



Case Study: “Relationships Built on Trust”



Based in North Carolina, but offering title solutions in all 50 states, American Home Title strives to exceed clients’ expectations.

With a slogan of “Relationships Built on Trust” owner Jack Goisse knew he needed a way to maintain that trust with his customers in light of the ever-increasing sophistication posed by cybercriminals. Jack found CertifID was the best solution to remove the risk from wire transfers and help keep his customers safe.



Challenge

AHT’s concern over wire fraud and email “phishing” had them worried that any vulnerability could result in a loss in customer confidence



Solution

AHT implemented CertifID integrated with ResWare to confirm all wiring instructions.



Results

After 7 months of use, AHT has used CertifID on over 280 transactions covering over \$50 million in transfers.

Challenge

Title agencies around the country are challenged by the cybercriminal landscape that threatens the integrity of each transaction. American Home Title could see this first hand. They were receiving fake, spoofed emails. A real estate agent partner had their email account taken over and a home buyer received fake wiring instructions. That home buyer sent their down payment money to the fraudulent account.

“In what we do there’s just such the risk for false wiring instructions,” says Candice Weyant, a Closing Manager for American Home Title. Candice described the process that she used before CertifID in order to try to verify information before wiring money:

- Call the borrowers
- Hope you had the right phone number
- Verbally verify with someone
- Hope it was the right someone

This system wasn’t working. It was cumbersome and still left too many vulnerabilities.

\$90 Billion

Value of wire fraud attempts between June 2016 and December 2018

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In what we do there’s just such the risk for false wiring instructions...It’s always scary, you think ‘God, this could be going somewhere else. I could be sending this large sum of money to the wrong account.’

Candice Weyant

AMERICAN HOME TITLE CLOSING MANAGER

Solution

The CertifID Customer Success Team trained Jack and the AHT Team. All users were trained and using the system, and protecting transactions within a short couple days within three business days of training.

A month after starting on the system, CertifID announced their integration with ResWare making the already quick and easy process even more seamless. All information needed to confirm identity is securely transmitted from ResWare to CertifID and once an Identity has been confirmed, CertifID places the confirmation directly in the ResWare file.

In March of 2019, AHT announced they would be partnering with Churchill Mortgage to create Churchill Title Services. CertifID was able to add this Joint Venture under AHT's existing structure. Administrators at AHT are able to view and monitor transactions sent at Churchill and manage the billing for the joint venture.

500+
Closings per Month

9
Escrow Accounts

5
Closing Team Members

1
Joint Venture

Results

Now Candice says, “CertifID is a much better way to verify and be safe about where we’re sending funds.” The AHT team uses CertifID on every outgoing transaction unless the seller verifies their identity in person and provides a voided check.

Even if the seller is in person and handwrites their information - they still use CertifID to verify the information, protect the customer and protect themselves.

The impact CertifID has had on AHT in the first 7 months has been tremendous, the numbers speak for themselves.

\$56M

(and counting) of funds protected.

300

Transactions protected using CertifID’s identity verification platform

92%

of AHT clients are verified using CertifID in less than 24 hours

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We only partner with vendors that are dedicated to our industry and space. That’s why we chose CertifID. They are dedicated to what we do and understand the industry much better than their competitors.

Jack Goisse
PRESIDENT OF AMERICAN HOME TITLE



Ready to fight fraud?

CertifID is a real-time identity verification platform that allows parties to securely transfer wiring information. Every transaction protected by CertifID is guaranteed up to \$1,000,000 against fraud.

INTERESTED IN LEARNING MORE?
Contact sales@certifid.com for more information