

REAL ESTATE IS NO PLACE FOR

Risky Business

REALTOR SAFETY

SEPTEMBER 21, 2023

REALTOR® Safety Pledge:

As a REALTOR®, my first priority is the well-being and safety of myself, my REALTOR® colleagues, the clients, and customers we serve, and the business partners who foster our profession.

Therefore, I pledge to always conduct business and prospecting activities in a reasonably safe manner, which includes following the recommendations from the National Association of REALTORS® and adhering to the Safe Listings Form* to the best of my ability.

I am committed to receive education and in turn to advise consumers and colleagues on best safety practices.

REALTORS® are committed to safety, and I take this pledge because I care about the wellbeing of myself, my clients and customers, my colleagues, and my profession.

*included at the end of the presentation, in Market Place Policies/FAQ's, and SkySlope Working/Office Docs.

WHAT IS YOUR CONDITION OF AWARENESS?

Keep your eyes up, ears open and hands free. It is important to be alert to who and what is around you. Talking on a cell phone or listening to headphones can make you an easy target for a predator.

Be Aware of Your Surroundings. Stay Alert!

Notice if something is not right or out of place.

Listen to your gut feeling; your intuition.

WHO KNOWS WHERE YOU ARE?

When meeting with a client alone, use a safety app or safety solution that lets trusted contacts know where you are going and how long you plan to be gone.

We Highly Recommend you do not meet clients in the office alone or after dark if you have never worked with or met them.

We Highly Recommend you avoid working in the office alone after dark.

CUSTOMER OR CRIMINAL?



Let potential buyers walk in front of you when exploring a home, and always keep the front door open in case a quick escape is needed.

Stay Alert when meeting clients at showings.

Never walk in unfamiliar areas while texting or looking down.

Do not show property after dark, especially vacant property, and especially if it is a client you never worked with or met.


YOUR OPEN HOUSE: ON ARRIVAL



Be aware of your surroundings. When you arrive at a showing, check for potential dangers:


- Is there any questionable activity in the area?
- Are you parked in a well-lit, visible location?
- Can your car be blocked in the driveway by another vehicle?

- Do not host Open Houses alone! Ask a Lender, Title Rep, Family Member, Friend to Accompany You.
- Do not host Open Houses after dark.
- Check your cell phone battery and signal beforehand.
- Park your car on the street (think about a situation where someone can block you in a driveway not allowing you to escape).
- Lock your wallets, purses in the car trunk. Only bring essentials into the Open House and when showing property.
- Wear comfortable shoes (think about a situation where you might need to run to escape danger).
- Wear comfortable business casual clothes (not glamorous); (side note.... Take professional photos, not glamour shots).
- Avoid wearing expensive jewelry.

 **REALTOR® Safety Tip** NOW

Discourage criminals from targeting your open house by explicitly promoting that identification will be required at the front door and video surveillance will be in use.

Learn more at [NAR.realtor/safety](https://www.nar.realtor/safety)



BULLETPROOF YOUR OPEN HOUSE

- Turn on the lights in every room.
- Unlock all the doors.
- Set up your material in view of the front door, if possible.
- Introduce yourself to the neighbors.
- Props such as fake camera or an extra coffee cup to allude to your associate.

A SIGN IS WORTH A THOUSAND WORDS



MORE SAFETY TIPS TO BE AWARE OF

Keep personal information private. Getting to know your client does not need to include personal information about your children or where or with whom you live.

Be careful not to overshare on social media. Avoid posting anything that may inform others of your whereabouts like where you are going, how long you will be there or if you will be alone.

REALTORS® spend a lot of time in their cars driving to and from the office or appointments. Always take the safest and most well-lit route—day or night.

AVOID DISTRACTIONS WHILE ON THE ROAD

Answering texts while driving can be very tempting, but here's a fact. If you text and drive, you're 23 times more likely to have an accident. Put down the phone. Send texts after you've parked the car.

Look out for each other and alert your colleagues when you are contacted by or dealing with a suspicious customer to spread awareness for potential safety issues.

If you ever feel uncomfortable meeting a client in person, use the "Buddy System." Have code words prepared to notify each other if you feel threatened and need to make an exit.

Keep a log of your credit cards somewhere safe in case they are ever lost or stolen. That way, you will be able report them quickly and effectively. Don't bring them everywhere you go, only carry the cards or cash needed for that day.

Are your passwords strong enough to deter hackers online? Create smart passwords by using more than six characters and incorporating capital letters, numbers and symbols.



REALTOR® Safety Tip

NOW

REALTORS® danger zones where you could be most vulnerable: your car, in the office, showing a property and an open house. Make a safety plan for each one and follow it every day.



RESOURCES

SAFETY APPS



FOREWARN®

<https://www.forewarn.com/product/>

FREE TO REALTORS



<https://www.homesnap.com/pro#moda>

SAFETY PRODUCTS

<https://www.selectengineering.net/pet-personal-emergency-transmitter/>

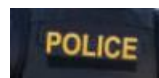
<https://www.amazon.com/V-ALRT-Wireless-Personal-Emergency-Device/dp/B00JZM7ZVQ>



[A FULL LIST CAN BE ACCESSED HERE](https://www.nar.realtor/safety/resources-for-personal-protection)



<https://www.nar.realtor/safety/resources-for-personal-protection>



A Couple Suggestions from Law Enforcement

Carry an Air Horn (it will startle potential threats, and acts as a deterrent)

<https://www.amazon.com/Shoreline-Marine-Air-Horn-Mini/>

Carry Pepper Spray

<https://www.amazon.com/Best-Sellers-Self-Defense-Pepper-Spray/>

Roadside Emergency Kit

<https://www.chp.ca.gov/programs-services/services-information/roadside-emergency-kit>



The National Association of REALTORS® is committed to promoting safe showing and marketing practices.

