






REALTOR[®] SAFETY PROGRAM

REALTOR[®] SAFETY WEBINAR

AVOIDING REALTOR[®] DANGER ZONES

Handout

DANGER ZONES

-  Your Vehicle
-  Your Office
-  Showing Property
-  Open House and Model Homes

REALTOR® SAFETY STATS

23%

14%

REALTORS® (approximately 345,000 | 210,000) work in fear.
The difference shows that more members are adding Safety Protocols to their routine, making them feel more prepared.
Source: 2020 | 2021 Member Safety Survey.

300%

Crimes are up since 2006.
Source: US Bureau of Labor Statistics.



There are more real estate professionals killed nationwide each year than NYPD Officers.

20

Average number homicides of Real Estate Professionals since 2011.

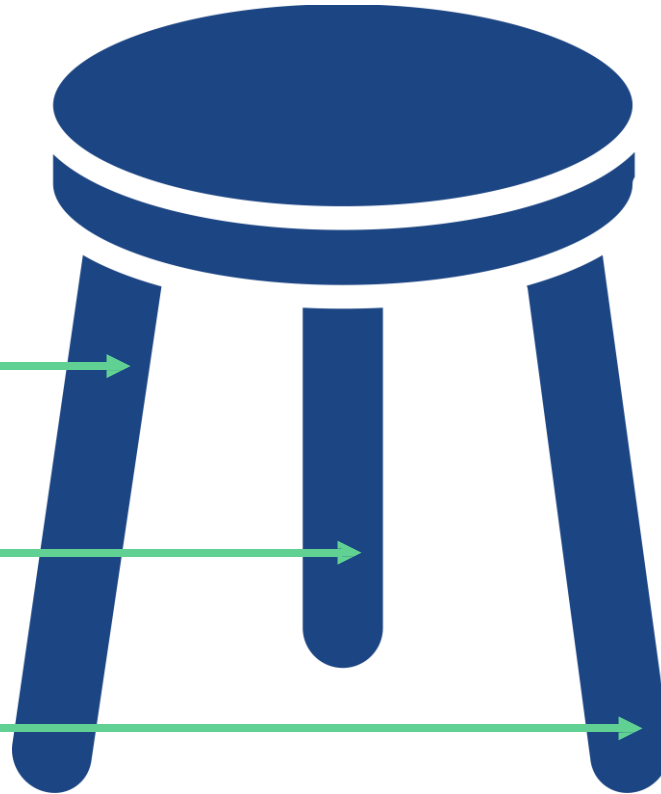
↑ High

The US Dept of Labor has classified our profession as a **High-Risk occupation**.

Motive + Means + Opportunity = Crime

CRIME

- MOTIVE
- MEANS
- OPPORTUNITY



Removing “Means”

CRIME

- MOTIVE
- ~~MEANS~~
- OPPORTUNITY



Removing “Means”

MARKETING PHOTO

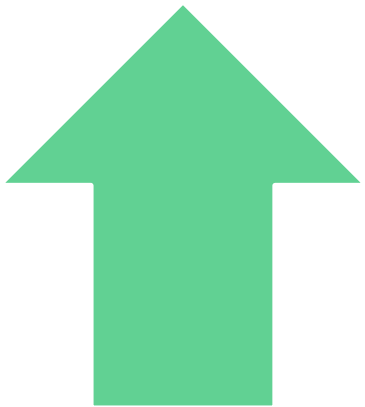


REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

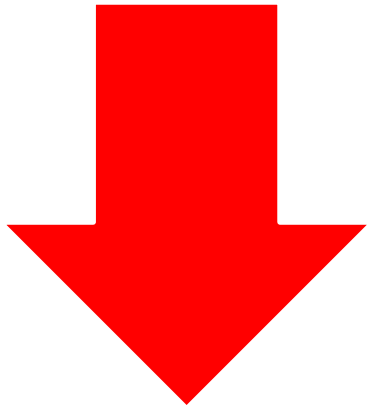
Removing “Means”

MARKETING LANGUAGE



AUTHORITATIVE

- “Experience to handle the entire real estate process”



SUBSERVIENT

- "Here to serve all your real estate needs"

REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

Removing “Means”

INITIAL CALL

USE NEIGHBORHOOD & PROPERTY INFO

“Thank you for inquiring on 123 Main St. It is one of our most popular listings. This home has plenty of windows accenting the natural sunlight.”

