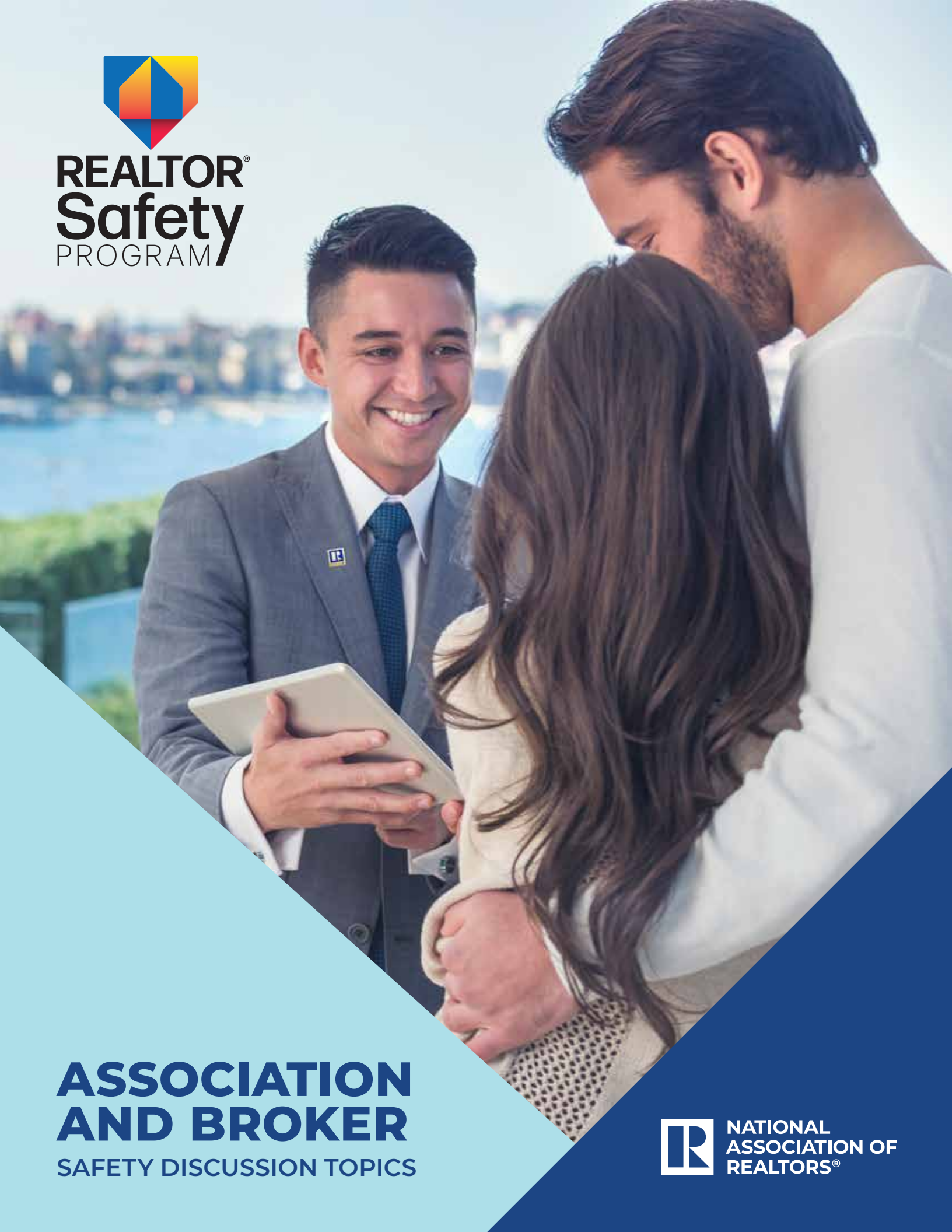




**REALTOR<sup>®</sup>**  
**Safety**  
PROGRAM



**ASSOCIATION  
AND BROKER**  
SAFETY DISCUSSION TOPICS



**NATIONAL  
ASSOCIATION OF  
REALTORS<sup>®</sup>**



# SUMMARY

- 1. January**  
Safety Protocols
- 2. February**  
Open House Safety
- 3. March**  
Importance of meeting new clients in a neutral location
- 4. April**  
Cybersecurity
- 5. May**  
Predatory Crimes
- 6. June**  
Safety on the Road
- 7. July**  
Client Safety
- 8. August**  
Safety Training
- 9. September**  
Commercial and Rural Safety Tips
- 10. October**  
Creating a Safety Culture at the Office
- 11. November**  
Smartphone Safety Resources
- 12. December**  
Buddy System
- 13. Additional Resources**