By choosing to work with a REALTOR®, you've already taken an important first step, as REALTORS® are trained real estate professionals who follow the National Association of REALTORS® Code of Ethics and Professional Standards which requires them to serve in their client's best interests and are committed to ensure the safety of everyone involved in the transaction, as well as, your property.

Therefore, we ask that during the listing period of your home, please consider the following recommendations:

Valuables: Valuables include everything from the mail left on the countertops (which may contain personal information) to such items as jewelry, money, artwork, laptops, cellphones, and gaming systems. Please remove these items from plain view and away from the front of drawers.

Personal info: Removal of unnecessary personal items from your home. This not only helps stage your home, but it can also protect your privacy. This might include framed diplomas, awards, family photos, wall calendars, reminder boards, address books, diaries, or journals.

Medications: Remove or secure all prescription medications in your home.

Weapons: Remove or safely store all firearms, weapons, or other objects that could be potentially harmful.

Showings: Do not open your door to any strangers who might inquire about the home. Contact your REALTOR® to help potential buyers schedule a showing.

SAFE SHOWING REQUEST

In order to encourage the safe marketing and representation of our seller clients, many REALTORS® have taken the REALTOR® Safety Pledge, which includes a commitment to only show listings to prospective buyers who have been pre-qualified or properly identified.

REALTORS® understand a "properly identified" prospect to be someone who you know personally, was referred to you by someone you know, and trust has been pre-qualified by a lender, or has provided you a copy of a government-issued photo identification.

In order to better protect your property and the safety of REALTORS®, please consider joining your REALTOR® in signing the optional Safe Showing Request below:

I hereby request that my property be shown only to prospective buyers who have been

- Pre-qualified or
- Properly identified

and I desire to include the following language on my MLS showing instructions:

"Seller requests showings ONLY to pre-qualified or identified buyers."


ADDRESS: _____ DATE: _____

NAME: _____ SIGNATURE: _____

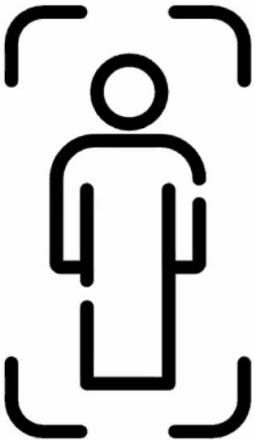
REALTORS® are members of the National Association of REALTORS®.

COMMERCIAL SAFETY



- To deter squatters and trespassers, call local law enforcement to issue a trespass warning. Warn your clients, share a copy of the issued warning and if you encounter anyone at the property, notify law enforcement immediately.
 - Commercial properties often pose a threat to your physical safety. When entering a property, travel cautiously and be observant of potential dangers such as gaping holes, industrial equipment or construction materials.
 - Prepare yourself before entering a commercial property by packing a flashlight in case there isn't power and wearing appropriate footwear that offers sufficient protection.
 - When taking a client to a commercial property, warn them ahead of time that they will be entering a potentially dangerous area and share ways they can prepare to view it safely.
 - When possible, take a virtual tour before visiting the commercial property to identify entrances, exits to map out your path and watch for potential dangers.
 - It is not uncommon for wild animals to be found within commercial properties. Be wary if the property has not been attended recently.
 - Look out for drug paraphernalia such as needles. Not only do these pose a threat to your physical safety, but they are also a sign that squatters or trespassers could be present on the property.
 - Before viewing a property, locate local contacts for electrical, IT, security and other associated services, so that you can contact them easily in case any issues arise.
 - If you have a vacant listing, request local law enforcement to include your listing in their "book and check" list so the property gets checked during every patrol tour.
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ACTIVE SHOOTERS



PROFILE

Individual actively engaged in killing or attempting to kill people in a confined and populated area, typically with the use of firearms.

CHARACTERISTICS

- Victims are selected at random.
- The event is unpredictable and evolves quickly.
- Law enforcement is usually required to end an active shooter situation.



COPING

- Be aware of your environment and any possible dangers.
- Take note of the two nearest exits in any facility you visit.
- If you are in an office, stay there and secure the door.
- Attempt to take the active shooter down as a last resort.

RESPONDING TO ACTIVE SHOOTERS NEAR YOU



1

RUN

- Have an escape route and plan in mind.
- Leave your belongings behind.
- Keep your hands visible.

2

HIDE

- Hide in an area out of the shooter's view.
- Block entry to your hiding place and lock the doors.
- Silence your cellphone.

3

FIGHT

- As a last resort and only when your life is in imminent danger:
 - ✓ Attempt to incapacitate the shooter.
 - ✓ Act with physical aggression and throw items at the active shooter.

RESPONDING WHEN LAW ENFORCEMENT ARRIVES



- Remain calm and follow instructions.
- Put down any items in your hands (i.e., bags, jackets).
- Raise hands and spread fingers.
- Keep hands visible at all times.
- Avoid quick movements toward officers such as holding on to them for safety.
- Avoid pointing, screaming or yelling.
- Do not stop to ask officers for help or direction when evacuating.

INFORMATION TO PROVIDE TO LAW ENFORCEMENT OR 911

- Location of the active shooter
- Number of shooters
- Physical description of shooters
- Number and type of weapons held by shooters
- Number of potential victims at the location