

National Association of REALTORS®

2018 Member Safety Report



REALTOR® SAFETY PROGRAM



NATIONAL
ASSOCIATION *of*
REALTORS®

REALTOR® Safety Program

Real Estate, Safety, and You Background

Knowledge. Awareness. Empowerment. These are the core components of REALTOR® Safety. And helping our members understand the risks they face can mean the difference between life and death.

To help remind us to know the dangers we face every day, to be aware of our surroundings, to empower ourselves with precautions and preparations so that we can avoid risky situations, and as part of NAR's ongoing efforts to keep our members safe, we dedicate September as REALTOR® Safety Month. While this month helps remind us of the importance of REALTOR® Safety, NAR has also developed materials for use throughout year, which can be accessed at www.NAR.realtor/Safety, including:

- New webinars on REALTOR® Safety, presented by industry experts.
- Weekly social media messaging for Associations to easily share with members.
- Expansion of safety materials and resources for Associations, brokerages and members.

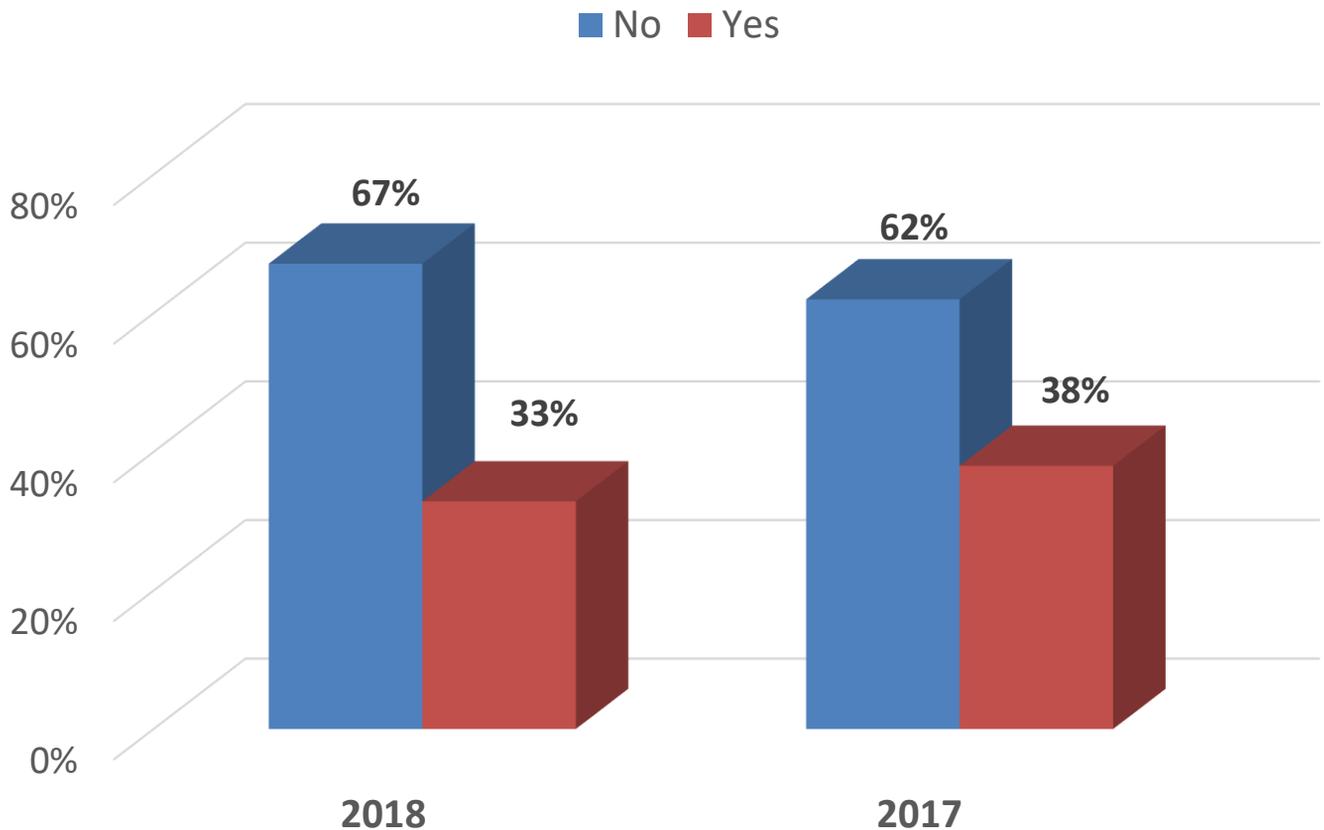
Customize Your Safety Strategy

Many of the resources provided here are meant for AEs and brokerage offices. However, you can develop your own safety strategy if you work in a different office setting. The full safety presentation can be broken out into three separate sessions, and you can add the banner ads and other content to your home page. Let other members know about the free webinars, videos, forms and more.

