

Rebuilding Trust in Real Estate: How No Broker Solved Fraud with Tech



The Trust Crisis in India's \$20B Rental Market

When **No Broker** noticed a **35% year-over-year increase in fraud reports** and **22% transaction abandonment rates**, they faced an existential threat. In India's booming online real estate market, trust wasn't just a nice-to-have feature- it was the foundation of their entire business model.

This deep dive reveals how they transformed from a platform riddled with scams to an industry safety benchmark, reducing fraud by 83% while increasing transaction success to 95%.

Meet the Users: Who Was Suffering?

Persona 1: Rajesh, The First-Time Renter

Demographics: 28, IT professional, new to Bangalore

Frustrations:

- Lost ₹50,000 deposit to fake landlord
- 72-hour wait for support response
- Blurry property photos mismatched reality

I almost quit the platform after being scammed during my relocation.

Persona 2: Priya, The Accidental Landlord

Demographics: 45, doctor renting inherited property

Pain Points:

- Fake tenants submitting forged documents
- Payment failures delaying move-in dates
- No verification system for renters

I didn't know who to trust - I needed proof, not promises.

The Triple Threat Killing Trust

1. Identity Fraud Epidemic

- 40% of listings contained fake images
- 62% of scam reports involved fabricated documents
- ₹2.3M monthly losses across users

2. Payment System Breakdowns

- 15% transaction failure rate
- 11-day average refund processing
- No escrow protection for deposits

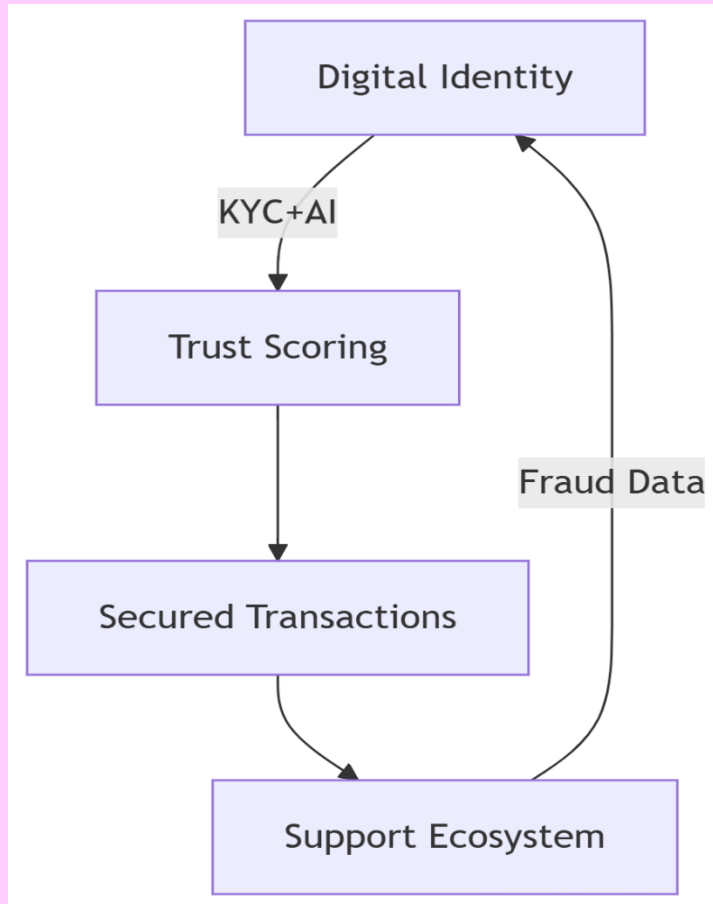
3. Support Black Hole

- 72-hour average response time
- 58% of fraud tickets unresolved
- No in-app reporting tools

The platform felt like the wild west - no sheriffs, just scammers.
-User feedback from app store review.

The Trust Engineering Framework

No Broker's solution combined **AI verification**, **bank-grade security**, and **human oversight** into three interconnected systems:

