



Home Fraud Defense™
NATIONAL FRAUD PREVENTION

Company Fact Sheet
homefrauddefense.org

ABOUT

Home Fraud Defense is a national fraud prevention platform protecting real estate consumers and the professionals who serve them. The platform combines a national fraud registry, eight purpose-built screening tools, and the HFDCP™ professional certification — used by real estate agents, brokers, and investors to detect and prevent deed theft, wire fraud, seller impersonation, and other emerging real estate fraud schemes targeting American homeowners.

AT A GLANCE

Founded · 2025

Headquarters · Phoenix, Arizona

Founder · John Rowan

Sector · Fraud prevention · RegTech · Real estate technology

Audiences · Real estate agents, brokers, investors, consumers

Consumer app · Free on Apple App Store & Google Play

Coverage · Property data: all 50 U.S. states

FOUNDER

John Rowan

John Rowan is the founder of Home Fraud Defense. He is a licensed Arizona real estate agent with The Rowan Group at Momentum Brokers LLC, an ADRE-certified fraud instructor (School #525-9010), and an APAAC-certified instructor. Before founding Home Fraud Defense, Rowan served as a federal fraud mitigation contractor for the U.S. General Services Administration and worked as a commercial pilot.

He founded Home Fraud Defense in 2025 after a fraudulent attempt to sell him a home that had been stolen from an elderly homeowner — an experience that revealed how exposed everyday consumers, agents, and investors are to organized real estate fraud.

CREDENTIALS & AFFILIATIONS

- Listed by the Arizona Department of Real Estate (azre.gov)
- ARELLO Affiliate Member — international body for real estate regulators
- Official Fraud Education Partner — National REIA (120+ chapters, 40,000+ members)
- ADRE Approved Education Provider — School #525-9010
- APAAC-Certified Instructor — AZ Prosecuting Attorneys' Advisory Council
- Guest Lecturer — ASU W. P. Carey School of Business

VERIFIED STATISTICS

All figures below are independently sourced and free to cite.

\$173M lost to U.S. real estate fraud in 2024

Source: FBI Internet Crime Complaint Center (IC3)

#2 Arizona's national rank for real estate fraud impact

Source: FBI IC3, 2024

\$50M+ in Arizona real estate fraud losses, 2024

Source: AZFamily reporting, December 2025

1 in 4 consumers targeted by transaction-related fraud

Source: CertifID State of Wire Fraud, 2025

\$500M+ in annual U.S. wire fraud losses

Source: CertifID, 2025

MEDIA AVAILABILITY

John Rowan is available for interviews on real estate fraud trends, deed theft and seller impersonation, wire fraud and transaction security, romance and catfishing schemes targeting homeowners, and state regulatory response to escalating fraud.

PRESS CONTACT

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Same-day response on deadline

FULL NEWSROOM

homefrauddefense.org/newsroom