

National Association of REALTORS®

# 2016 Member Safety Report



## REALTOR® SAFETY PROGRAM



NATIONAL  
ASSOCIATION of  
REALTORS®

# **REALTOR® Safety**

## **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, including:

New webinars on REALTOR® Safety, presented by industry experts.  
Weekly social media messaging for Associations to easily share with members.

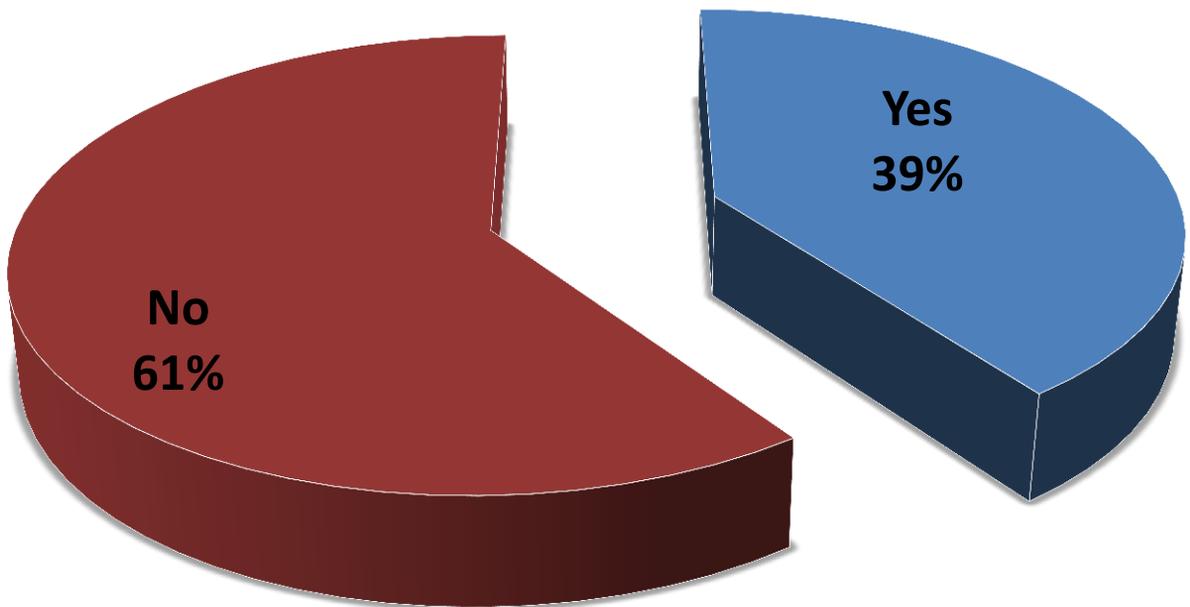
Expansion of safety materials and resources for Associations, brokerages and members.

### **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, widgets 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](mailto:safety@realtors.org).

