

Arizona REALTORS® Launches Agent Safety Alert Program (ASAP)

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Arizona REALTORS

In observance of REALTOR® Safety Month in September, the Arizona Association of REALTORS® (AAR) has launched the Agent Safety Alert Program (ASAP).

An increased focus on security started earlier this year with a series of REALTOR® safety videos featuring AAR First Vice President and Safety Workgroup Chair Paula Monthofer. ASAP was setup as yet another way for AAR to better protect its members from harm.

“We belong to the largest trade organization in Arizona,” said Monthofer. “We have the numbers, the knowledge and the skill set to attack this in a more proactive manner.”



The safety workgroup created a text-based alert system just for REALTORS® that notifies members that an incident has occurred that may pose a threat to the safety and well-being of other REALTORS® in the area. Active AAR members will be able to receive text message alerts and post online incident reports in real-time. Prior to ASAP, the association was only able to share safety alerts via social media and its members-only website.

“We want to do more than share safety warnings on social media,” said AAR CEO Michelle Lind. “So we decided to be more proactive in alerting Arizona REALTORS® of potential hazards.” Lind was one of four safety panelists at the August 2015 National Association of REALTORS® Leadership Summit in Chicago, IL.

In addition to ASAP, there are several best practices and tips offered to keep REALTORS® safe including never meeting a stranger in a private space.

During the summit, Lind spoke of former AAR member Sidney Cranston who vanished this summer after showing a property in Kingman, AZ to an unknown potential buyer. AAR is diligently working to ensure its members are armed with knowledge and tools to keep them safe and avoid similar tragedies.

[Click here for detailed FAQs for ASAP](#)

[Click here to complete an Incident Report](#) (login required)

[Click here to see video from the REALTOR® Safety Panel](#) at the 2015 Leadership Summit.

Agent Safety Alert Program (ASAP) FAQs

Posted on August 31, 2015 by AAR

Q: What does ASAP mean?

A: ASAP is an acronym that stands for “Agent Safety Alert Program.”

Q: What is ASAP?

A: ASAP is a text based alert program that was created as a means to notify Arizona REALTORS® of a possible safety threat.

Q: What is the criteria for an ASAP alert?

A: (1) The health, safety, or well-being of a REALTOR® or client is in imminent danger; and/or (2) Help is needed to locate a missing person, apprehend a suspect, and/or place other REALTORS® on notice of a possible threat.

Q: How does ASAP work?

A: Once it is determined that an incident meets ASAP criteria, members will receive a text alert. The text will be similar to an Amber or weather alert, but will only be sent once unless there are extenuating circumstances that require a second text.

Q: What type of information will be included in the text alert?

A: In 160 characters or less, the text will describe the incident and the general area in which the incident occurred. The text will also contain a link that the receiver can click on for additional information.

Q: Do I need to sign up to receive an ASAP alert?

A: No. All REALTORS® will automatically be signed up to receive ASAP alerts.

Note: Please ensure your local association has your current cell phone number so that you may receive ASAP alerts.

Q: Can I opt out of receiving an ASAP alert?

A: Yes. REALTORS® may opt out of receiving future alerts by choosing one of the following options: (1) email abuse@eztexting.com; (2) reply to an ASAP alert with the text “opt-out,” “unsubscribe,” “remove,” or “stop;” and (3) send a text message containing the word “stop” to the number 313131.

Q: How will I know if an ASAP alert is sent?

A: If you are located in the geographic area where an incident occurs, you will receive a text alert notifying you of the incident.

Q: How do I report an incident?

A: Incident reports can be submitted to AAR via phone or through the internet at <https://www.aaronline.com/manage-risk/realtor-safety/asap-safety-report/>. Regardless of whether a report is submitted to AAR, any safety issue should immediately be reported to local law enforcement.

Q: Will the reporting individual’s name remain anonymous?

A: Yes. AAR will only release an individual’s name if it is the name of a missing person.

Q: What if a reported incident does not meet ASAP criteria?

A: If an incident does not meet ASAP criteria for a text alert to be issued, that incident will still be posted on AAR’s REALTOR® Safety webpage for members and the public to access.

Q: Will receiving an ASAP alert cost me any money?

A: If you have an unlimited texting plan, there will be no charge. If, however, you have a plan that charges for receiving texts, the charges will vary depending on the provider and plan chosen.

Q: Where can I go to get information about ASAP alerts?

A: Members that receive an alert will be able to immediately access a link to AAR's REALTOR® Safety webpage which will have more information. Members and the public alike may go to AAR's REALTOR® Safety webpage at any time to get information about current and prior alerts. The website is <https://www.aaronline.com/manage-risk/realtor-safety/>.

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