# JANUARY SAFETY PROTOCOLS

NAR has compiled tips and best practices from subject matter experts, law enforcement, and industry veterans to help keep REALTORS® safe. That's why we strongly encourage you to have Safety Protocols in place to make safety a priority at your office:

## TIPS

- 1 Enact the CITO (Come Into The Office) rule:** require agents/members to screen new clients at their office before meeting them anywhere else.
- 2 Encourage agents/members to trust their instincts:** Listen to the voice inside your head, and leave if you feel threatened. Safety is more important than the sale.
- 3 Set up a “buddy system”:** advise members/agents to travel in pairs while hosting open houses or during showings.



For more resources, visit

[nar.realtor/safety/planning-your-safety-strategy](https://nar.realtor/safety/planning-your-safety-strategy)



# FEBRUARY

## OPEN HOUSE SAFETY

Open houses can be a great sales tool—but hosting one also exposes your members/agents to numerous unfamiliar people for the first time. Encourage them to take these steps to stay safe:

- 1** If possible, have at least one other person working with you at the open house.
- 2** Have all open house visitors sign in. Ask for full name, address, phone number, and email.
- 3** When showing the property, walk behind the prospect. Direct them—don't lead them. Say, for example, "The kitchen is on your left," and gesture for them to go ahead of you.



For more tips, visit

[nar.realtor/safety/10-tips-for-holding-a-safe-open-house](https://nar.realtor/safety/10-tips-for-holding-a-safe-open-house)

For more information on this subject, view the recording of NAR's REALTOR® Safety Program Webinar, "Selling Safely: Because It Can Happen to You":

[nar.realtor/videos/selling-safely-because-it-can-happen-to-you](https://nar.realtor/videos/selling-safely-because-it-can-happen-to-you)



## MARCH MEETING NEW CLIENTS IN A NEUTRAL LOCATION

Meeting with people your agents/members don't know can put their safety at risk. They don't know whether this person could potentially be a predator, criminal, stalker, thief, or worse. Keep your agents/members safe by sharing these tips with them:

1

Get clients on your territory before your agents visit any property with them so you can learn more about them.

2

Encourage your agents/members to tell clients it's company policy that all clients' driver's licenses are photocopied.

3

When your agents/members meet clients at the office, encourage them to introduce that client to at least one other person in your office.



### LEARN MORE

To learn more about this subject, encourage your agents/members to watch the free **REALTOR® Safety webinar, “Beverly & Beyond: The Best Tips Learned Since Losing My Sweet Mom.”**

In this webinar, Carl Carter, Jr., REALTOR® and the Founder of the Beverly Carter Foundation, walk us through how his mom, REALTOR® Beverly Carter, lost her life at the hands of a couple posing as clients in 2014. He also shares key tips all real estate professionals should implement into their business to reduce the risk of safety incidents in the industry.



# APRIL CYBERSECURITY

NAR's REALTOR® Safety Program offers resources on more than personal safety; it also provides cybersecurity resources to help members protect their sensitive data, client contact information, networks, and systems against any type of cyberattack.

In order to shield your members'/agents' computers from viruses that want to steal their Personally Identifiable Information, follow these tips:

- 1 Be wary of free Wi-Fi.** It's easier for digital eavesdroppers to steal data over these networks.
- 2 Use strong passwords:** Avoid reusing passwords for multiple accounts and easily guessed sequences like "12345".
- 3 Keep software up to date.** Developers regularly patch software security with each update



These tips are recommended by the REALTOR® Benefits® Program partner CyberPolicy®.

To look for more resources regarding CyberSecurity, visit the Safety Article section, under "Safety and Technology": [nar.realtor/safety/safety-articles](https://nar.realtor/safety/safety-articles)

# MAY

## PREDATORY CRIMES

Predators are motivated by power and control and their goal is to identify signals of weakness or vulnerability and attempt to isolate you. Once isolated, the predators will exploit their victims, often physically and mentally to satisfy their need for domination over another person.

By using the property information and a polite, but firm professional demeanor, your members/agents will be able to work with legitimate customers/clients and may deter a predator.

