

Treefort Technologies Prevents Millions in Title Fraud While Making Identity Verification a 5-Minute Task for Canadian Lawyers



A DIACC Member Success Case Study
February 2026

01 Fast Facts

- **Organization:** Treefort Technologies
- **Sector:** Legal Technology / Identity Verification
- **Headquarters:** Edmonton, Alberta
- **DIACC Certification:** PCTF Verified Person (January 2025)
- **Key Achievement:** Detected tens of millions of dollars in potential title fraud

02 The Challenge

Title fraud losses in Canada have **exceeded \$100 million over three years**, with one major insurer reporting a **300%+ increase** in fraud claims year-over-year. Sophisticated criminals now create fake identification documents in under 30 seconds using generative AI and digital injection attacks, including forgeries visually impossible to detect.

For **Canadian lawyers**, the stakes are enormous. They **must verify client identities under FINTRAC regulations and Law Society rules**, yet regulators cannot endorse specific technologies. Legal professionals faced an impossible choice: trust verification tools without independent validation, or expose their practices and their clients to increasingly sophisticated fraud.

03 The Solution

Treefort Technologies, founded by commercial lending lawyer **Jay Krushell**, built Canada's most comprehensive identity verification platform specifically for legal professionals. **What sets Treefort apart** is its **layered, multi-factor approach**: rather than relying on a single verification method, the platform triangulates data across **1,750+ authentication data points** from trusted sources.

Pursuing PCTF certification through DIACC gave Treefort independent, third-party validation that its platform meets rigorous standards for privacy, security, and interoperability. The certification process aligned with ISO/IEC standards and involved meticulous evaluation by DIACC-accredited auditors.

As a leader in the industry, **Jay Krushell** also **co-leads the DIACC Adoption Committee** and **drives the development of the PCTF Legal Professionals Profile**, a new auditable criteria that specifically address how digital identity verification technologies comply with Law Society client ID rules. This collaborative work ensures lawyers have objective confirmation when selecting verification technology.

04 Results

- **Fraud Prevention:** Detected tens of millions of dollars in potential title fraud
- **Speed:** Clients complete verification in 5 minutes using their smartphone
- **Certifications:** PCTF Verified Person certification (one of only two IDV providers) plus SOC 2 Type II compliance
- **Coverage:** Compliant with Law Society Client ID Rules in every province in Canada
- **Strategic Partnership:** Stewart Title Canada acquired a majority stake (2021), validating market position
- **Integrations:** Available through BC Land Title and Survey Authority (LTSA), Appara, Closer, Prolegis, Quintlink and other leading platforms

"Securing digital identities is our passion, and Treefort's industry leadership and our PCTF certification are a testament to our unwavering commitment to excellence. In today's world, where the authenticity of information is routinely challenged, our track record and our certification provide unparalleled confidence."

— Jay Krushell, Chief Legal Officer & Co-Founder, Treefort Technologies

05 Future Outlook

Treefort continues expanding its platform capabilities, including banking verification features and enhanced fraud risk indicators. As Canada moves toward Open Banking, Treefort is positioned to integrate new data sources that further strengthen identity verification. The company remains committed to working with DIACC on evolving trust framework standards that protect Canadians while enabling innovation.

06 Ready to Protect Your Practice?

Legal professionals across Canada trust Treefort to verify client identities and prevent fraud. With PCTF certification validating their commitment to security and compliance, Treefort offers the confidence you need in today's high-risk environment.

Visit treeforttech.com to see how 5-minute verification can transform your practice while protecting your clients and reputation.