

Trust, Technology, and Transparency: Ethical Fraud Detection Through a Fair Housing Lens

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As fraud tactics become more sophisticated, leasing professionals are increasingly asked to rely on screening tools, automation, and instinct—often simultaneously. This session expands fraud prevention beyond red flags to examine the ethical and fair housing implications of how decisions are made and communicated. Participants will explore how AI-driven screening systems work behind the scenes, where bias and inconsistency can unintentionally show up, and why overreliance on technology does not remove human responsibility. Using real-world fraud scenarios and fair housing case examples, this session reinforces the leasing professional's role as both a protector of the asset and a steward of equity. Attendees will leave with practical strategies to detect fraud ethically, apply policies consistently, and maintain trust, validation, and professionalism in high-risk leasing moments.

Learning Objectives

1. Recognize common fraud indicators in rental applications while distinguishing between legitimate risk factors and protected characteristics under fair housing laws.
2. Distinguish how screening technology, automation, and AI tools influence leasing decisions and where human judgment remains a legal and ethical obligation.
3. Apply fair housing-compliant, consistent responses when fraud concerns arise by aligning documentation, policy adherence, and professional communication to maintain transparency, applicant trust, and reduced legal risk.