



REALTOR® SAFETY

PROGRAM

REALTOR® SAFETY WEBINAR

AVOIDING REALTOR® DANGER ZONES
Handout

DANGER ZONES

- ✓ Your Vehicle
- ✓ Your Office
- ✓ Showing Property
- ✓ Open House and Model Homes

REALTOR® SAFETY STATS

23%

14%

REALTORS® (approximately **345,000** | **210,000**) work in fear.
The difference shows that more members are adding Safety Protocols to their routine, making them feel more prepared.
Source: **2020** | **2021** Member Safety Survey.

20

Average number homicides of Real Estate Professionals since 2011.

300%

Crimes are up since 2006.
Source: US Bureau of Labor Statistics.

↑ High

The US Dept of Labor has classified our profession as a **High-Risk occupation**.



There are more real estate professionals killed nationwide each year than NYPD Officers.



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DANGER ZONE



IN YOUR CAR

DANGER ZONE: IN YOUR CAR

- 1** Pay attention to your surroundings.
Park in well-lit area with people and other cars nearby, if possible.
- 2** Pull through on parking spaces for faster exit.
- 3** Be MORE careful between 8 p.m. and 2 a.m. That's when most car jackings occur but many do occur during daylight.
- 4** Keep your passenger doors locked when you enter vehicle.

DANGER ZONE: IN YOUR CAR

#1 Tip

If you “feel” you are being followed, don’t park. Drive around the block, go to a populated area, police or fire station, and call 911 if vehicle is still following you.

#2 Tip

Cooperate. Your car and possessions are not worth your life or a trip to the hospital.

#3 Tip

Try to pay attention so you can provide details to the police. Repeat them to yourself over and over.

#4 Tip

Parking lot safety:

Approach your car with your keys in your hands ready to open the car door.

#5 Tip

Parking lot safety:

Unlock only the drive-side door.

#6 Tip

Parking lot safety:

Always look in the back seat.

#7 Tip

Parking lot safety:

Lock the doors right away and get moving.

#8 Tip

Parking lot safety:

Don’t sit in your vehicle and check your phone. (Move to another spot to do that).

#9 Tip

Parking lot safety:

Car keys should be on a separate ring from your house and office keys.

DANGER ZONE: IN YOUR CAR

#10 Tip

Have a methodology as to where you park.

#11 Tip

Do you pull-in or back into your parking space?

#12 Tip

Be aware of being distracted on the parking lot by a person or persons.

#13 Tip

When you drive, be sure to check your rear view and side mirrors often (position them well).

#14 Tip

Don't drive with the sun visor at an angle.

#15 Tip

Be observant of what is going on around you for other people too.

#16 Tip

Do not roll the window all the way down, ever.

#17 Tip

Keep your car in good condition: oil, gas, tire pressure, etc.

#18 Tip

Beware of dead-end streets.

#19 Tip

Apply real estate magnets to your car.

DANGER ZONE



IN YOUR OFFICE

DANGER ZONE: IN YOUR OFFICE

- 1 Make sure you keep front and back doors locked but with key in door.
- 2 Have a lock on your personal office door.
- 3 Coordinate that with management.
- 4 Keep a fully charged phone with you at all times.
- 5 Know how to work the Emergency Sequence on your phone.
- 6 Use your loud voice and be assertive if someone catches you by surprise.

DANGER ZONE: IN YOUR OFFICE

(?) ASK YOURSELF:

- 1 Does your office know how or where to reach a family member in case something happens to you?
- 2 Are the office contact information files current?
- 3 Is that information in a secure location in the office?
- 4 Is the parking lot well lit at night? If not, why not?
- 5 Is the building well lit at night? Front and back?
- 6 Is the landscaping trimmed so visibility is good?
- 7 Are the door codes secure? Key Card? Combo box?
- 8 Do you know the people that work in the office?
- 9 Do you recognize the people who clean the office?
- 10 Do you recognize the contractors who work in the office?

DANGER ZONE: IN YOUR OFFICE

SAFETY TIPS:

- 1 If you are in an office building, get to know or recognize the other occupants.
- 2 Know the exits and stairs.
- 3 Alarm codes? Learn how to use them if management allows.

DANGER ZONE



PROPERTY SHOWING

DANGER ZONE: PROPERTY SHOWING

(?) ASK YOURSELF:

- 1 Come into the office.
- 2 Should you consider background checks?
- 3 Do you tell anyone where you are and who you are with?
- 4 Do you show properties after dark?
- 5 Do you drive clients around in your car?