If you need additional assistance or suggestions, e-mail safety@realtors.org.

The real estate professional experienced a situation that made them fear for their personal safety or safety of their personal information

REALTORS® were slightly less likely to say they had experienced such a situation than in 2017 (33% vs. 38%).

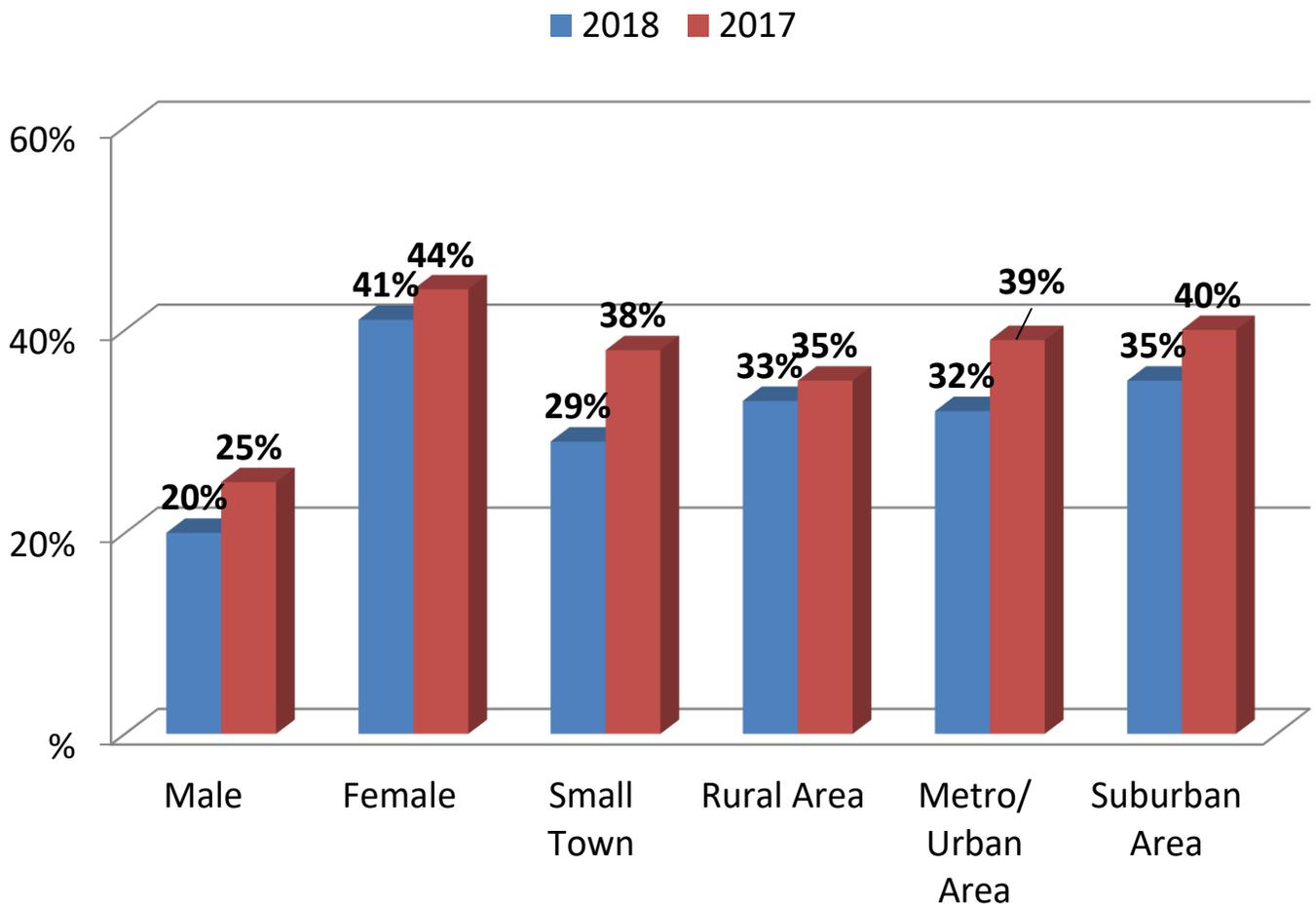


Common situations that caused fear: open houses, vacant homes/model homes, properties that were unlocked or unsecured, buyers who refused to meet in public places, properties in remote areas