Encourage your members/agents to use the following safety techniques at the initial inquiry:

### TECHNIQUE 1

#### REALTOR®:

*"We will have 15 minutes at the showing as the sellers will be returning at 5:45 pm."*

#### REASON WHY:

By setting expectations that appointments will be scheduled with only brief periods alone, potential predators may be deterred because they will not be able to isolate for long and may be interrupted by the sellers returning early.

### TECHNIQUE 2

#### REALTOR®:

*"Instead of meeting at 5 pm, we will meet at 5:30 pm."*

#### REASON WHY:

Even though you know that the 5 pm request can be accommodated, by changing the time establishes power and control.

### TECHNIQUE 3

#### REALTOR®:

*"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."*

#### REASON WHY:

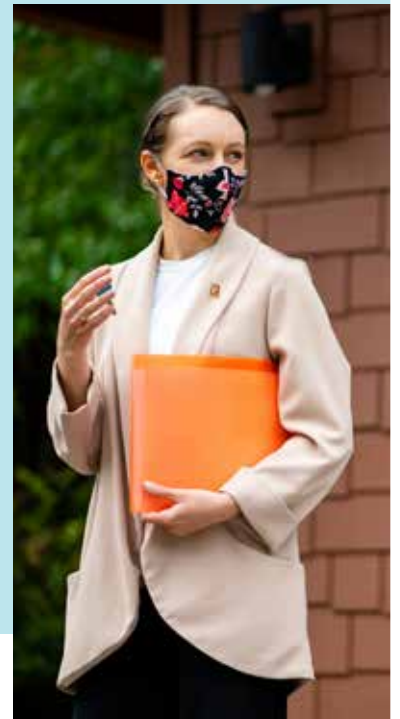
Identify property information that increases street visibility to give the perception that others can easily see in from outside. This "passive surveillance" by the neighborhood can serve as a deterrent. By identifying that others may be interested in the property, you have also indicated that other showings or agents may also be at the property.



## MAY PREDATORY CRIMES CONT.

Knowing that the goal of the predator is to isolate the real estate agent, please advise your members/agents to bring a buddy when:

- 1** The property is vacant.
- 2** There is poor cell service at the property.
- 3** You have an uncomfortable feeling prior to the appointment.
- 4** You haven't closed a deal in a while as you may be too eager to make a deal and ignore the voice inside your head that something may be wrong.



Interested in learning more about predatory crimes? Look for the free download of David Legaz's book "Safe Selling: A Practical Guide for Preventing Crime without Sacrificing the Sale," at the REALTOR® Safety Program website: [cdn.nar.realtor/sites/default/files/documents/Safe\\_Selling\\_Book.pdf](https://cdn.nar.realtor/sites/default/files/documents/Safe_Selling_Book.pdf)

Dave is a REALTOR®, retired NYPD Police Sergeant, and 2020 NAR's REALTOR® Safety Advisory Committee Chair. He's also a Real Estate Instructor, where he combines his years of law enforcement with real estate as he teaches Agent Safety classes across the country.





## JUNE SAFETY ON THE ROAD

Your members/agents spend a lot of time in their cars, and even doing work or making calls while they're parked. As they travel from appointment to appointment, encourage them to keep these tips in mind:

- Don't approach your vehicle if a van or other large vehicle with tinted windows is parked close to it. Find someone willing to walk you to your car safely.
- Take two seconds when you arrive at your destination to check out potential dangers:
  - ◆ Is there any questionable activity in the area?
  - ◆ Are you parked in a well-lit, visible location?
  - ◆ Can you be blocked in the driveway by another vehicle?
- Have your key ready to open the car door. Never stand next to your car searching through your purse.
- Once in your car, lock the doors immediately.
- Get moving! Don't sit inside of your vehicle doing other things that get you distracted.



If you want to learn more about Safety on the road, the REALTOR® Safety Program offers a variety of resources to keep your members/agents prepared while using their vehicles for work purposes:

[nar.realtor/safety/parking-lot-safety](https://nar.realtor/safety/parking-lot-safety)

[cdn.nar.realtor/sites/default/files/documents/Safety-Program-56-Tips-English.pdf](https://cdn.nar.realtor/sites/default/files/documents/Safety-Program-56-Tips-English.pdf)

[nar.realtor/videos/realtor-safety](https://nar.realtor/videos/realtor-safety)



## JULY CLIENT SAFETY

NAR works hard to keep REALTOR® Safety at forefront of our member's minds. But what about your members'/agents' clients? They, too, face some dangers in allowing strangers into their homes.