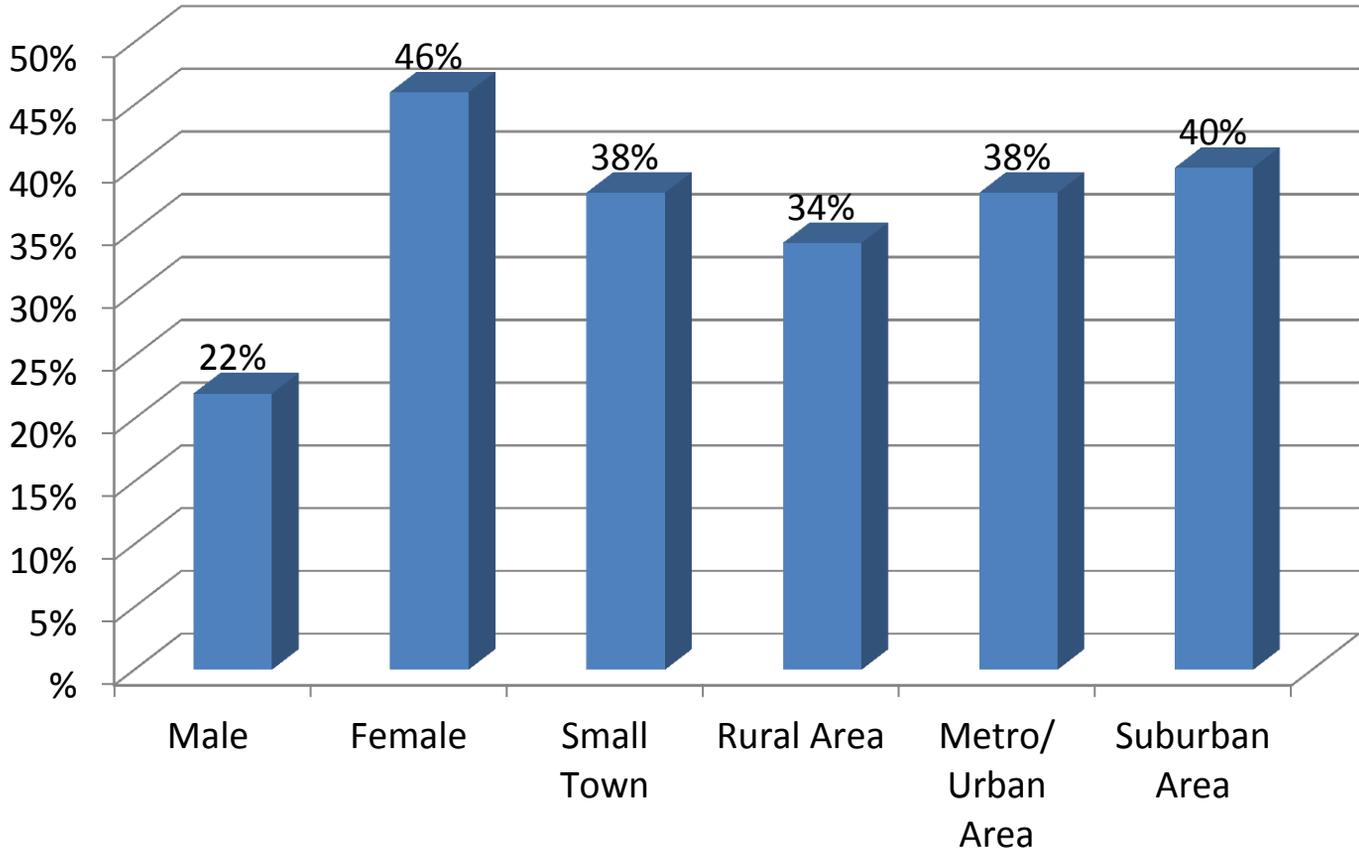
# The real estate professional experienced a situation that made them fear for their personal safety or safety of their personal information