ESTABLISH POWER AND CONTROL

“Instead of meeting at 5:00 PM, we will meet at 5:30 PM.”

SET EXPECTATIONS

“We will be spending no more than 15 minutes at the showing as the sellers will be returning at 5:45 PM.”

REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

Removing “Means”

ACTIVE LISTENING



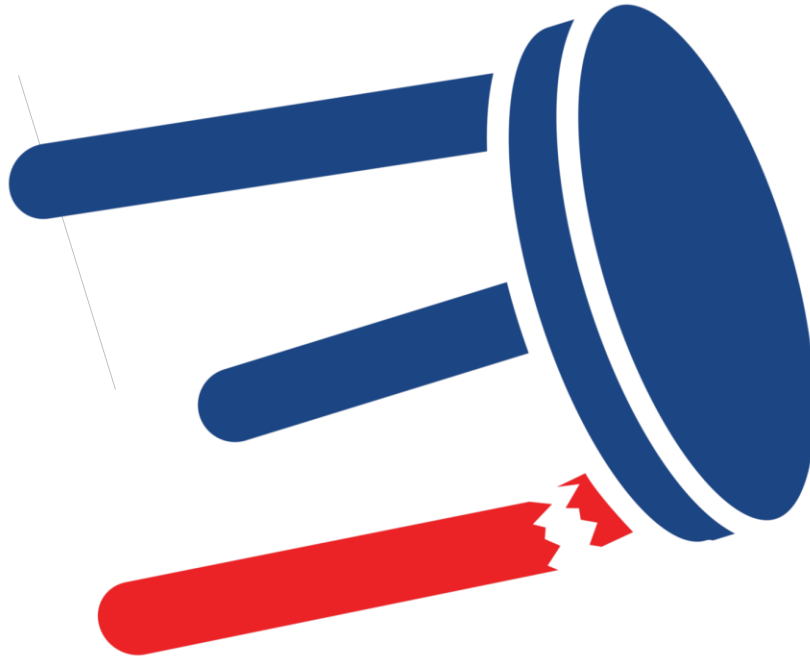
REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

Removing “Opportunity”

CRIME

- MOTIVE
- MEANS
- ~~OPPORTUNITY~~



Removing “Opportunity”

BRING A BUDDY WHEN:



Poor Cell Coverage



Haven't Closed a Deal in a While



Property is Vacant



Uncomfortable Feeling Prior

REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

Removing “Opportunity”

SETTING THE STAGE – Bathroom Attack



DO NOT DUPLICATE OR DISTRIBUTE

Real Safe Agent

Safe Selling Online Class

Retrieved from <https://www.realsafeagent.com>

Removing “Opportunity”

SETTING THE STAGE – Look-Up Attack



DO NOT DUPLICATE OR DISTRIBUTE

Real Safe Agent

Safe Selling Online Class

Retrieved from <https://www.realsafeagent.com>

Removing “Opportunity”

SETTING THE STAGE – Hallway Attack



DO NOT DUPLICATE OR DISTRIBUTE

Real Safe Agent

Safe Selling Online Class

Retrieved from <https://www.realsafeagent.com>

Removing “Opportunity”

BEST SAFETY TOOL



DANGER ZONE



IN YOUR CAR

DANGER ZONE: IN YOUR CAR

- 1** Pay attention to your surroundings.
Park in well-lit area with people and other cars nearby, if possible.
- 2** Pull through on parking spaces for faster exit.
- 3** Be MORE careful between 8 p.m. and 2 a.m. That's when most car jackings occur but many do occur during daylight.
- 4** Keep your passenger doors locked when you enter vehicle.

DANGER ZONE: IN YOUR CAR

#1 Tip

If you “feel” you are being followed, don’t park. Drive around the block, go to a populated area, police or fire station, and call 911 if vehicle is still following you.

