
REALTOR[®] SAFETY

PRESENTATION HANDOUTS

PROSPECT or **PREDATOR?**

Reduce The Risk of Being Targeted!



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Dave is also a Board of Director with the Beverly Carter Foundation whose mission is to ensure that agent safety remains top-of-mind.



Predatory Behavior

A predator is attracted to and will take advantage of your:
Weakness
Subservience
Vulnerability

A predator will victim shop by meeting at least one agent before selecting their prey.

By simply learning the behavioral differences of a Thief vs Predator you can greatly reduce the probability of being attacked.



	PREDATOR	THIEF
MOTIVE	Power Control	Profit
CRIME	Assault Rape Murder	Burglary Steal from you
EMOTIONAL COMPONENT	Yes	No
ATTRACTORS	Weakness Subservience Vulnerability	Valuables Ease
GOAL	Isolate You!	Be Isolated!
DECISION MAKING	Fill an Emotional Need	Potential Gain vs. Potential Risk

Thief's Motive is profit, and there is no emotional component to the crime. Their objective is to be isolated so that they can steal from the home.

Predator's Motive is power and control and there is an emotional component to their crime and all the activities that lead up to their crime. Their objective is to isolate and attack you.

Did you know:

- That habitual and serial rapists attack approximately 11 victims before ever getting arrested?
- 70% of predictors do not have a felony conviction

Removing Weakness, Subservience & Vulnerability



At the buyer's initial call:

- Use neighborhood & property info

"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."

- Establish power and control

"Instead of meeting at your requested time at 5pm I will meet you at 5:30pm."

- Set expectations

"We will be spending no more than 15 minutes at the showing as the sellers will be returning at 5:45pm."

At the showing:

- **Have an Empowered Greeting** - While standing on a porch step reach down to greet. Psychologically, to the predator, you are not appearing weak or vulnerable as they are forced to look up at you
- **Have a Firm Handshake** - A good firm handshake is a universal sign of strength and assuredness which will again remove any perception of being weak or vulnerable
- You **should always** bring someone with you on an appointment when:
 - There is poor cell service at the property
 - The property is vacant
 - 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
 - You have an uncomfortable feeling prior to the appointment
- Always walk behind the prospect, direct them - don't lead them
- Avoid attics, basements and getting trapped in small rooms like bathrooms

Smart Marketing



Protect yourself with Smart Marketing Materials

- Do not use alluring or provocative photography!
- Do not share personal information about yourself

Many agents often say, *"This a great neighborhood. My son goes to this school, we go to this house of worship, my kids go to after school activities at this library, etc."*

Now you just gave a potential predator information on how they can attack you and your family!

- If you are going to use a photo on your business card, **avoid the head tilt** as it is a submissive gesture.



Proper Way To Host An Open House

Never Host Alone!

- Have 2 Agents & 1 Loan Officer
- Ask for ID from everyone



Control The Traffic

- Allow only two families at a time. As one family leaves, allow another one to enter
- Consider locking the doors
- Post a sign on the exterior door announcing that you will be checking ID



At the Sign in Table

- Post a 2nd sign announcing that they should have their ID ready
- As they sign the agency disclosure, you then enter their information into your open house registry

The most dangerous time at the open house is at the end!

DISTRESS CODE SYSTEM



A distress code is a spoken word or phrase that is not commonly used but can be worked into any phone or in-person conversation for cases where you feel uneasy, but do not feel you are in danger.

If you are in immediate danger – stop the car and leave the area, or jump out of the car at the next stop. Also, don't hesitate to call 911 in an emergency.

Use this code if the person you are with can overhear the conversation, but you don't want to alarm them.

Distress Code:

Call your receptionist/ office and say,

***“Hi, this is Dave. I’m at [address].
Can you email me the DISCLOSURE FILE?”***

Action Taken:

- The receptionist or colleague who receives your call with the distress code will then be alerted that you may be in danger.
- They are instructed to call 911 on your behalf and notify the operator that they had just received your pre-designated Distress Code and that you may be in danger.
- They should follow an action plan that is instituted by the broker.

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Safety Tips For Sellers



1. Prescription drugs:

Remove or lock them up prior to showings

2. Stow away valuables:

Mail, cell phones, jewelry, etc

3. Remove family photos:

Staging & Stalking (many predators use real estate websites to stalk their prey)

4. Make the house safe for everyone:

Remove hazards such as butcher block knives, loose floorboards and carpets

5. Keep the house locked:

Consider extra monitoring, deadbolts, rods in sliding glass doors, motion sensor lighting, etc.

6. Beware of unexpected visitors:

Do not allow access without a confirmed appointment, Craigslist Rental Scam, etc.