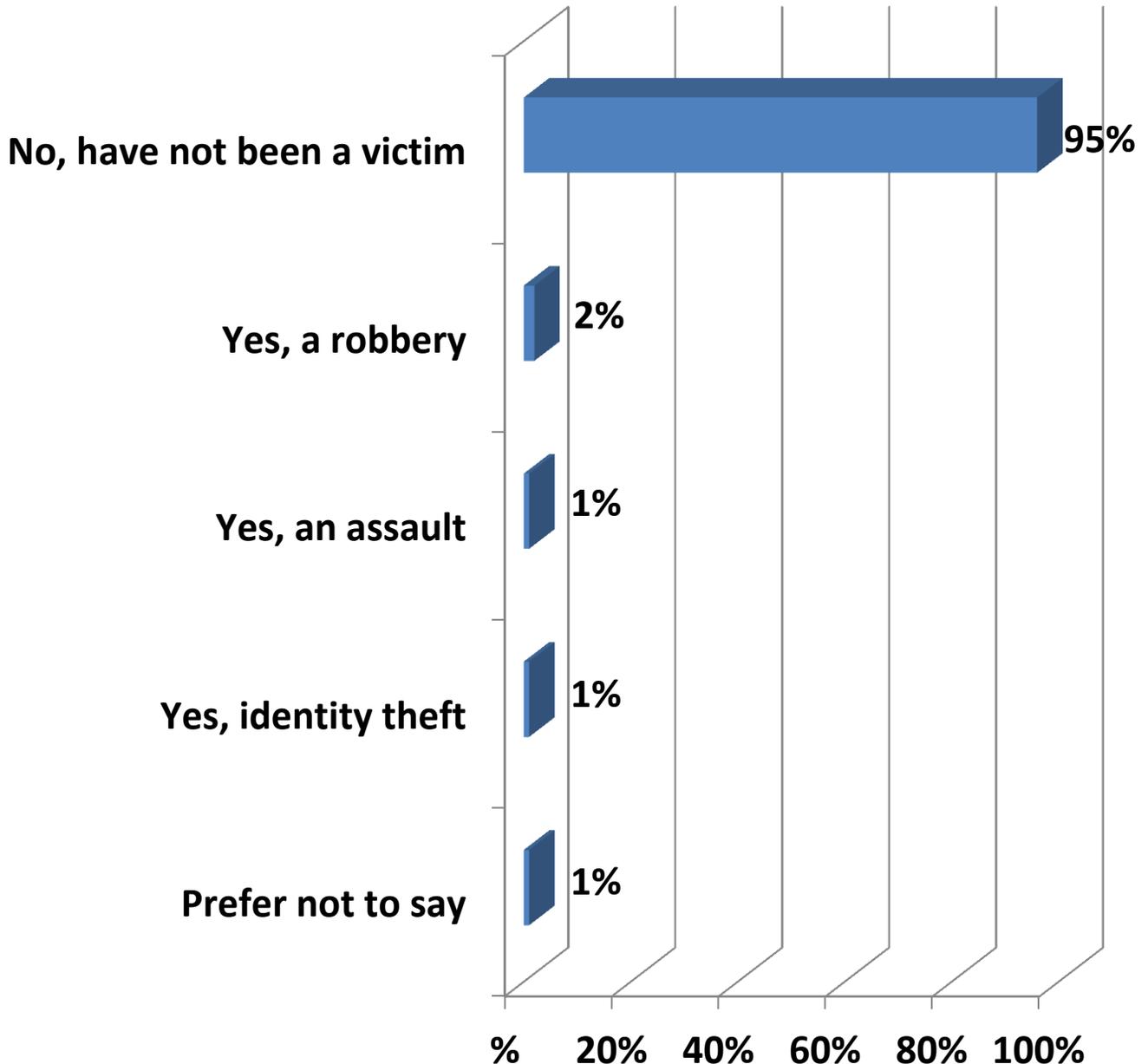
**Common situations that caused fear:** open houses, vacant homes/model homes, properties that were unlocked or unsecured, properties in remote areas

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

This was more common among women and real estate professionals in suburban areas.