The real estate professional experienced a situation that made them fear for their personal safety or safety of their personal information

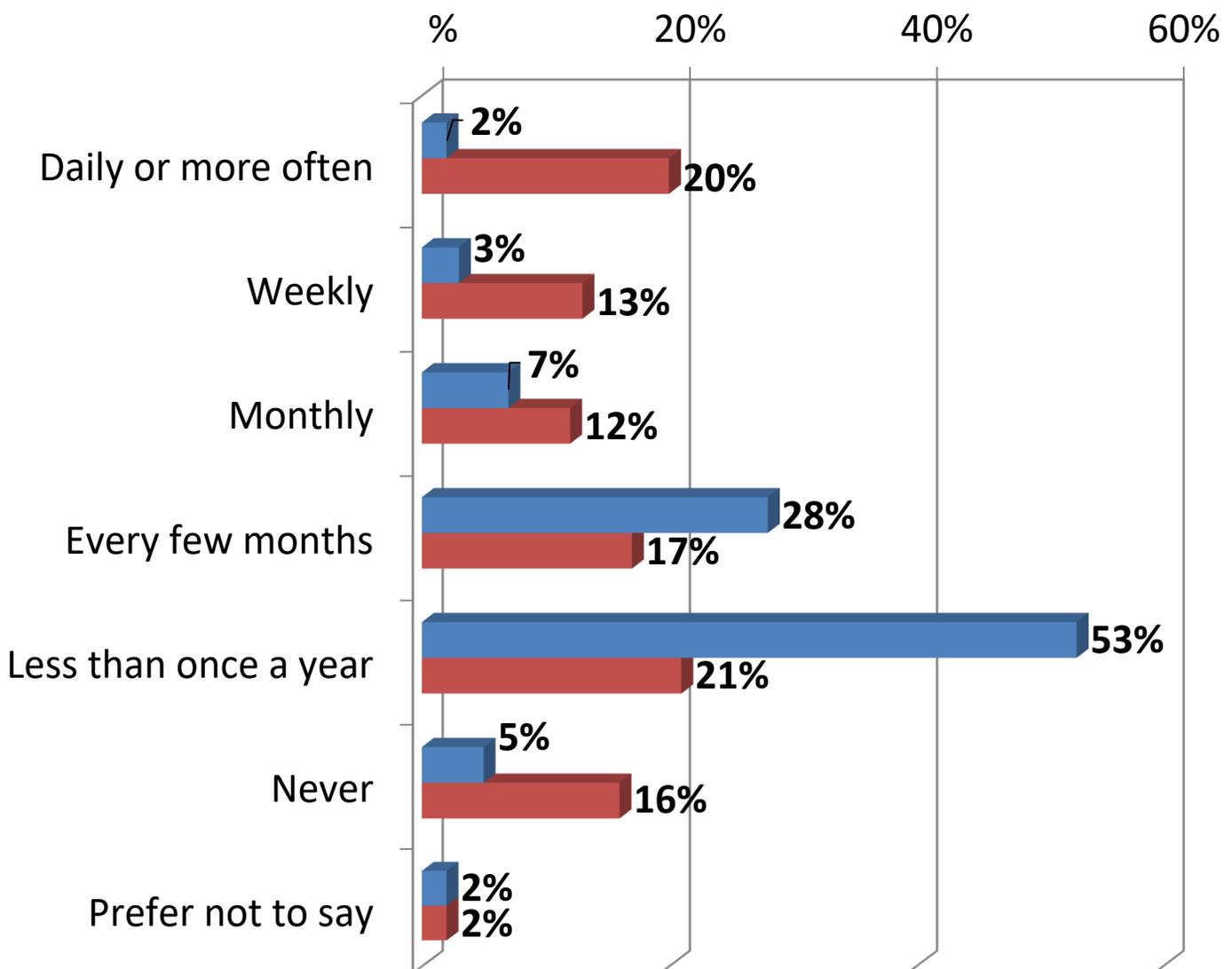
As in 2017, this was more common among women and real estate professionals in suburban areas.