Encourage your members/agents to share with their clients these recommendations to help protect them against crime:

- Don't leave personal information like mail or bills out in the open where anyone can see it, because this is how thieves are able to access personal information.
- Valuable items and medication need to be safely put away.
- Do not show their home by themselves, and do not try to talk to other agents or buyers. Is better to refer all inquiries to their REALTOR®.



Encourage your members/agents to talk to their clients about safety best practices for both the seller and the agent. If sellers keep valuables and prescription medications out in the open during showings, your members/agents may find themselves in a dangerous situation.

Educating buyers and sellers about safety issues helps avoid trouble and, in the end, keeps everyone safer in a transaction.

[Click here for additional details about client safety.](#)



# AUGUST SAFETY TRAINING

Through the REALTOR® Safety Program, NAR offers resources to help agents, brokers, and associations better understand the potential risks REALTORS® face on the job.

If your association/brokerage is looking for Safety Educational Videos to teach members/agents how to be aware and prepared to keep themselves safe, and avoid risky situations, this is the place to find them

[nar.realtor/safety/safety-videos](https://nar.realtor/safety/safety-videos)

Your member/agent will find videos on topics such as:

- **Real Estate, Safety, and You:** to learn about the potential safety protocols clients may encounter when working with a REALTOR®.
- **Social Media and Cyber Safety Strategies:** encourage your members/agents to watch this REALTOR® Safety video to learn social media and cyber safety strategies.
- **Cyberscams and the Real Estate Professional:** for tips and information to help industry professionals and their clients stay protected.
- **Staying Safe While Meeting Strangers:** There is always a level of risk to your members'/agents' personal safety when meeting an unknown person. Watch this video and discover a few simple steps they can take to decrease that risk.



Explore the different videos that the **REALTOR® Safety Program** has available year-round and save some time to watch and discuss the content with your members/agents.

Encourage your members/agents to watch in their spare time the rest of the videos where they'll find more safety best habits, tips, and tools all real estate professionals should include in their safety practices.



# SEPTEMBER

## COMMERCIAL AND RURAL SAFETY TIPS

*“While the most publicized physical attacks on real estate agents have involved residential agents, commercial agents are equally at risk. These properties present huge risks to REALTORS® because they are typically isolated from populated areas, and are often difficult to access.”*

Those are extracts of an article Philip McGinnis, ACoM, ALC, CCIM, wrote for NAR’s REALTOR® Safety Program. In this article, he speaks about how commercial and rural real estate professionals are equally at risk when showing properties or large parcels of land that are often in isolated areas and completely vacant.

Article’s highlights that your members/agents must take into account:

- 1** Smartphone apps and other safety products enable agents to send alert signals via phone, text, social networks, and email to your emergency contacts along with a GPS location.
- 2** Before showing a commercial property, wear appropriate gear (e.g., hard hats, sturdy shoes) depending on the property type and make sure it has adequate lighting.
- 3** Do not get close to animals who do not know you. Consider asking the owners to be on the premises when arriving to property with dogs.
- 4** Be prepared for winter weather. Have a survival kit in your trunk.



To read the entire article and take notes of Philip McGinnis’ recommendations, click below

[nar.realtor/safety/realtor-safety-matters-for-commercial-professionals](https://nar.realtor/safety/realtor-safety-matters-for-commercial-professionals)

If you want to learn more about this subject, you can visit

[nar.realtor/safety/safety-articles#safety-for-commercial-and-rural-real-estate](https://nar.realtor/safety/safety-articles#safety-for-commercial-and-rural-real-estate)



# OCTOBER

## SAFETY CULTURE AT THE OFFICE

Creating a strong safety culture at the office is important to keep everyone safe in any workplace. A well-crafted office safety strategy ensures that there are clearly stated rules and techniques for working safely.

That is why is so important for associations and brokerages to contribute in this matter by sharing safety best practices throughout the year with its members/agents.

According to John Mayfield, real estate broker, author, and speaker who's known as "The Business Tech Guy," a safety program shouldn't be looked at as a one-time class. "Safety training is a continuous, ongoing educational piece that all of us should embrace annually," he says. "By approaching safety from this viewpoint, brokers and agents will constantly be reminded of how important safety is to our industry."

