ransomware
- Phishing
- Hacking-for Hire
- Crime-as-a-Service

- Theft
- Extortion
- Fraud
- Blackmail



✓ *Rapid convergence of cyber crime with physical and traditional crime.*

Cyber Security in Real Estate Sales

- ① What happened?
- ② What do the next few years hold?
- ③ What can you do about it?

What Can You Do About It?

The Four Fundamentals of Cyber Security

#1

Protect Your Technology



- AntiVirus
- Intruder Protection
- Data Loss Protection
- App Controls

#2

Use a VPN Every Day



- Automatic Encryption
- IP Masking
- WiFi Privacy

#3

Own a Private Email Domain



- Built for Security
- Off the Grid
- Pre-emptive Filtering
- Spam Control

#4

Use a Digital Vault



- Off the Cloud
- Double Encryption
- Controlled Sharing
- Protected Storage

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Conclusion



- Control your technology, or it will control you.
- Act as a leader toward awareness and best-practices.
- Personalize the issues and don't leave it up to the IT department, government, corporation, or military to protect yourself.
- Focus on your individuals (family, employees, advisors, etc.) and perimeter operating environments.
- Position yourself to benefit from recent innovation in the cyber security industry.