How often REALTORS® felt unsafe

The typical REALTOR® reported feeling unsafe less than once a year (53 percent) in terms of personal safety, but unsafe in terms of personal information every few months or more often (62 percent).

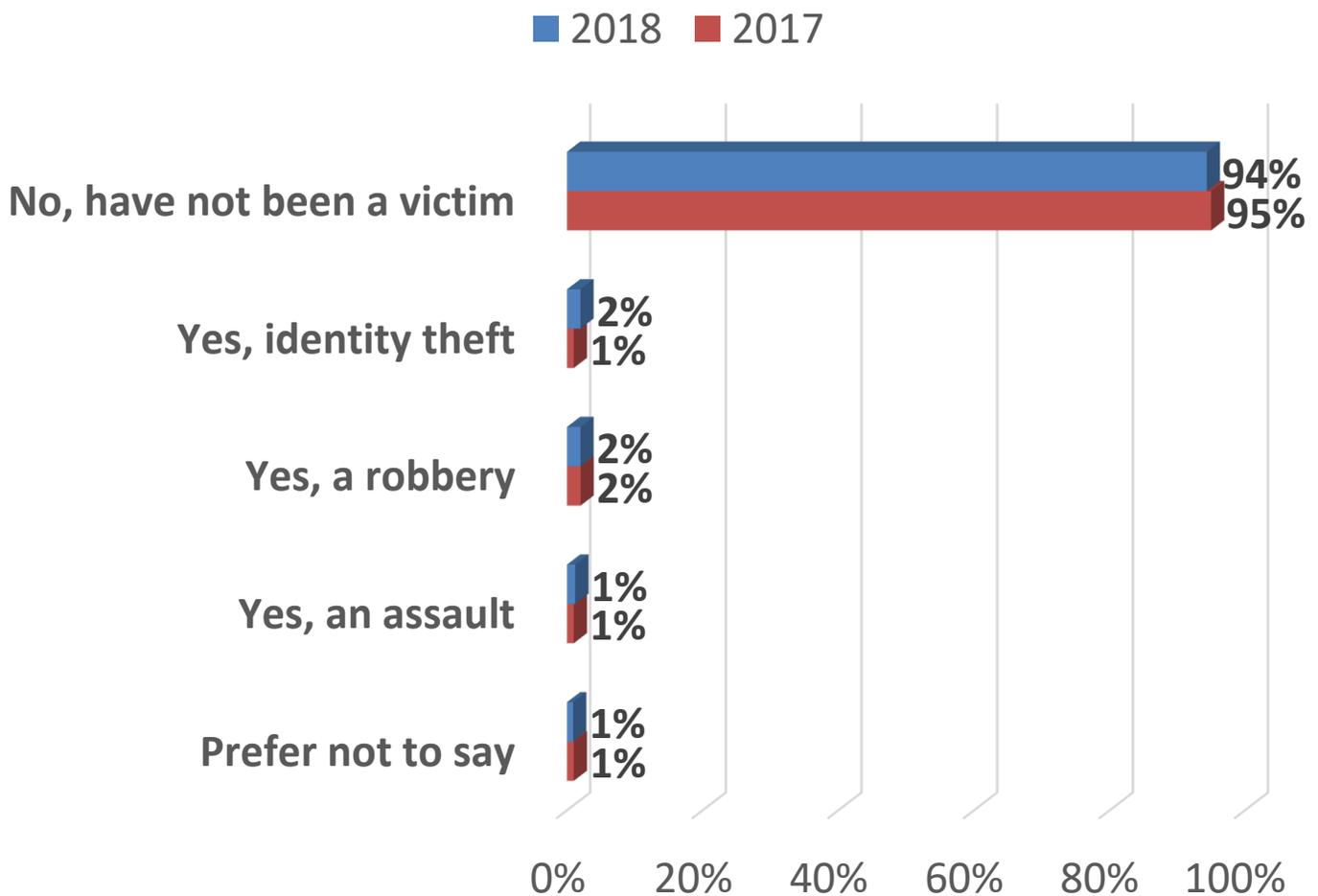
■ Personal Safety ■ Safety of Personal Information



This question was not asked in 2017.