While working at the office, encourage your members/agents to follow these safety best practices:

1. Use your office address when sending work related email.
2. Remember to test smoke detectors at your office at least once a month.
3. Ensure safety at the office by making sure doors are secured after hours and safety procedures are in place for every employee at your office.
4. Have a check-out employee board at the office, listing name, destination, customer name, date, and expected return time.

Safety culture occurs when associations/brokerages staff and its members/agents work together to communicate and commit to the safety protocols set in place. A successful safety program is one that encourages safe practices among members/agents throughout each and every work day.

**For more information, visit:**

[nar.realtor/safety/realtor-safety-tips-from-nar](https://nar.realtor/safety/realtor-safety-tips-from-nar)

[nar.realtor/videos/realtor-safety-at-the-office](https://nar.realtor/videos/realtor-safety-at-the-office)

[magazine.realtor/for-brokers/network/article/2018/08/why-your-office-needs-a-safety-policy](https://magazine.realtor/for-brokers/network/article/2018/08/why-your-office-needs-a-safety-policy)



# NOVEMBER SMARTPHONE SAFETY RESOURCES

In today's digital world, nearly everyone has a smartphone and you probably keep private data and info on that device. You want to keep your personal and work information secure, right?

Encouraging smartphone safety among your members/agents is a crucial matter today, especially now that more people are working remotely. Keeping your members'/agents' smartphones free from security risks can help ensure their personal and professional information is safe and secure.

CyberPolicy®, a REALTOR Benefits® Program Partner, recommends the following for keeping technology assets safe from a possible security breach:

- Keep the operating system up to date. Developers regularly patch software security with each update.
- Backup data regularly. Routine backups will save downtime if that data is lost, stolen, or otherwise compromised.
- Be wary of free Wi-Fi. It's easier for digital eavesdroppers to steal data over these networks.
- Use a strong PIN or password.



For additional smartphone safety resources, **click the below link:**  
[nar.realtor/safety/resources-for-personal-protections](https://nar.realtor/safety/resources-for-personal-protections)

# DECEMBER BUDDY SYSTEM



Sometimes working alone poses risks that can be mitigated by having someone by your side. Encourage your members/agents to use the “**Buddy System**.” Criminals have less tendency to attack if they encounter themselves with two or more people.

The Buddy System should be used when:

- Hosting an Open House.
- Showing a property to a new client.
- When you need to stay late at the office.
- Checking in and sharing work schedules.
- A medical emergency occurs and you need someone that can alert and provide immediate assistance.

For more resources on how to use a buddy system and more safety best practices, visit [nar.realtor/safety/safety-webinars](https://nar.realtor/safety/safety-webinars)

In these webinars, your members/agents will hear fellow REALTORS® sharing their professional and personal experience on safety, and how this important matter woke up the need to dedicate their lives to make others aware of its importance on the real estate industry.

Your members/agents will also find key tips all real estate professionals should implement into their business to reduce the risk of safety incidents in the industry.

Remember, for your members/agents’ safety and the security of the property, it is best if they do not host the open house alone. Instead, encourage them to plan to have someone there to help them out. It doesn’t have to be a fellow REALTOR®, it could also be a friend, a family member, or an industry partner (*mortgage or title reps, etc.*).



# ADDITIONAL RESOURCES

As part of NAR's ongoing efforts to keep members safe, we continue to grow and strengthen the **REALTOR® Safety Program** with new resources and tools they can access throughout the year.

We invite you to browse the available safety marketing materials for your association/brokerage website:

**1. Banner Ads**

Promote Safety among your members/agents by adding these Banner Ads to your website. They will be a constant reminder of the importance of safety while on the job.

**2. Flyers**

Print them and pass them along your members/agents in case they need to review what the REALTOR® Safety Program has to offer.

**3. Poster**

Do you have safety protocols in place? Print this poster and hang it on your board for members/agents to check all suggestions mentioned here just before going out to work.

**4. 56 Safety Tips Booklet**

Feel free to post all the tips contained in this Booklet on your Web site, add them to your newsletters, or e-mail them directly to your members/agents.

If you are interested in learning more about what the REALTOR® Safety Program can do for your association/brokerage and your members/agents, click this link [nar.realtor/safety/realtor-safety-toolkit-for-associations-and-brokerages](https://nar.realtor/safety/realtor-safety-toolkit-for-associations-and-brokerages) and dive into hundreds of tips and resources to keep REALTORS® safe.