#2 Tip

Cooperate. Your car and possessions are not worth your life or a trip to the hospital.

#3 Tip

Try to pay attention so you can provide details to the police. Repeat them to yourself over and over.

#4 Tip

Parking lot safety:

Approach your car with your keys in your hands ready to open the car door.

#5 Tip

Parking lot safety:

Unlock only the drive-side door.

#6 Tip

Parking lot safety:

Always look in the back seat.

#7 Tip

Parking lot safety: Lock

the doors right and away get moving.

#8 Tip

Parking lot safety:

Don’t sit in your vehicle and check your phone. (Move to another spot to do that).

#9 Tip

Parking lot safety:

Car keys should be on a separate ring from your house and office keys.

DANGER ZONE: IN YOUR CAR

10 Tip

Have a methodology as to where you park.

11 Tip

Do you pull-in or back into your parking space?

#12 Tip

Be aware of being distracted on the parking lot by a person or persons.

#13 Tip

When you drive, be sure to check your rear view and side mirrors often (position them well).

#14 Tip

Don't drive with the sun visor at an angle.

15 Tip

Be observant of what is going on around you for other people too.

16 Tip

Do not roll the window all the way down, ever.

#17 Tip

Keep your car in good condition: oil, gas, tire pressure, etc.

#18 Tip

Beware of dead-end streets.

19 Tip

Apply real estate magnets to your car.

DANGER ZONE



IN YOUR OFFICE

DANGER ZONE: IN YOUR OFFICE

- 1 Make sure you keep front and back doors locked but with key in door.
- 2 Have a lock on your personal office door.
- 3 Coordinate that with management.
- 4 Keep a fully charged phone with you at all times.
- 5 Know how to work the Emergency Sequence on your phone.
- 6 Use your loud voice and be assertive if someone catches you by surprise.

DANGER ZONE: IN YOUR OFFICE

(?) ASK YOURSELF:

- 1 Does your office know how or where to reach a family member in case something happens to you?
- 2 Are the office contact information files current?
- 3 Is that information in a secure location in the office?
- 4 Is the parking lot well lit at night? If not, why not?
- 5 Is the building well lit at night? Front and back?
- 6 Is the landscaping trimmed so visibility is good?
- 7 Are the door codes secure? Key Card? Combo box?
- 8 Do you know the people that work in the office?
- 9 Do you recognize the people who clean the office?
- 10 Do you recognize the contractors who work in the office?

DANGER ZONE: IN YOUR OFFICE

SAFETY TIPS:

- 1** If you are in an office building, get to know or recognize the other occupants.
- 2** Know the exits and stairs.
- 3** Alarm codes? Learn how to use them if management allows.

DANGER ZONE



PROPERTY SHOWING

DANGER ZONE: PROPERTY SHOWING

(?) ASK YOURSELF:

- 1 Come into the office.
- 2 Should you consider background checks?
- 3 Do you tell anyone where you are and who you are with?
- 4 Do you show properties after dark?
- 5 Do you drive clients around in your car?



DANGER ZONE: PROPERTY SHOWING

SAFETY TIPS

- 1 Don't park in the driveway.
- 2 Carry keys and your phone.
- 3 Never turn your back on a prospect.
- 4 Avoid spaces that can be traps.

DANGER ZONE: PROPERTY SHOWING

What if you show a property to a client, and you are cornered in the basement? They demand your purse, wallet, and car keys:

- Don't resist. Give up your property, not your life.
- Stall for time. Appear to go along with the attacker.
- Could try to escape when their guard is down.
- Use an assertive voice. Yell 'Stop!' in your loudest voice. If you can.
- Hold your hands up.
- Criminals have been known to back down and leave victim alone if he or she yelled or showed that they might fight back.
- IF you decide to respond physically--your first priority is to ESCAPE.
- Run, Run, Run! And don't look back!

DANGER ZONE: PROPERTY SHOWING

What If Things Go Side-ways?

- Don't apologize or announce intentions.
- Be very deliberate and authoritative.
- Act decisively.
- Running away is as courageous as fighting back.
- Can you make an escape?