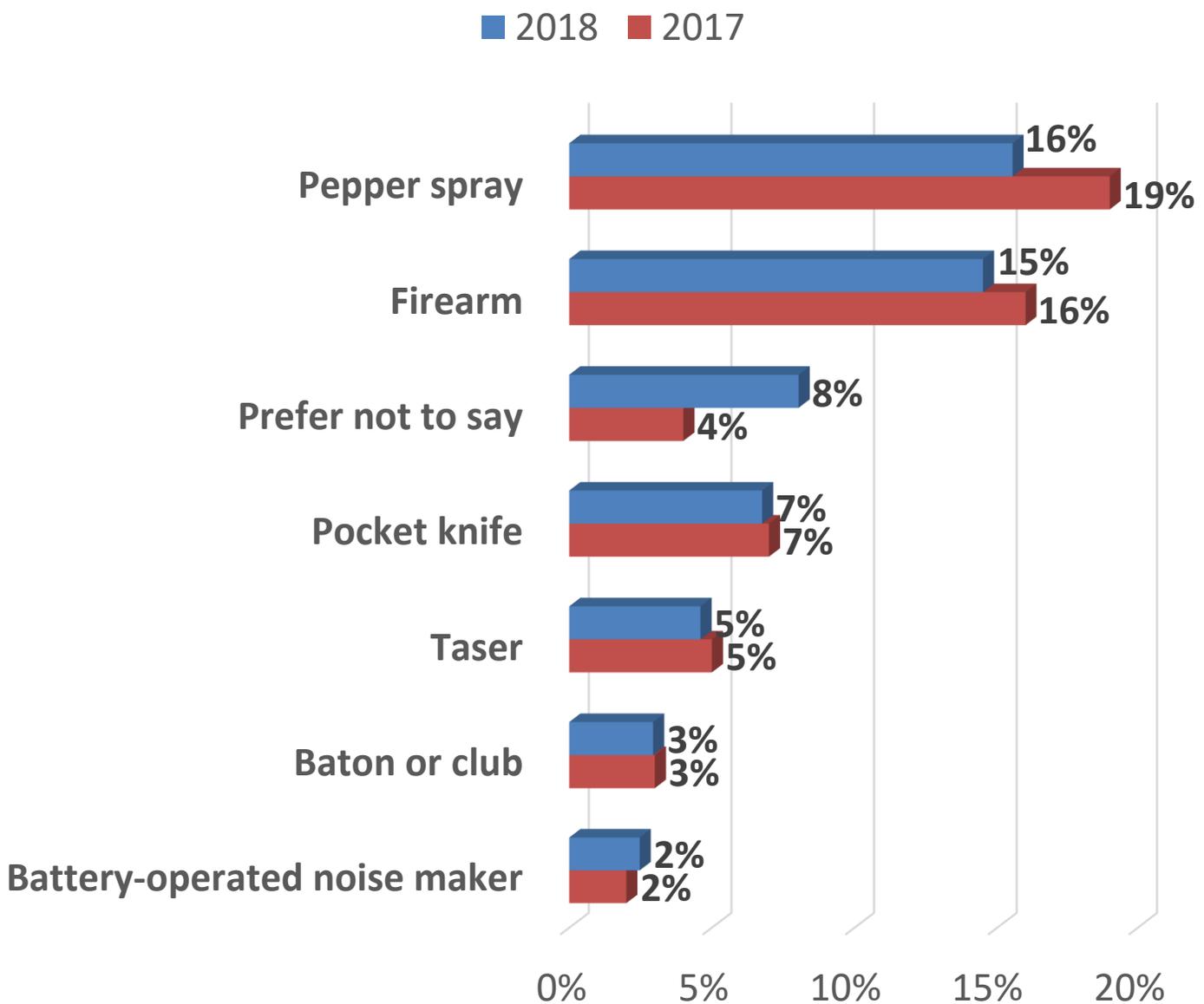
The REALTOR[®] Was a Victim of a Crime (violent or not) While Working as a Real Estate Professional

REALTORS[®] were about as likely as in 2017 to say they had been a victim of a crime while working as a real estate professional (6%, similar to 5%).



