



**EQUIPMENT
RENTAL
GUARD**

THEFT RED FLAGS

QUESTIONABLE IDENTIFICATION

Fraudulent identification is more likely to come in the form of a temporary or recently issued ID, have a poor-quality photo, or be an out-of-state ID.

- Request additional form of identification
- Use ID verification tools

UNFAMILIAR ASSOCIATION

Knowing the people associated with your customers and companies is key. If the individual is new, take extra steps to verify who they claim to be.

- Verify association directly with known person from company
- Research company website yourself

USING A PRE-PAID CARD

Pre-paid cards can be difficult to trace and are often used by thieves attempting to conceal their identity.

- Don't accept pre-paid cards
- Provide other payment options

USING A CREDIT CARD IN SOMEONE ELSE'S NAME

Could indicate that the card was stolen or being used without authorization.

- Request additional identification that verifies owner and address
- Use credit card verification tools

NOT PAYING IN-PERSON

Requests to pay online or over the phone are potential tactics to avoid verification processes.

- Only allow in-person payment
- Do not accept payment over the phone or online

TRANSPORT VEHICLE

Thieves will often use stolen or rented vehicles to distance themselves from the transaction.

- Verify transportation meets the requirements to move the equipment
- Run the plates and compare to other forms of identification

RENTAL REQUEST NEAR CLOSING TIME

Rushing the process can lead to missed details and overlooking red flags. Thieves are hoping the timing plays in their favor to quickly get them out the door with your equipment.

- Take your time and go through each step of the process without rushing
- Ask customer to come back the next day

SPECIFIC REQUEST

Thieves know their market and are on the hunt for specific equipment.

- Gather more information about the customer, the job, and their plan for using the equipment

LARGE GROUPS

More than one person could be used as a distraction from the details of the transaction.

- Take time to acknowledge each individual of the group
- Allow one person in the store at a time





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ADDITIONAL RESOURCES

RESOURCE

TO ACCESS RESOURCE, SCAN QR CODE OR FOLLOW LINK

EXPERIAN

Use this license plate verification website to verify identification. Simply, enter the license plate or VIN to get a report.



www.autocheck.com/vehiclehistory

CREDIT CARD “BIN” CHECKER

BIN: A blank Identification Number refers to the first six digits on a credit or debit card. With this 6-digit numeric ID, you can find out all the information on the BIN list about: the bank issuer's information, the card bank, and various attributes of the card itself.



www.freebinchecker.com

CREDIT CARD VALIDATOR

Use this to perform six (6) different checks on the entered credit card number. The results would show one by one which tests the credit card number passed if not all.



www.freebinchecker.com/credit-card-validator/

DRIVERS LICENSE FORMAT CHECK

This National Traffic Safety Institute link will help you verify if the driver's license format a potential renter has given you is accurate.



ntsi.com/drivers-license-format/

VOUCHED:

Sign up and utilize Vouched, the secure and flexible identity verification solution designed for equipment rental professionals, and protect your business from theft. With its AI-powered ID verification and comprehensive renter screening, you can quickly spot red flags and reduce risk.



ararental.org/Identity-Verification