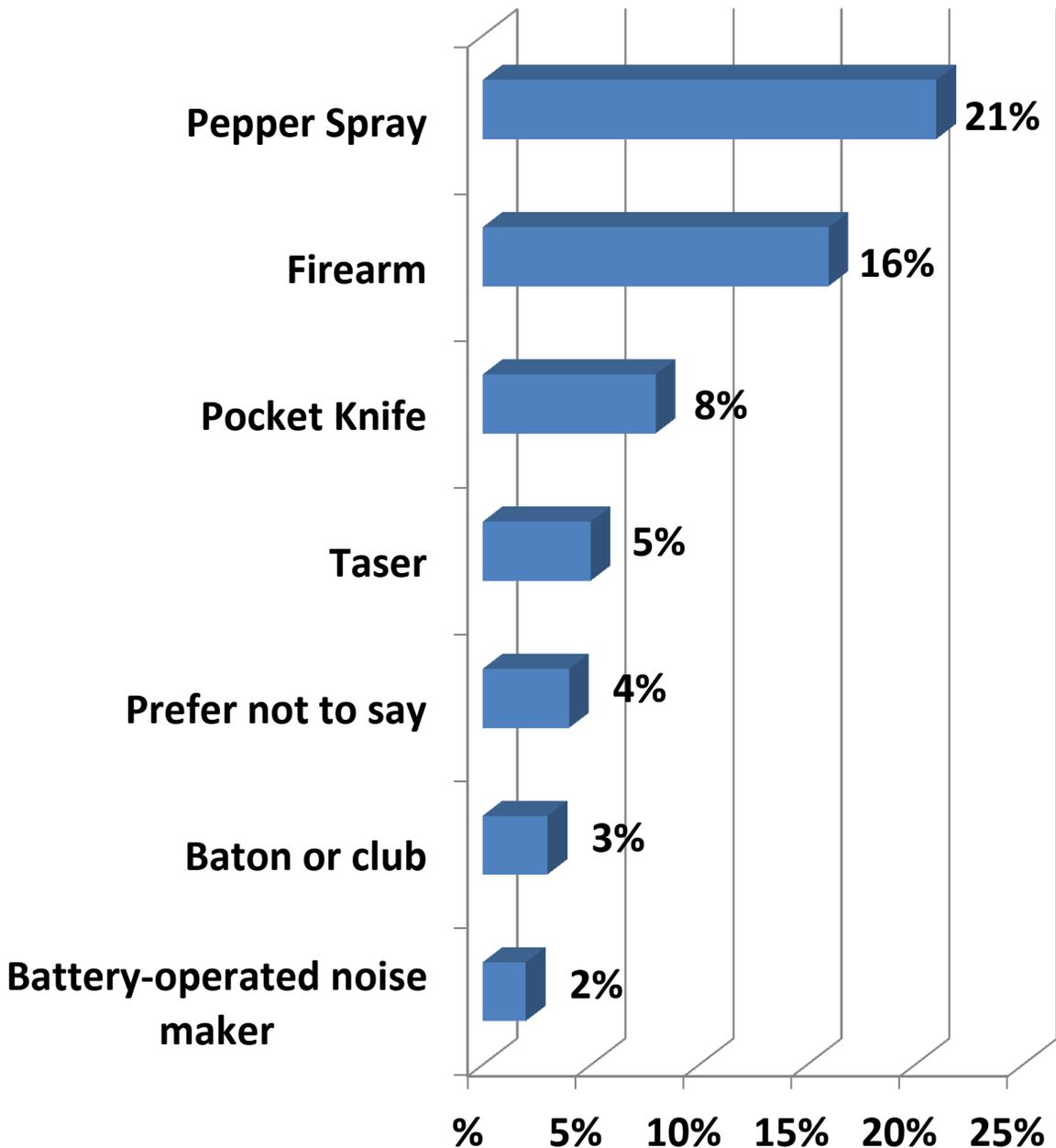


# The REALTOR<sup>®</sup> Was a Victim of a Crime (violent or not) While Working as a Real Estate Professional



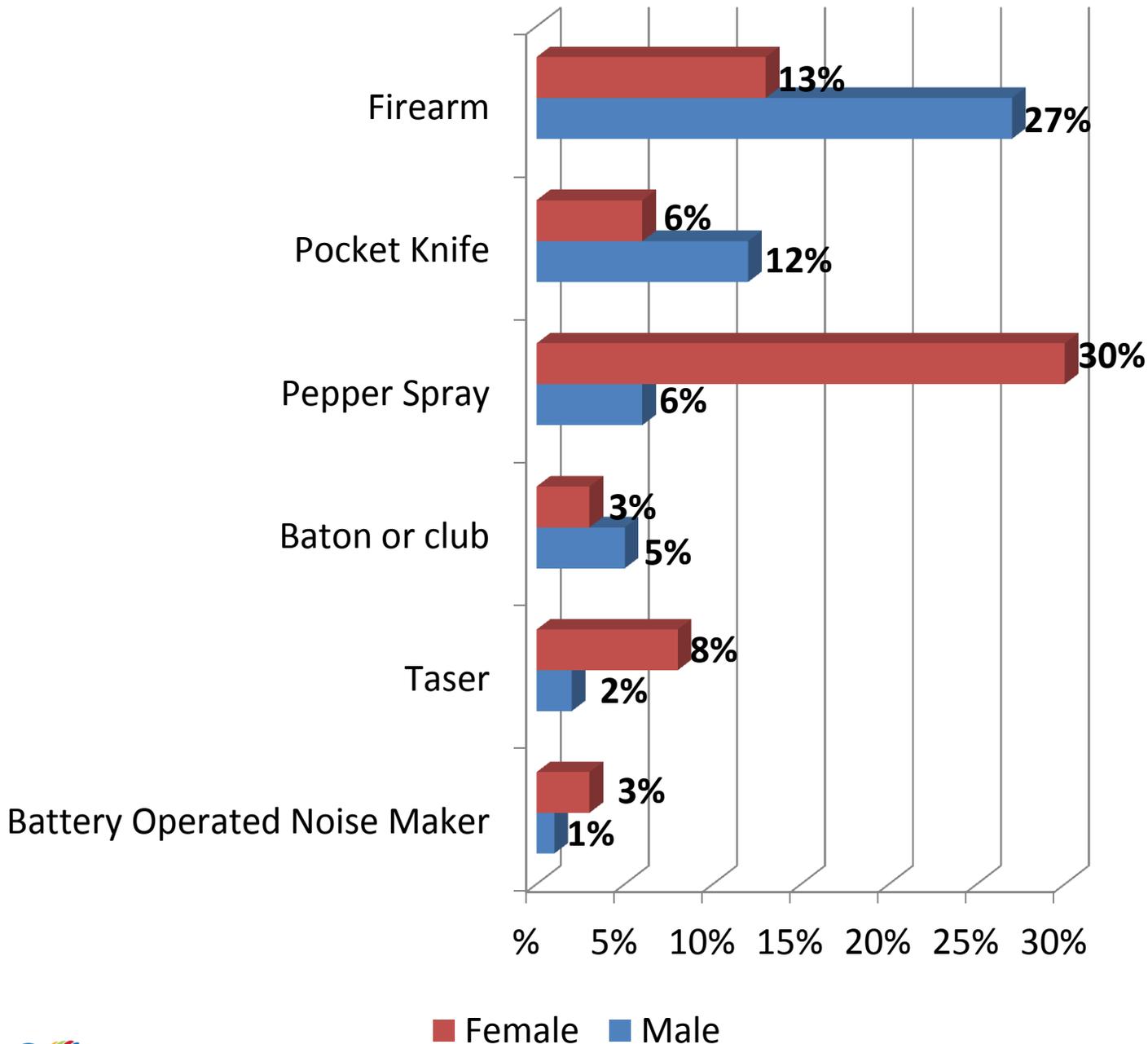
# Self-Defense Weapons

Some members choose to carry self-defense weapons. The most common self-defense weapons carried are:



# Self-Defense Weapons

Men and women are equally likely to carry a self-defense weapon, but the type of weapon differs. The common types of self-defense weapons carried:



# Use of Smart Phone Safety Apps

42% of members use a smart phone safety app to track whereabouts and alert colleagues in case of an emergency.