Should You Try to Defend Yourself?

- Fighting Back: A conscious decision when escaping is not an option.
- Take this to heart: whatever you decide to do or not do, embrace and accept it.
- Only you know what you are capable of doing physically and mentally.
- Bottom Line is that you make it home.

DANGER ZONE: PROPERTY SHOWING

What if you come across drugs in a property?

- Can happen anywhere in any home.
- Make sure no one touches it or takes it.
- Get out and away as fast as possible. Stop the showing. Leave. As quietly as possible.
- You should report your findings to the listing agent and the police immediately.

DANGER ZONE: PROPERTY SHOWING

BE EXTRA CAREFUL IF:

- 1 Property is more isolated: such as with rural or commercial property.
- 2 Cell phone reception might be poor.
- 3 Lack of electricity may mean interior is dark, more hazardous.
- 4 Consider carrying something in your hand (flashlight).



41%

of REALTORS® have experienced fear during a



NATIONAL
ASSOCIATION OF
REALTORS®

DANGER ZONE



OPEN HOUSE AND
MODEL HOME

DANGER ZONE: OPEN HOUSE AND MODEL HOME

TAKE INTO ACCOUNT:

- 1 People know that you are probably working alone.
- 2 No opportunity to screen prospects.
- 3 Unknown prospects, multiple prospects in the house at one time.
- 4 Call a buddy or the office on a regular timed basis.



of REALTORS® hosted an Open House alone. *Source: 2021 Member Safety*

DANGER ZONE: OPEN HOUSE AND MODEL HOME

BEST PRACTICES:

- 1 Visitor sign-in book.
- 2 Show I.D.
- 3 Group Tours.
- 4 Have someone on each floor.
- 5 Inform a neighbor and ask for their help.

DANGER ZONE: OPEN HOUSE AND MODEL HOME

SAFETY TIPS:

- 1 Let them lead the way into rooms.
- 2 You can stay by the door.
- 3 Establish escape routes from every level.
- 4 Have a bell attached to the front door so you hear when someone enters.
- 5 Remind the seller to check all the windows and doors.
- 6 Be quiet and listen at the end of your open house.
- 7 Be more alert at the end of the open house. That's the most dangerous time.

ITEMS TO *Remove* OR *Hide*

Remember, some “potential buyers” have absolutely no interest in the home, only the belongings it contains. Make it difficult for those with poor intentions. Don’t leave these items sitting out and accessible.



Keys



Jewelry



Credit Cards



Mail



Firearms



Expensive Clothing



Valuable Dishes



Prescriptions

ITEMS THAT *Indicate* YOUR *Status*

After removing or hiding the items previously discussed, there are still going to be things in the home that indicate a lifestyle or status. Such items may not be removed, but should be inventoried and taken into consideration.



Artwork



Stereo System



Electronics



Mounts



Gaming
Consoles



Instruments



Sports
Equipment



Media
Collections



THE REALTOR® *SAFETY* NETWORK

- To notify law enforcement of a live emergency, please contact 9-1-1.
- NAR is committed to the safety of our members. Through the REALTOR® Safety Network, NAR will deploy REALTOR® Safety Alerts via social media when a physical or cyberthreat to REALTORS® warrants national attention. For example:

A REALTOR® or the immediate family member of a REALTOR® goes missing.

NAR learns that the association name or the names of its programs are being used fraudulently to attempt to collect money or information from REALTORS® or others.

A physical threat to REALTORS® warrants national attention.

For incidents that don't meet the criteria for a national alert, the REALTOR® Safety Team will ensure the local association is informed.



PRESENTERS

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REALTOR[®] SAFETY PROGRAM

RESOURCES

REALTOR[®] SAFETY VIDEO

nar.realtor/videos/predators-the-true-nature-of-crimes-against-realtors

REALTOR[®] AND AFFILIATE WELLNESS GROUP

ocrealtors.org/education/raw
raw@ocrealtors.org

REALTOR[®] SAFETY WEBINAR RECORDINGS

nar.realtor/safety/safety-webinars

REALTOR[®] SAFETY PROGRAM

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