



REALTOR[®]
SAFETY

PRESENTATION

knowledge awareness empowerment

1 SECTION 1: INTRODUCTION

TRAINER TALKING POINTS:

Welcome to this special presentation on REALTOR® Safety. Our personal safety is something we all need to keep in mind, every single day. The risks we face are the same for men and women, in urban neighborhoods and remote rural areas.

That's why it's important to provide this training to you—to help you stay safe in common situations you face regularly. We hope that you'll use this information, and other materials available from NAR, to increase your knowledge and awareness and incorporate these core components every day.

There are three sections to this training: safety in the office, safety with clients, and safety at home. By the end of the training, we should all have a better understanding of:

- ✓ Safety concerns that are unique to our profession.
- ✓ Safety at the office, with clients, and at home.
- ✓ Our responsibility for protecting our clients' belongings and personal information.
- ✓ Actions we can take to incorporate safety awareness into our personal and professional lives.

All handouts mentioned in this presentation are available online at www.REALTOR.org/Safety. You can print them by training section or individually.

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If training session will be broken into three segments, state the date and time for each session, as well as the location, if it is different.

Review room logistics if necessary—location of rest rooms, water fountain, available food, etc. Ask attendees to silence their mobile phones. Let them know if and when breaks are scheduled. If you are presenting one long session, it's recommended that you take a 10- or 15-minute break after the second section.

INSTRUCTIONS:

Ensure everyone has the handouts for the section(s) you will cover. Ensure all have a clear view of the monitor or screen if you will be showing the video (beginning with section 2).

TRAINER TALKING POINTS:

Today we'll be discussing <safety at the office, with clients, and/or at home>. We're going to cover some possible high-risk situations and how to deal with them or avoid them altogether.

Some of the tips we are going to review today might seem inconvenient, impractical or time-consuming. However, incorporating these tips into your daily routine and making them part of the way you do business can make you safer.

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Keep these facts in mind: every year real estate agents across the country are threatened, robbed, and physically or sexually assaulted while fulfilling the everyday requirements of their jobs. Some even lose their lives.

Our first handout, *“Learn From Others’ Experiences,”* contains recent real-life examples of such crimes; by learning from these incidents, we can make adjustments to the way we do business and avoid violent crimes.

**INSTRUCTIONS:**

Turn to *“Learn From Others’ Experiences”* handout. You don’t have to read the entire handout aloud; but mention that all these incidents happened within the past year, and are real-life examples of the serious dangers faced by real estate agents on the job.

TRAINER TALKING POINTS:

How do you know if anything like these scenarios has happened in your town or your region?

This next handout gives us some ideas on how to use local resources to stay informed about crime trends and more.

**INSTRUCTIONS:**

Turn to *“Know Your Local Resources”* handout. Again, You don’t have to read this aloud. Read the bolded lines, and focus on the section *“Know Your Community.”*

TRAINER TALKING POINTS:

Are there steps we can take here that will help us all stay alert to threats in our area?

2 SECTION 2: SAFETY AT THE OFFICE

(Video Segment 1)

TRAINER TALKING POINTS:

There are many aspects to REALTOR® Safety, and many steps we can take to reduce risks. Some of these preventative steps focus on safety in our own offices and through our individual business practices.

First, let's take a look at the brief video on staying safe in the office.



INSTRUCTIONS:

Show video segment 1, *"Safety at the Office,"* from the *"Safety Strategies for You and Your Clients"* video.

TRAINER TALKING POINTS:

Now, what are the some of the concerns about potential crime that you might have when you are working at the office?

INSTRUCTIONS:

Encourage/prompt responses. These might include:

- Working alone in the office, sometimes early in the morning or late at night
- Entering or exiting the office on your own
- Meeting unknown individuals for the first time

TRAINER TALKING POINTS:

How many of you find yourself working alone in the office — perhaps at night or during a slow time of day? Have you ever had a stranger walk in, and possibly felt threatened? How did you—or how would you—respond to this situation?

INSTRUCTIONS:

Encourage responses, which might include:

- Go quickly to a room with a door and lock it
- Say in a loud voice “Frank or John, see who’s at the door and tell them to come back in the morning,” then escape
- Escape through a back door
- Call 911 or local emergency number
- Arrange schedule to be at office during times when others will be there
- Keep a charged mobile phone, programmed with emergency numbers, with you at all times
- Lock the front door behind you

TRAINER TALKING POINTS:

Let’s read through this handout. It offers safety tips for working at the office.



INSTRUCTIONS:

Turn to “*Safety at the Office*” handout.

TRAINER TALKING POINTS:

Ensuring your personal safety begins with the image you project to prospects—and with safeguarding your personal information from them. Let’s review this handout, and discuss how you might change what you are currently doing to market yourself.