---

## Most Commonly Used Smart Phone Apps:

Find My iPhone feature	27%
GPS Phone Track for Android	5
Life 360	3
HomeSnap Pro	2
bSafe	1
Glympse	1
React Mobile	1
Real Alert	1

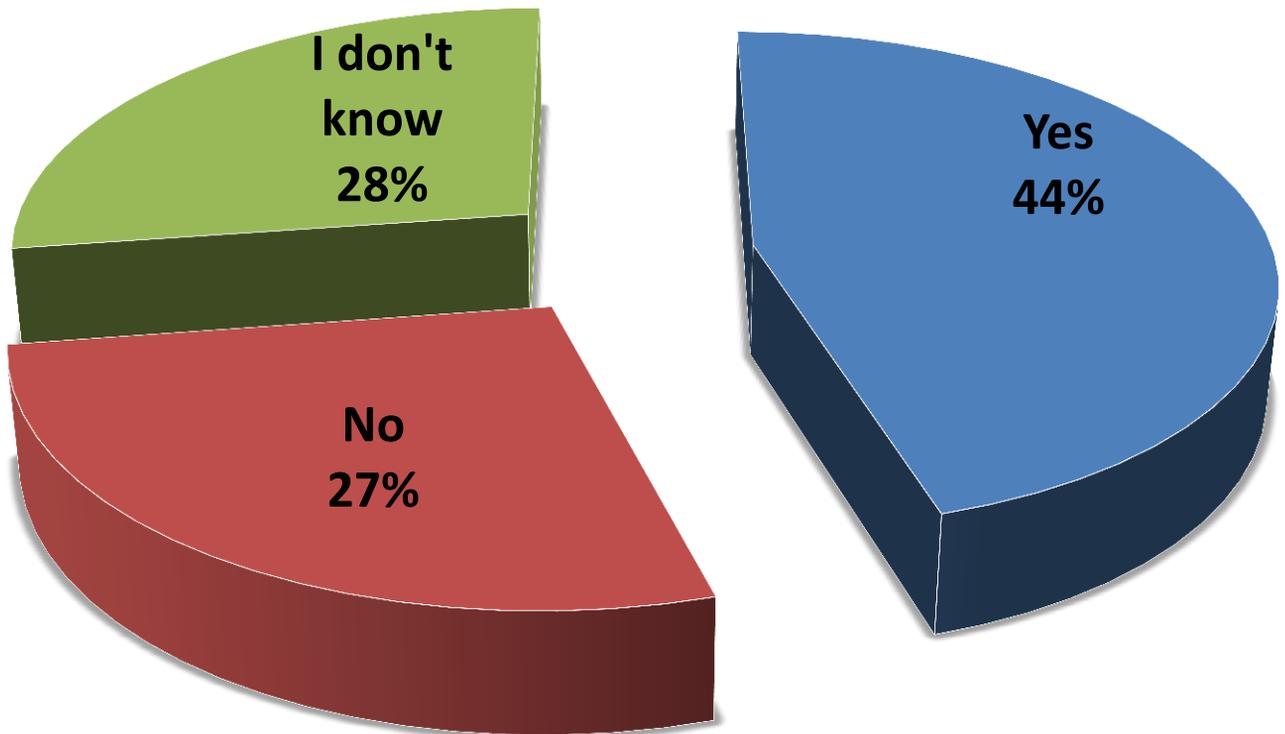
---

Other less commonly apps mentioned: GuardLama, bSage, Guardly, Agents Armor, Bmonitored, Client Interactive Tracking App, LifeLine Response, MyForce App, PeopleSmart, Safe Fi, Safety IQ, OnGuardHelp

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 45 percent compared to 35 percent for males.