Self-Defense Weapons

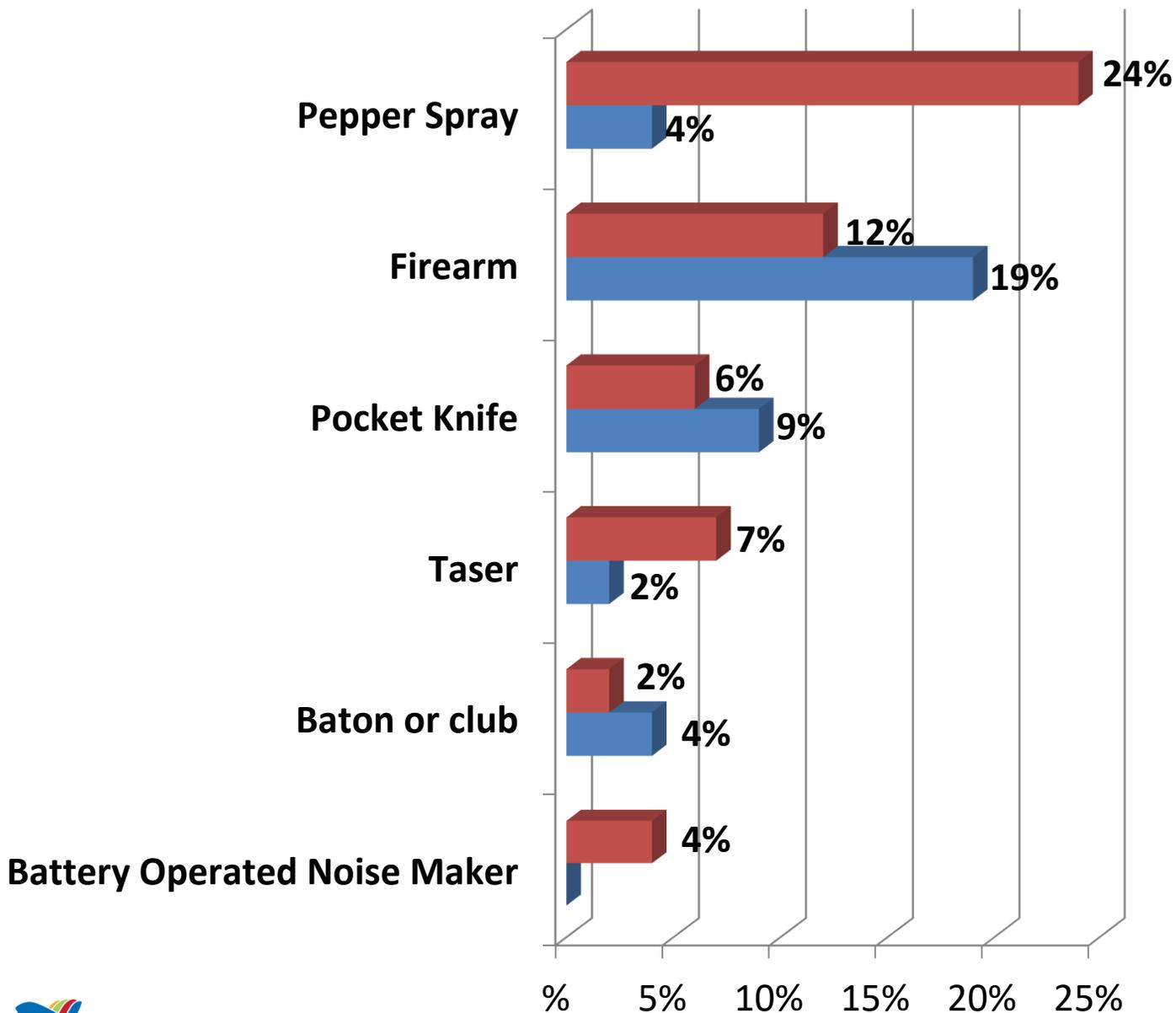
Forty-three percent of members choose to carry self-defense weapons, down slightly from 49 percent in 2017. The most common self-defense weapons carried are:



Self-Defense Weapons

Forty percent of men and 45 of women carry a self-defense weapon or tool, down from 44 percent of men and 48 percent of women in 2017.

■ Female ■ Male



Use of Smart Phone Safety Apps

Forty-seven percent of members use a smart phone safety app to track whereabouts and alert colleagues in case of an emergency, up from 44 percent in 2017. The most commonly used app listed are similar to 2017, with the exception of the addition of Life360.

