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%                  20

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.

Average number homicides of Real Estate Professionals since 2011.

300%                  High


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

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

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

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?
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 Sideways?

- 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.
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 showing. 
Source: 2021 Member Safety Survey.
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.

37% of REALTORS® hosted an Open House alone. Source: 2021 Member Safety Survey.
DANGER ZONE: OPEN HOUSE AND MODEL HOME

BEST PRACTICES:

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:

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