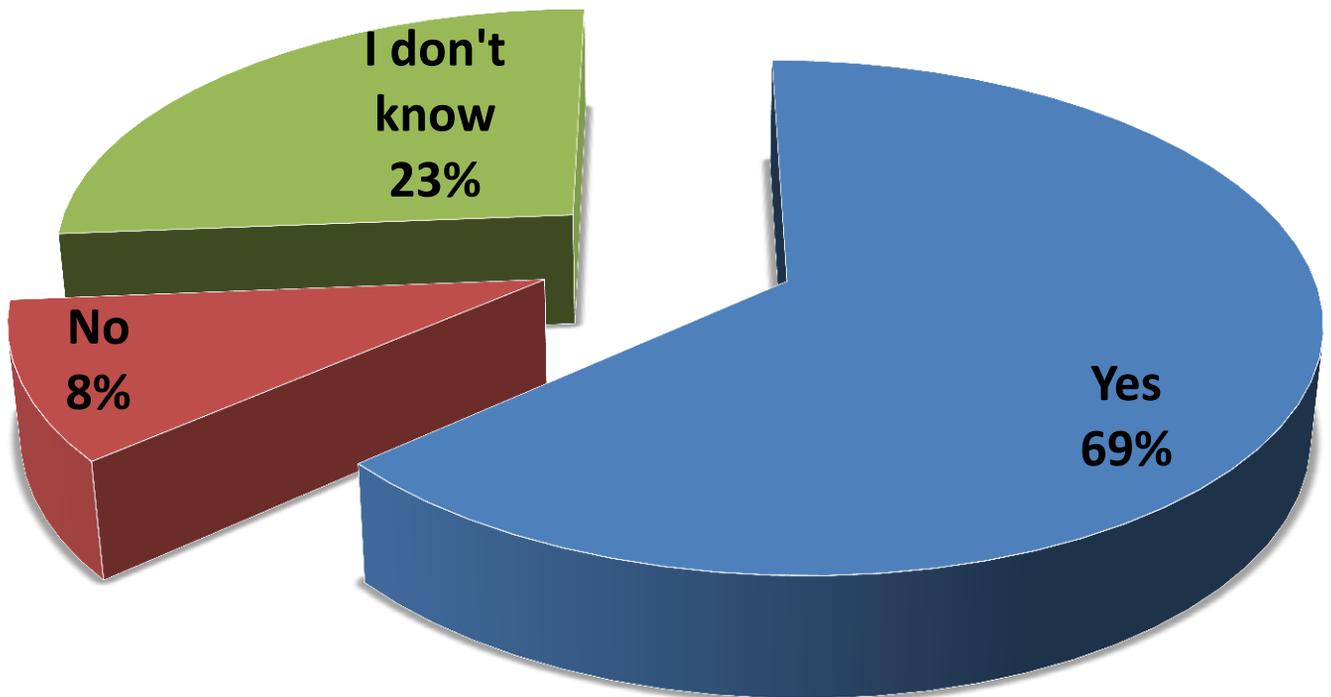
# Proactive Procedures for Safety

**Real Estate Brokerage Has Standard Procedures for Agent Safety:**



# Proactive Procedures for Safety

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



# Proactive Procedures for Safety

- 40% of members have participated in a self-defense class, however this is more common among males (46%) than females (37%).
- 19% have participated in a REALTOR® safety course, however this course is more likely among females (21%) than males (13%).
- Among those who participated in a REALTOR® safety course, 73% feel more prepared for unknown situations after taking the course.
- The typical member meets 50% of their prospective buyers and sellers that they do not know in a real estate office of a neutral location before first viewing a home.

# Methodology

The survey was sent to 58,077 REALTOR<sup>®</sup> members. There were 3,091 respondents for a response rate of 5.3 percent.



The National Association of REALTORS®, “The Voice for Real Estate,” is America’s largest trade association, representing 1.2 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 DIVISION**

The Mission of the National Association of REALTORS® Research Division is to collect and disseminate timely, accurate and comprehensive real estate data and to conduct economic analysis in order to inform and engage members, consumers, and policymakers and the media in a professional and accessible manner.

To find out about other products from NAR’s Research Division, visit [www.REALTOR.org/research-and-statistics](http://www.REALTOR.org/research-and-statistics).

#### **NATIONAL ASSOCIATION OF REALTORS®**

Research Division

500 New Jersey Avenue, NW

Washington, DC 20001

202-383-7518

[data@realtors.org](mailto:data@realtors.org)

©2016 National Association of REALTORS®

All Rights Reserved.

May not be reprinted in whole or in part without permission of the National Association of REALTORS®.

For reprint information, contact [data@realtors.org](mailto:data@realtors.org).

