

## New iPhone Leaks Threaten Real Estate Investors' Competitive Edge

Posted On Sep 19, Posted by [blogger1](#) Category [Press Category](#)

Has the iPhone gone from iconic mobile device and invaluable tool for real estate investors to becoming one of the biggest threats to maintaining their competitive edge and staying in business?

### The FBI is Tracking You on Your iPhone

A recent hack of an FBI laptop revealed a database of over 12 million Apple users' IDs, names, phone numbers and home addresses. 1 million of these UDIDs have already been publicly leaked on to the web and the rest could easily follow.

However, beyond the privacy breach and threat to personal information it is also a reminder that 'big brother' is constantly monitoring you. With the iPhone and iPad they know what you are saying, how much you are making and where you are 24/7. While this may not seem like a big threat to real estate professionals who are doing things the right way, this plus the capability to remotely operate microphones and cameras on mobile devices even when they are off means it is important to watch what you say, who you do business with and even what you joke about. Even if you haven't done anything wrong you really won't enjoy a SWAT team rolling up to your door or an FBI task force swooping in to raid your files.

### Lessons in Maintaining Your Competitive Edge

Even before the anticipated official announcement of the new iPhone 5 on September 12th leaks have resulted in third party vendors already making and putting iPhone 5 accessories up

for sale on the web.

This may not seem significant for your real estate investing business yet but if your competitors know what you are planning, what niche you are after or what your next marketing move or contest will be they can get ahead of you. Unlike apple you probably don't have the legal team to get a billion dollar settlement from the competition when they under cut you. Leaks can come from insecure connections, in-house staff and third party vendor representatives who are asking too many questions. Don't let them steal your best lead generation sources!

### Apple Helps to Erase Online Identities

In another recent Apple fiasco an employee transferred control of a user's accounts to a hacker resulting in their entire online identity being erased or hijacked including emails, online file storage, social media profiles and wiping out all Apple related devices.

This would clearly be a major setback to any real estate investor or Realtor. Don't leave business vulnerable; backup all data including files for current deals, marketing materials, web content and contact lists.

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