Most Commonly Used Smart Phone Apps:

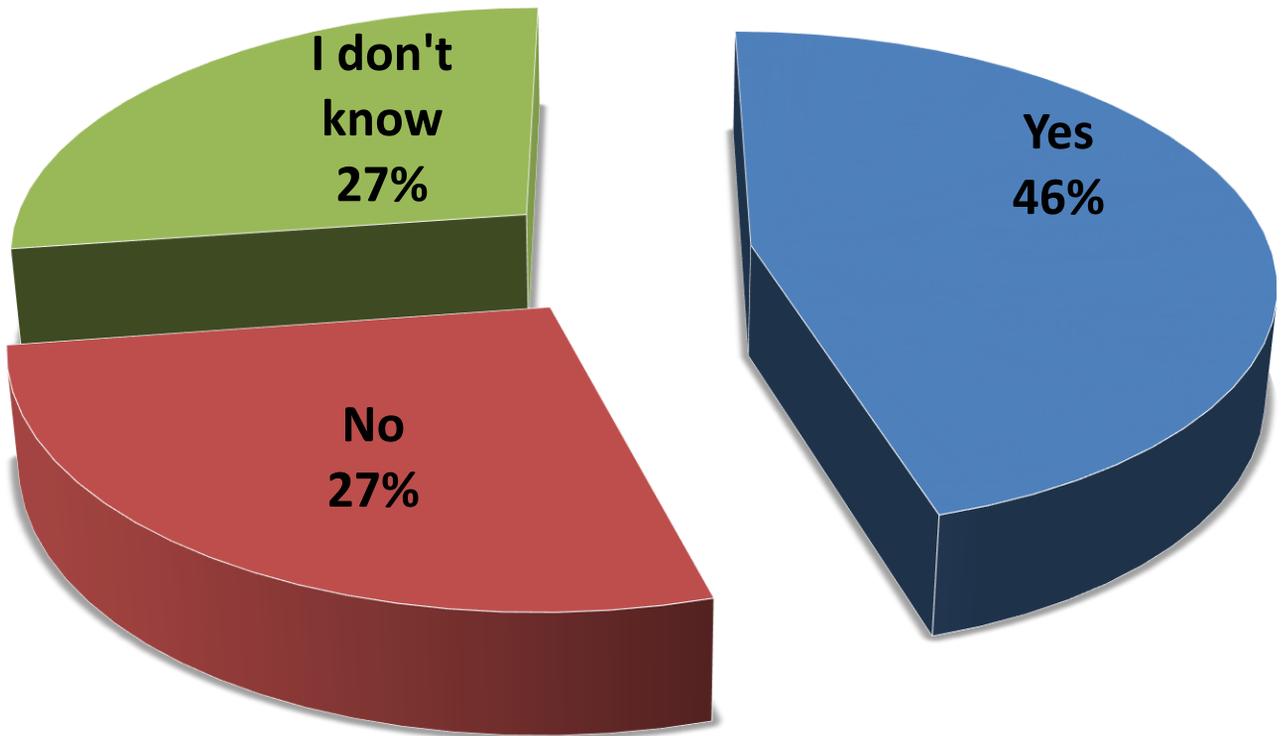
Find My iPhone feature	30%
GPS Phone Track for Android	6
HomeSnap Pro	3
Life360	2
SentriSmart™	2

Other less commonly used apps mentioned: See Something Send Something, Guard Llama, Agents Armor, Wearsafe, People Smart, React Mobile, Safe Fi, Trust Stamp, Bmonitored, CurbCall, bSafe, Find My Friends, Google location sharing, and Real Safe Agent

As a safety precaution, many members listed notifying a spouse, friend, or family member of their location before showing a home. Females are more likely to use apps or a safety notification procedure at 56 percent compared to 35 percent for males.

