SELLING SAFELY

Because it can happen to you
JEN STANBROUGH
REALTOR®

Broker Manager, West Des Moines office

Board of Director & Executive Officer for:

1. Des Moines Area Association of REALTORS® & RPAC Major Investor

2. Beverly Carter Foundation
AGENDA

- Introduction & Speaker Background
- Jen's Experience of the Death of Ashley Okland
- It Can Happen To you.... So What Now?
- Conclusion & Call to Action
- Questions & Answers
BACKGROUND
BACKGROUND
HAVEN’T AGED A BIT...
There are moments that mark your life, moments when you realize nothing will ever be the same, and time is divided in 2 parts: before this and after this.
IT HAPPENED

It was just another Friday...

Timeline of the day:

360 Se Legacy Pointe Blvd, Waukee, IA 50263

April 8, 2011
IT HAPPENED

The Model Home

558 Stone Creek Village
West Des Moines, Iowa
DOES EVERYTHING REALLY HAPPEN FOR A REASON?
IT CAN HAPPEN TO YOU...

SO WHAT NOW?
PURPOSE

BE PREPARED

NOT SCARED
BE AWARE
PREPARED
EDUCATED
HAVE CONVERSATIONS
REALTOR® SAFETY PLEDGE

Because I owe it to **myself**, my **family**, my **colleagues**, and my **clients** to implement safe showing practices:

I pledge **NOT** to show any home to a stranger without **FIRST** meeting them at the **office** or a **public place**, and asking them to **submit identification**.
LISTING SAFETY FORM

The Des Moines Area Association of REALTORS® (DMAAR) is committed to promoting safe showing and marketing practices. By choosing to work with a REALTOR®, you’ve already taken an important first step! REALTORS® are trained professionals, and we’ll take every precaution to ensure the safety of everyone involved, as well as your property.

The good news is that we live in Iowa and benefit from an extremely low crime rate. In fact, it’s entirely unlikely there will be any safety issues at all. However, to be sure we ask that during the listing period of your home, you might please consider a few 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, cell phones and gaming systems. Please remove these items from plain view and away from the front of drawers.

- **Personal Info:** We recommend the removal of unnecessary personal items from your home. This not only helps stage your home, but is also an important way to protect your privacy. This might include framed diplomas, awards, family photos, wall calendars, reminder boards, address books, diaries or journals.

- **Medications:** Please remove or secure all prescription medications in your home.

- **Weapons:** Please remove or safely store all firearms, weapons or other objects that could be potentially harmful.

- **Lock Boxes:** The DMAAR lock box system will notify your REALTOR® of all showings and a log is kept of every agent who accesses the home. We advise that you don’t 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 DMAAR REALTORS® have taken the DMAAR SAFE SHOWING PLEDGE which includes a commitment to only show listings to prospective buyers who have been pre-qualified and/or property identified. 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 properly identified and desire to include the following language on my MLS showing instructions: **Seller requests showings ONLY to identified buyers.**

ADDRESS: ___________________________ DATE: __________

NAME: ___________________________ SIGNATURE: ___________________________
SELLER SAFETY

- Weapons & Ammunitions
- Prescription Drugs
- Jewelry & Valuables
- Personal Information
IDENTIFIED BUYER

- Someone you know personally
- Referred to you by someone you know & trust
- Prequalified by a trusted & known lender
- Has provided a government issued photo identification
BACKGROUND CHECK

FOREWARN

NATIONAL ASSOCIATION OF REALTORS®
HABITS, **TIPS & TOOLS**

- Find my Friends/
  Life 360
- Calendar
- Contacts
- Meet in public places
  Buyer Consult
HABITS, **TIPS & TOOLS**

- **Trusting instincts**
- **Situational Awareness**
- **See something:**
  - **SAY SOMETHING!**
- **Open House Specifics**
CONTACT RECORDS

ADD DETAIL NOTES SHOWING RELATIONSHIPS AND CONNECTIONS
Sample Contact Buyer Showings

Friday, Sep 4, 2020
from 2:30 PM to 4:30 PM

2 PM
Closing 336 Terrace Do...

3 PM
Sample Contact Buyer Showings

4 PM

5 PM

Calendar
- Jen STANBROUGH

Alert
- 10 minutes before

Notes
- 1101 Nw 5th St Grimes at 4:15-5:15
- 12315 Twana, Urbandale 4:45-5:30 pm
- 12303 Twana, Urbandale 5:30 pm
SHARE YOUR LOCATION

Find My Life 360

People
- John
  Urbana, IA - 1 minute ago
- Jeffrey
  Clive, IA - 1 minute ago
- Kira
  West Des Moines, IA - 1 minute ago

National Association of Realtors®
HAVE A PLAN OR A SAFETY STRATEGY

Defense classes

Speed Dial:
- Favorites
- Medical ID
- Emergency SOS

Texts:
- Code Words
- Emoji Keywords

Buddy system

Additional tips: “red file”, safety jewelry, personal alarm.
TRUST YOUR GUT
KEEP THE CONVERSATION GOING
Questions and Answers
CONTACT INFO

EMAIL ADDRESS
jen@jenstanbroughrealestate.com
For more tips, tools and resources:

REALTOR® SAFETY PROGRAM
WEBSITE
www.nar.realtor/safety