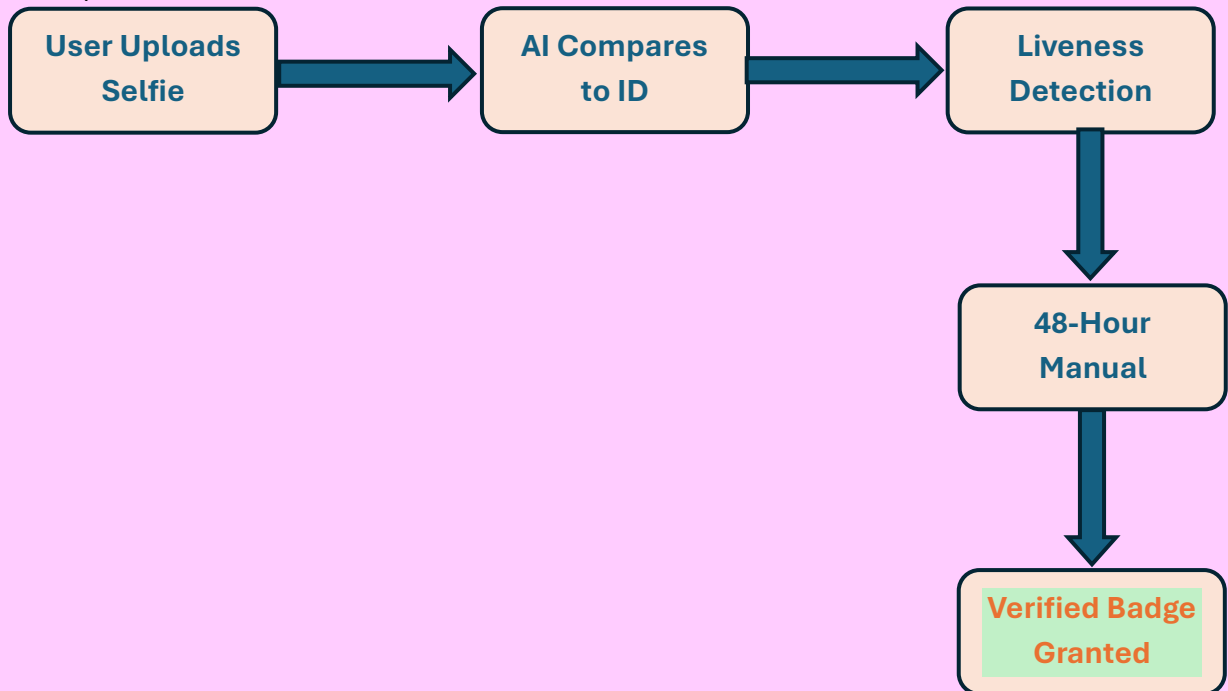


How We Fixed It: The Solution Blueprint

Problem	Solution	Tech Implementation
Fake profiles	AI image verification + KYC	TensorFlow comparing profile photos to government IDs
Payment scams	Escrow payment system	RazorpayX with blockchain ledger
Slow support	AI triage + specialist escalation	Dialogflow routing + Zendesk integration
No accountability	Verified badge system	Trust scoring algorithm based on 12 factors
Document fraud	Real-time validation	Digio API with PAN/Aadhaar verification

Inside the Product Revolution

Identity Verification Flow



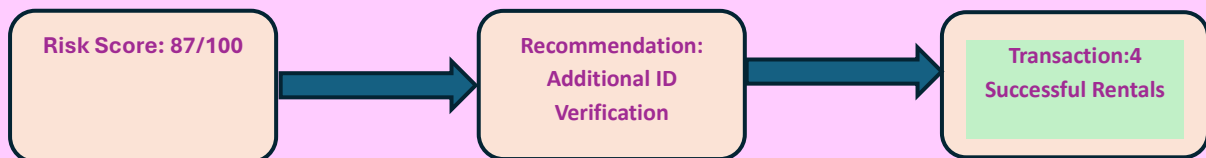
NOTE: Reduced fake profiles by 76% in beta testing.

Payment Security Innovations

3-Step Money Protection:

1. Funds held in escrow until move-in confirmation
2. Color-coded status tracking (● Pending → ● Released)
3. Auto-refund triggers for unresolved disputes

Fraud Prevention Dashboard:

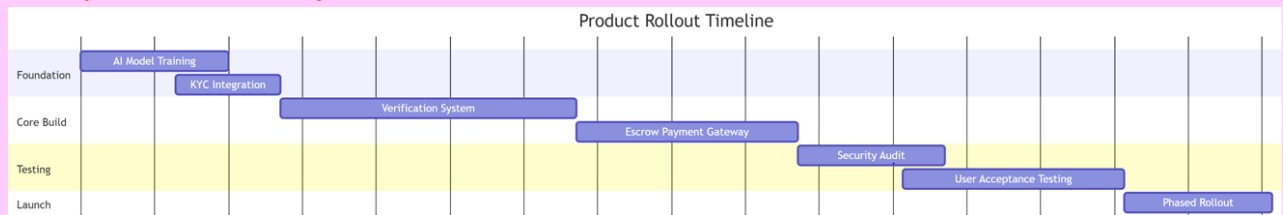


Metric	Before	After 6 Months	Change
Fraud Reports	100/month	17/month	▼ 83%
Verified Users	0%	79%	▲ 79%
Payment Success	78%	95%	▲ 22%
Support Response	72 hours	107 minutes	▼ 96%
User Retention	41%	68%	▲ 66%

Unexpected Benefits:

- 31% increase in premium subscriptions
- 19% shorter vacancy periods for landlords
- Featured in RBI's Fintech Safety Report 2023

The Implementation Journey



Lessons from the Trust Revolution

1. The Verification Tradeoff

Problem: Strict KYC increased signup friction

Solution: Progressive verification (basic → transaction → premium)

2. The Human-AI Balance

Problem: Pure automation missed complex fraud patterns

Solution: Hybrid review queues with AI flagging + human judgment

3. The Trust Flywheel Effect

Verified landlords attracted verified tenants, creating self-reinforcing quality

4. Transparency as Armor

Showing users exactly where money was held built more trust than any marketing

What's Next: The Future of Real Estate Trust

No Broker is now piloting:

- **Blockchain Leases:** Immutable rental agreements on Polygon
- **Behavioural Biometrics:** Detecting scam patterns in chat behaviour
- **AR Verification:** Property tours via smartphone cameras
- **Community Watch:** User-led neighbourhood verification teams

Trust isn't a feature- it's the product. You can't optimize your way out of fundamental security flaws.

Blueprint for Building Trust in Marketplaces

1. Start with payment security

Escrow builds immediate confidence while you solve bigger issues

2. Make verification valuable

Badges should unlock real benefits (priority support, lower fees)

3. Treat support as R&D

Fraud patterns in tickets became our best training data

4. Show don't tell

Real-time transaction tracking > vague "secure payment" promises

The real innovation wasn't technical—it was recognizing that in real estate, trust isn't just convenient: it's the entire product.