INSTRUCTIONS:

Turn to *“Protect Yourself with Smart Marketing Materials”* handout. Read aloud and discuss.

If this concludes your training presentation, thank your audience and encourage them to review all handouts. Provide details on when/where the training on the next segment will be held and encourage them to

- review all handouts on their own time and periodically throughout the year
- visit www.REALTOR.org/Safety to study other safety resources
- watch for free webinars on safety

This is also a good time to hand out any safety giveaways that your Association or office has purchased for attendees, such as the Safety Tip Cards (available for purchase at www.REALTOR.org/Safety).

For additional closing statements, turn to the “Wrap-up” section of this presentation.

3 SECTION 3: SAFETY WITH CLIENTS

(Video Segment 2)

We face a lot of risks in the work we do every day, as we plan to meet people we don't know, in all sorts of neighborhoods and settings. Let's watch the video segment on Safety with Clients.



INSTRUCTIONS:

Show video segment 2 from the *"Safety Strategies for You and Your Clients"* video.

SHOWING PROPERTIES

TRAINER TALKING POINTS:

We face many safety concerns just doing our day-to-day jobs—including meeting unknown clients one-on-one at property showings.

Has anyone here had a bad experience or felt threatened while showing a property? Do you care to share your story?

If no response – How many of you ever feel uncomfortable showing a vacant property to a new client? Or standing outside waiting to meet someone?

In a moment, we'll look at the special concerns regarding showing empty commercial properties—but right now, let's take a look at some valuable ways you can ensure your own protection at a home showing.



INSTRUCTIONS:

Turn to “*Safety at Property Showings*” handout. Review or read out loud.

TRAINER TALKING POINTS:

Imagine that the next time you show a property to a client, he corners you in the basement and demands your wallet and car keys. What are some actions you might safely take?

INSTRUCTIONS:

Prompt responses, which might include:

- Don't resist. Give up your property, not your life.
- Run, run, run! And don't look back.
- Stall for time. Appear to go along with the attacker. When his guard is down, try to escape
- Hold out your hands in front of you and yell “Stop!” or “Stay back!” Criminals have been known to leave a victim alone if he or she yelled or showed that he or she was not afraid to fight back.
- If you decide to respond physically, remember that your first priority is to escape. Act quickly and decisively to throw the attacker off guard while you get away.
- Be sure to make an effort to get an accurate description of your attacker(s)

TRAINER TALKING POINTS:

What steps can you take to prevent this type of situation from happening?

INSTRUCTIONS:

Encourage responses, which might include:

- When you have a new client, ask him/her to stop by your office and complete the Prospect Identification Form (this form is available online under “Office Forms”)
- Get the client’s car make and license number; photocopy the driver’s license; be sure to shred the photocopy of the license and properly dispose after use.
- Introduce the prospect to someone in your office
- Always let someone know where you are going
- Always carry a charged mobile phone

TRAINER TALKING POINTS:

Now, showing commercial properties can create additional concerns about safety. What are some factors you should consider when meeting a client at an empty commercial site?

INSTRUCTIONS:

Encourage responses, which might include:

- Property more isolated than residential showings
- Cell phone reception may be poor
- Lack of electricity may mean the interior is dark

TRAINER TALKING POINTS:

Read through this handout for tips that are specific to showing commercial sites.



INSTRUCTIONS:

Turn to *“Showing and Managing Commercial Property”* handout.

TRAINER TALKING POINTS:

Let me ask the group: How many of you think it’s better to try to fight your way out of a threatening situation? How many think it’s better to do your best to get away?

The next handout explains that there is no exact right answer, but it does give some good guidelines.



INSTRUCTIONS:

Turn to *“Fight or Flight?”* handout. Review or read aloud.

TRAINER TALKING POINTS:

If you find that you have to defend yourself physically, you should be prepared. One thing you might consider is signing up for a self-defense class. This handout contains some information on how to choose a good one.



INSTRUCTIONS:

Turn to “*Guidelines for Choosing a Self-Defense Course*” handout. Review bold sentences.

If you invite an outside expert to speak to the group about self-defense, this is a good place in the session to introduce them and let them speak.

TRAINER TALKING POINTS:

Part of your daily work incorporates traveling to properties. Every day you spend a lot of time driving. What are some of the safety issues you face each day in your car? Have you ever had any out-of-the-ordinary experiences on the road?

INSTRUCTIONS:

Encourage responses, which might include:

- Weather-related challenges
- Road rage
- Mobile phone distractions
- Getting lost

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TRAINER TALKING POINTS:

Have you ever felt uneasy about transporting a client in your car? How did you handle the situation?

