

SOCIAL ENGINEERING TRAPS

and How to Avoid Them

JULY 1, 2025

DANIEL LEE

Team Lead, CyFi
Digital Client Solutions
Aon

CHRIS DEROSA

Member Information and E-commerce
Product Leader
National Association of REALTORS®



TOPICS

- Social engineering overview
- Insurance coverage
- Social engineering tactics
- Risk mitigation strategies
- Q & A

WHY ARE WE HERE?

Social engineering incidents against associations since 2021 ...

- Over \$1 million in losses
- Fake invoices
- Impersonation of association to a 3rd party service provider
- Email compromise leading to fraudulent transfers

WHAT IS SOCIAL ENGINEERING?

Social engineering is a manipulation technique that exploits human error to gain private information, access, or valuables.

WHERE IS THE RISK?

Scammers use a variety of methods in social engineering schemes ...

- Phishing/vishing/smishing
- Business email compromise
- Deep fakes
- Baiting
- Honey traps

WHERE IS THE RISK?



Human risk has surpassed technology gaps as the biggest cybersecurity challenge for organizations around the globe

Source: Minecast [*State of Human Risk 2025*](#)

THREAT LEVEL

- Vishing attacks using persuasive social engineering techniques were up 442% between the first and second half of 2024
- Help desk social engineering attacks to gain entry into networks after “spam bombing” victim’s email
- Deepfake video and voice clones enabled business email compromise (BEC) schemes
- Employees susceptible to social engineering are a key area of vulnerability exploited by scammers

Source: CrowdStrike 2025 Global Threat Report

THREAT LEVEL

GENERATIVE ARTIFICIAL INTELLIGENCE (GenAI)

- All major categories of adversaries – nation-state, eCrime and hacktivists – were early adopters of genAI
- Malicious use of genAI is growing, especially for social engineering
- Allows cybercriminals to increase the scale and pace of activities

Source: CrowdStrike 2025 Global Threat Report



**AI-generated phishing
messages had a significantly
higher click-through rate
(54%) than likely human-
written phishing messages**

Source: CrowdStrike 2025 Global Threat Report

ARE WE COVERED?

NAR Institutes, Societies & Councils

- State and Local Chapters
- Subsidiaries

State and Local REALTOR® Associations

- Charitable Foundations
- Political Committees
- Educational Endeavors

MLSs wholly-owned by two or more Associations

ARE WE COVERED?



**Errors and Omissions
– E&O**



Crime Loss



**Directors
& Officers – D&O**



**Cyber Liability,
Media, Tech E&O**



**Employment
Practices Liability - EPL**



Patent Infringement

ARE WE COVERED?



SOCIAL ENGINEERING IS COVERED BY TWO POLICIES:

- Zurich policy has a \$25,000 limit with a \$10,000 deductible
- Arch Cyber policy has a \$250,000 limit/aggregate



DANIEL LEE

Team Lead CyFi
Digital Client Services
Aon



CHRIS DEROSA

Member Information and
E-commerce Product Leader
NAR



RESOURCES

RESOURCES

[NAR Data Privacy and Security Toolkit](#)

[FBI Social Engineering Public Service Announcement](#)

[CISA: Avoiding Social Engineering and Phishing Attacks](#)

[FBI IC3 division](#)

**A list of all resources mentioned on this webinar
will be posted with the recording.**

QUARTERLY RISK REPORT

Available at
nar.realtor/nar-insurance-program



QUARTERLY WEBINARS

Available on
nar.realtor/nar-insurance-program



January 23, 2025

Cyber Security & Governance Controls



December 13, 2024

2025 NAR Insurance Program Overview



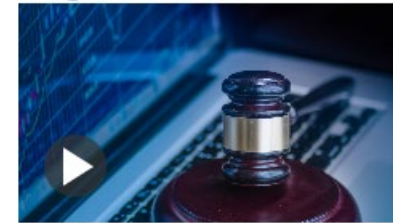
March 11, 2024

AI: What Associations Need to Know Now



December 13, 2023

Conducting Internal Investigations



October 6, 2023

Financial Guardrails for Associations



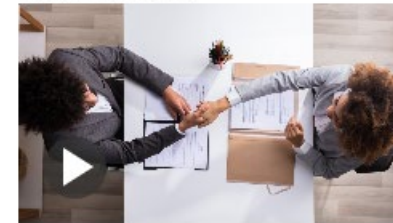
June 23, 2023

Antitrust for Associations



March 24, 2023

The Impact of DEI on Risk Management



December 8, 2022

Trending Employment Law Issues



September 15, 2022

Cybersecurity: Risk & Opportunities for Associations

MORE INFORMATION

NAR INSURANCE PROGRAM

nar.realtor/nar-insurance-program

QUESTIONS?

insurance@nar.realtor

THANK YOU.



NATIONAL
ASSOCIATION OF
REALTORS®

REALTORS® are members of the National Association of REALTORS®.



NARdotRealtor



nar.realtor