Talking To Clients About Cybersecurity

CyberPolicy, a REALTOR Benefits® Program partner, is committed to help REALTORS® and REALTOR®-owned brokerages plan for, prevent and insure against cyber crime targeting the real estate industry with educational and cybersecurity resources.

Communication is key in every healthy relationship.

So how do you talk to clients about cybersecurity?

Educating clients about cybersecurity can be a tricky subject to broach. But, it can be an excellent opportunity to instill confidence and trust in your brokerage. The need for cybersecurity awareness is at an all-time high because cyber crime is at an all-time high. Your client base is likely aware of this fact already, as most people experience the annoyance of compromised credit card information, so it is important to be helpful and informative at this time.

The communication channel that you use to convey this message will vary. It could be a written section on the *About* page of your website, an email blast, a social media post, or spoken directly to a client over the phone. Savvy brokers may even tout their cybersecurity strategy as a selling point in their marketing materials. Regardless of the medium, the message is the same: You have a formal cybersecurity strategy, and you can be trusted with the sensitive financial information needed to execute a real estate transaction.

Learn how you can turn a difficult message into an opportunity to show your client base that you take their security seriously by implementing the steps below:

Present things in clear terms - Most people are somewhat familiar with the concept of cybersecurity at a basic level, but things can get complicated very quickly. Avoid using technical jargon and terminology that the average person won't understand. Audiences appreciate clarity and simple explanations. Using security-specific lingo that you read somewhere may make you feel like an expert, but you'll lose a big portion of your message while showing off.

Over explain, then explain it again - The things that seem simple and redundant to you can be foriegn and hard to understand to others. Explaining that your brokerage uses Two-Factor

Authentication to initiate wire transfers may sound satisfactory to you, but if your audience needs a Google search to understand parts of your message, you didn't complete your objective. Say that your brokerage uses Two-Factor Authentication, then explain what it is and how it is a safeguard used when wiring funds.

Prove that you are proactive - Provide evidence that your brokerage is indeed taking steps to ensure client security. Obtaining cyber insurance is an excellent way to show clients that your actions match your words. Many industries are required to display proof of licensing and insurance on branded material and websites. Adopt this principle and make it known that you are insured somewhere on your website.

Prepare for follow up questions - You may have to handle questions, comments, and concerns on an as-needed basis in the beginning. Keep a record of the communications that come in and your responses. You may be able to generalize some of the most common questions and answers into a few bullet points on your website's FAQ page.

Discussing cybersecurity can be a tough topic for you and your agents to have with clients, but it is an important conversation that can impress trust in your brokerage. Visit **CyberPolicy's page** or give CyberPolicy a call at (844) 293-7440 to learn more about the cyber liability insurance program available exclusively to REALTOR®-owned brokerages through NAR's REALTOR Benefits® Program.

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