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Assessment ID: chk_ex_lv_neverfull_demo

Marketplace: Facebook Marketplace

Listing: Authentic Louis Vuitton Neverfull MM Monogram — Quick Sale, Emigrating

Listed Price: \$390 AUD (RRP ~\$2,690)

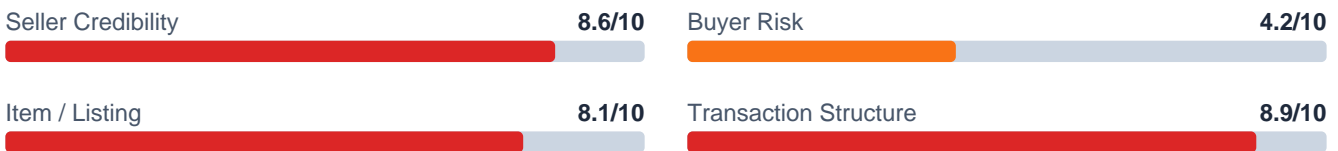
OVERALL RISK SCORE

7.8

High Risk

Multiple critical risk indicators detected. Item priced ~85% below market with classic urgency pretexts (overseas relocation, cash-only). Seller account is new with no reviews. Images appear reused from listings in other countries. Strongly recommend you do not proceed without in-person verification at a safe location.

Domain Risk Breakdown

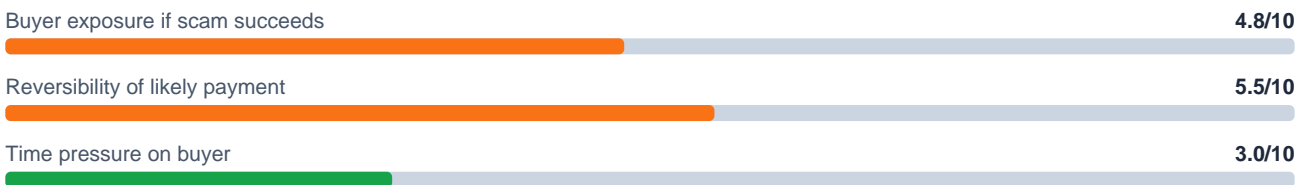


Risk Category Breakdown

Seller Credibility



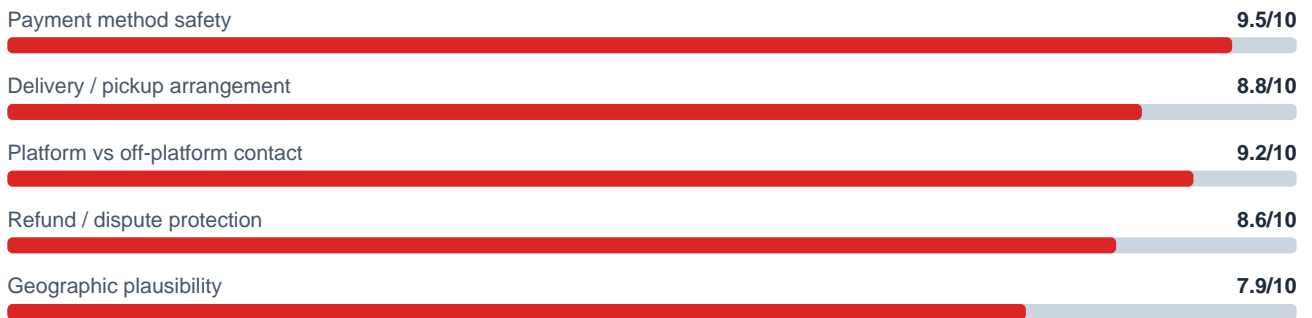
Buyer Risk



Item / Listing



Transaction Structure



Key Findings

- Listed price (\$390) is ~85% below current Australian secondhand range for Louis Vuitton Neverfull MM Monogram (\$2,400–\$2,800 from authenticated resellers).
- Seller account created within the last 6 days. No transaction history, no profile photo, no friends list visible.
- Listing description includes urgency language: "need gone by Friday", "flying out Sunday", "first to commit gets it" — classic high-pressure scam pattern.
- Reverse image search on the two product photos returns matches on a Polish reseller site dated 14 months ago — images are reused, not the seller's own.
- No date-stamped or holding-the-item proof photo despite a \$390 luxury bag.
- Seller pushes for off-platform contact ("WhatsApp me on +44...") within the first message — removes Facebook Marketplace dispute protection.
- Seller refuses meet-up — claims "already in transit overseas" and offers courier-only delivery.
- Payment method requested is PayID / bank transfer only. Refuses PayPal Goods & Services (no buyer protection).
- Phone number provided is a UK mobile (+44) despite claiming to be a Sydney-based seller.
- Authentication card photo shown does not match the date code typography for the claimed year of manufacture.

Hard Rules Triggered (6)

Price >70% below verified market median (high-value luxury category) **+2.4 pts**

Treat as likely fraudulent unless seller can provide proof-of-ownership documentation independently verified.

Off-platform payment request within first contact **+1.8 pts**

Decline. Do not move communication to WhatsApp, Telegram, SMS, or email until in-person identity verification is complete.

Account age <7 days with no transaction history**+1.5 pts**

Require established seller history or in-person meeting in a public, monitored location.

Reverse image search positive — images reused from foreign listing**+2.2 pts**

Listing is almost certainly not the seller's own item. Do not engage further.

Urgency pretext (relocation, deadline pressure)**+1.1 pts**

Ignore the deadline. Genuine sellers will accept a slower verified buyer over a fast unverified one.

Phone number country code mismatch with claimed seller location**+1.3 pts**

Ask seller to verify identity via Facebook video call before any deposit.

Recommended Actions

1. Do not transfer any money via PayID, bank transfer, or other irreversible payment method.
2. If you proceed, insist on in-person inspection at a police station safe-trade zone before paying.
3. Request a fresh photo of the item holding a sign with today's date and your first name written on it.
4. Use PayPal Goods & Services or a credit card with chargeback protection — refuse anything else.
5. Report this listing to Facebook Marketplace using the "Scam" report category.
6. If you've already shared bank details or made payment, contact your bank's fraud team immediately (within 24 hours dramatically improves recovery odds).
7. Submit the listing URL to Scamwatch at scamwatch.gov.au and to the ACCC.
8. Search the seller's phone number and any images on Google and TinEye before any further contact.

Suggested Action

Avoid — High risk detected. Exercise extreme caution.

Save on Future Checks

If you check a listing every time you're about to buy something secondhand, credits in a pack cost meaningfully less per check. Credits never expire.

Single Pack
10 credits
\$45.99
Save 8%

Smart Buyer
20 credits
\$79.99
Most popular - 20% off

Frequent Checker
50 credits
\$149.99
Best value - 40% off

Auto top-up available on 10/20/50 packs so you never run out mid-check.

→ [Buy Discounted Credit Packs: https://chekka.ai/#pricing](https://chekka.ai/#pricing)

Disclaimer

Chekka provides an automated, informational risk assessment generated by combining listing metadata, image analysis, market price benchmarks, and a library of known scam pattern signals. It does not guarantee the safety, authenticity, or legitimacy of any transaction. Findings reflect the evidence available at the time of analysis and may not capture every risk. Always exercise independent judgment, verify identity in person where possible, and use payment methods that offer buyer protection. Chekka is operated by BuyBudi Holdings Pty Ltd (ABN 90 681 994 347).