DANGER ZONE: PROPERTY SHOWING

SAFETY TIPS

- 1 Don't park in the driveway.
- 2 Carry keys and your phone.
- 3 Never turn your back on a prospect.
- 4 Avoid spaces that can be traps.

DANGER ZONE: PROPERTY SHOWING

What if you show a property to a client, and you are cornered in the basement? They demand your purse, wallet, and car keys:

- Don't resist. Give up your property, not your life.
- Stall for time. Appear to go along with the attacker.
- Could try to escape when their guard is down.
- Use an assertive voice. Yell 'Stop!' in your loudest voice. If you can.
- Hold your hands up.
- Criminals have been known to back down and leave victim alone if he or she yelled or showed that they might fight back.
- IF you decide to respond physically--your first priority is to ESCAPE.
- Run, Run, Run! And don't look back!

DANGER ZONE: PROPERTY SHOWING

What If Things Go Side-ways?

- Don't apologize or announce intentions.
- Be very deliberate and authoritative.
- Act decisively.
- Running away is as courageous as fighting back.
- Can you make an escape?

Should You Try to Defend Yourself?

- Fighting Back: A conscious decision when escaping is not an option.
- Take this to heart: whatever you decide to do or not do, embrace and accept it.
- Only you know what you are capable of doing physically and mentally.
- Bottom Line is that you make it home.

DANGER ZONE: PROPERTY SHOWING

What if you come across drugs in a property?

- Can happen anywhere in any home.
- Make sure no one touches it or takes it.
- Get out and away as fast as possible. Stop the showing. Leave. As quietly as possible.
- You should report your findings to the listing agent and the police immediately.

DANGER ZONE: PROPERTY SHOWING

BE EXTRA CAREFUL IF:

- 1 Property is more isolated: such as with rural or commercial property.
- 2 Cell phone reception might be poor.
- 3 Lack of electricity may mean interior is dark, more hazardous.
- 4 Consider carrying something in your hand (flashlight).



41% of REALTORS® have experienced fear during a showing.

Source: 2021 Member Safety Survey.



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DANGER ZONE



**OPEN HOUSE AND
MODEL HOME**

DANGER ZONE: OPEN HOUSE AND MODEL HOME

TAKE INTO ACCOUNT:

- 1 People know that you are probably working alone.
- 2 No opportunity to screen prospects.
- 3 Unknown prospects, multiple prospects in the house at one time.
- 4 Call a buddy or the office on a regular timed basis.



37%

of REALTORS® hosted an Open House alone. *Source: 2021 Member Safety Survey.*



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DANGER ZONE: OPEN HOUSE AND MODEL HOME

BEST PRACTICES:

- 1 Visitor sign-in book.
- 2 Show I.D.
- 3 Group Tours.
- 4 Have someone on each floor.
- 5 Inform a neighbor and ask for their help.

DANGER ZONE: OPEN HOUSE AND MODEL HOME

SAFETY TIPS:

- 1** Let them lead the way into rooms.
- 2** You can stay by the door.
- 3** Establish escape routes from every level.
- 4** Have a bell attached to the front door so you hear when someone enters.
- 5** Remind the seller to check all the windows and doors.
- 6** Be quiet and listen at the end of your open house.
- 7** Be more alert at the end of the open house. That's the most dangerous time.



THE REALTOR® *SAFETY* NETWORK

- To notify law enforcement of a live emergency, please contact 9-1-1.
- NAR is committed to the safety of our members. Through the REALTOR® Safety Network, NAR will deploy REALTOR® Safety Alerts via social media when a physical or cyberthreat to REALTORS® warrants national attention. For example:

A REALTOR® or the immediate family member of a REALTOR® goes missing.

NAR learns that the association name or the names of its programs are being used fraudulently to attempt to collect money or information from REALTORS® or others.

A physical threat to REALTORS® warrants national attention.

For incidents that don't meet the criteria for a national alert, the REALTOR® Safety Team will ensure the local association is informed.



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REALTOR® SAFETY PROGRAM

RESOURCES

REALTOR® SAFETY VIDEO

nar.realtor/videos/predators-the-true-nature-of-crimes-against-realtors

REALTOR® AND AFFILIATE WELLNESS GROUP

ocrealtors.org/education/raw
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REALTOR® SAFETY WEBINAR RECORDINGS

nar.realtor/safety/safety-webinars

REALTOR® SAFETY PROGRAM

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