Proactive Procedures for Safety

Real Estate Brokerage Has Standard Procedures for Agent Safety:

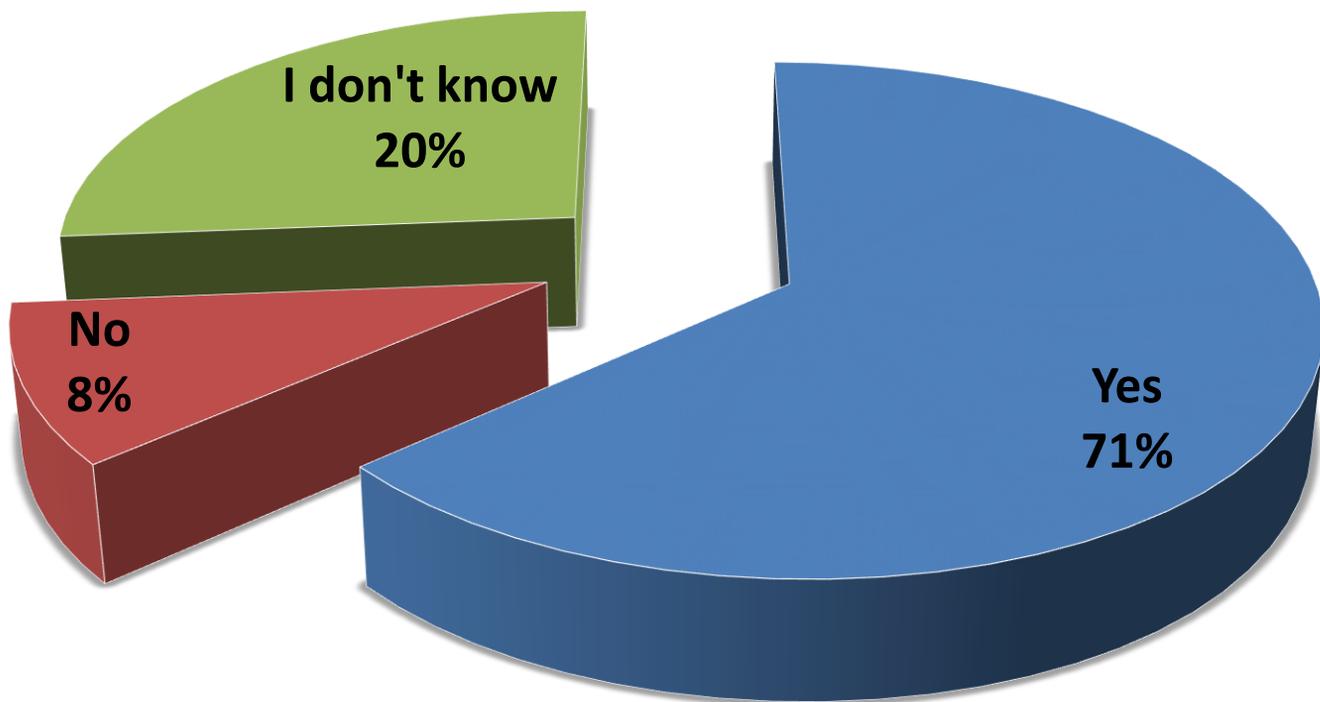


These proportions are essentially unchanged from 2017.

Proactive Procedures for Safety

REALTORS® are more likely this year to say that their offices have these procedures in place than in 2017 (66%).

Real Estate Office has Standard Procedures for Safeguarding and Proper Disposal of Client Data and Client Information:



Proactive Procedures for Safety

- The typical respondent meets prospective clients whom they've never met before at their office or a neutral location 40% of the time. This is down from 50% of the time in 2017.
- 62% have personal safety protocols in place that they follow with every client. This is more likely among females (67%) than among males (55%).
- 39% of members have participated in a self-defense class, unchanged from 2017. This was true regardless of gender this year.
- 19% have participated in a REALTOR® safety course, similar to 2017. Females (23%) are more likely to have done so than males (14%), and those in urban/metro areas are less likely than members in other areas to have done so (15%).
- Among those who participated in a REALTOR® safety course, 73% feel more prepared for unknown situations after taking the course (similar to 71% in 2017).

Methodology

The survey was sent to 53,681 REALTOR[®] members. There were 3,049 respondents for a response rate of 5.7 percent. At the 95 percent confidence level, the margin of error is plus-or-minus 1.77 percent.



The National Association of REALTORS®, “The Voice for Real Estate,” is America’s largest trade association, representing 1.3 million members, including NAR’s institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America’s property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

NATIONAL ASSOCIATION OF REALTORS® RESEARCH GROUP

The Mission of the NATIONAL ASSOCIATION OF REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

To find out about other products from NAR’s Research Group, visit <https://www.nar.realtor/research-and-statistics>.

NATIONAL ASSOCIATION OF REALTORS®

Research Group

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