Cyber Risks for Real Estate Professionals: What They Need to Know Now

In today's market, real estate professionals do everything online — emailing wire instructions, storing client data, submitting documents, and texting buyers and sellers in real time. But with that convenience comes exposure, and cybercriminals are paying attention.

The truth is: **your agents are prime targets.** Wire fraud, phishing, and data breaches are now some of the most common (and costly) risks in real estate — and one mistake can jeopardize your deals, your reputation, and your bottom line.

The Big 3 Cyber Threats Agents Face

1. Wire Fraud

Hackers spoof email addresses to redirect buyer deposits or closing funds. If agents aren't using secure communication or verifying instructions, a single misstep can result in six-figure losses.

2. Phishing Attacks

Agents often receive realistic-looking emails with fake links or attachments. Clicking them can compromise login credentials, give access to client data, or allow malware into company systems.

3. Data Leaks

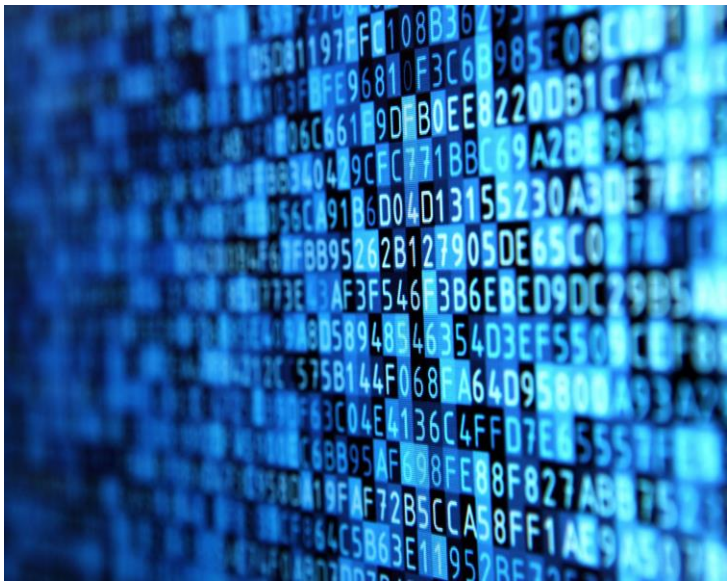
Many agents store documents and client info in shared folders, on personal devices, or in unsecured cloud accounts. This makes sensitive information vulnerable to breaches — especially in firms without strong protocols.

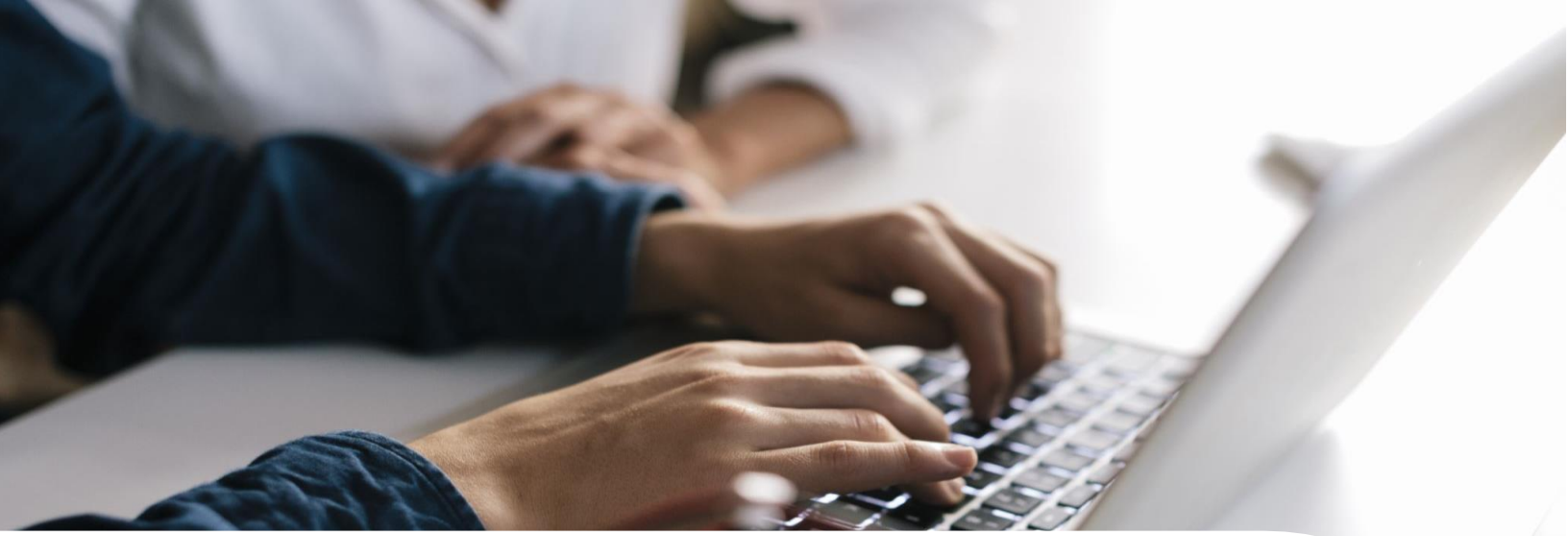
Cyber Risk = Business Risk

One successful cyberattack can lead to:

- Lost client trust
- Lawsuits over data exposure
- Regulatory fines
- Delayed or canceled closings
- Insurance claims — or worse, denied ones

Yet many brokerages either lack a cyber policy entirely or carry one that doesn't reflect how their agents actually operate.





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You Can't Eliminate Risk — But You Can Manage It

At IMA, we help real estate brokerages build practical, affordable cyber protection that fits the way agents work. That includes:

- Cyber insurance with real-world coverage (not vague clauses and low sublimits)
- Incident response tools and vendor support
- Training resources agents can use to spot scams and protect client data

Cybercrime is evolving. So should your protection.

Let's set up a quick call to assess how exposed your firm may be — and what steps can close the gaps.

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