INSTRUCTIONS:

Encourage responses, which might include:

- Before letting him in the car, call the office in his presence
- Tell the office what you're doing, who you're taking, where you're going
- If you don't feel comfortable, say you're heading the opposite direction for another appointment

TRAINER TALKING POINTS:

Although it is rare, agents have sometimes found themselves in serious danger while driving. For some ideas on how to handle potentially high-risk situations, let's review these "Safety on the Road" guidelines.



INSTRUCTIONS:

Turn to "*Safety on the Road*" handout. Read and discuss the suggestions.

TRAINER TALKING POINTS:

This handout has ideas to avoid auto accident scams and ATM safety. After reviewing these sections, do you have anything to add?

INSTRUCTIONS:

Wait for attendee comments and suggestions.

TRAINER TALKING POINTS:

There is one more safety concern regarding driving: talking on the phone while you're behind the wheel. We've all been warned about the dangers of dialing and driving, but this handout offers some clear recommendations that will keep us all safer.



INSTRUCTIONS:

Turn to *"Cell Phone Safety"* handout. Read and discuss; mention any state or local laws prohibiting cell phone use while driving.

TRAINER TALKING POINTS:

In the video, we heard about the "10-Second Rule." Let's review it with the handout.



INSTRUCTIONS:

Turn to *"The 10-Second Rule"* handout. Ask a volunteer to read it aloud.

OPEN HOUSE SAFETY

TRAINER TALKING POINTS:

Now let's talk about one of our most potentially dangerous situations: waiting at an open house. What aspects of working an open house do you think make you vulnerable?

INSTRUCTIONS:

Encourage responses, which might include:

- Working alone
- High-publicity event
- Unknown prospects, multiple prospects in the house at one time

TRAINER TALKING POINTS:

Let's review these suggestions for "*Staying Safe at Open Houses.*"



INSTRUCTIONS:

Turn to "*Safety at Open Houses*" handout. Ask different attendees to read the suggestions.

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TRAINER TALKING POINTS:

Does anyone have other suggestions for making open houses safe?

TRAINER TALKING POINTS:

Of course, your cell phone plays a key part in keeping you safe at open houses and other situations. One technique that many law enforcement agencies recommend is preparing a distress code, so that you can indicate to someone back in the office that you are in trouble. Let's read through this handout and see how distress codes work.

Is this something that you could set up with your office or colleague?



INSTRUCTIONS:

Turn to *“Protect Yourself with a Distress Code System”* handout.

TRAINER TALKING POINTS:

Being in people's homes regularly, we aren't the only ones who should be safety-conscious. Let's look at how you can help your clients who are selling homes to protect their possessions and property.



INSTRUCTIONS:

Turn to *“Safety Tips for Your Clients”* handout.

TRAINER TALKING POINTS:

Does anyone have anything to add on the subject of protecting your client's belongings?

TRAINER TALKING POINTS:

If Smartphones have become a vital tool in our business, thanks to features like a camera. But did you know the photos you take from your phone may be able to tell someone your precise location. Let's look at what geotagging is and some ways you can protect yourself.



INSTRUCTIONS:

Turn to *“Protect Yourself from the Potential Dangers of Geotagging”* handout

TRAINER TALKING POINTS:

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- visit www.REALTOR.org/Safety to study other safety resources
- watch for new webinars on safety

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For additional closing statements, turn to the “Wrap-up” section of this presentation.

4 SECTION 4: SAFETY AT HOME

(Video Segment 3)

TRAINER TALKING POINTS:

REALTOR® Safety extends to keeping our homes and our personal property safe. Let's take a look at the brief video on staying safe at home.



INSTRUCTIONS:

Show segment 3, *"Safety at Home,"* from the *"Safety Strategies for You and Your Clients"* video.

TRAINER TALKING POINTS:

How many of you have offices in your home? How many of you do a lot of your work at home? What are some of the safety challenges associated with your home office?

INSTRUCTIONS:

Encourage responses, which might include:

- Working alone or coming home to an empty house
- Fire
- Burglary

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TRAINER TALKING POINTS:

What would you do if you came home in the evening and found that your back door was wide open? And what are some steps you can take now to help ensure this doesn't happen to you?

INSTRUCTIONS:

Encourage responses. These might include:

- Call the police
- Don't enter the house until after the police arrive, since the intruder may still be there
- Make sure all doors and windows are locked whenever leaving the house
- Turn on alarm system

TRAINER TALKING POINTS:

As you read through these "Safety at Home" guidelines, which ones would have been helpful in the last example? What additional tips would you add?



INSTRUCTIONS:

Turn to "Safety at Home" handout.

4**TRAINER TALKING POINTS:**

Both your office and your home are full of personal information that can be valuable to thieves. Your mail, your computer files and the contents of your wallet, if they should fall into the wrong hands, can cause you a great deal of grief. Let's look at how to avoid "identity theft" by reviewing this handout. Do you have any additional suggestions?

**INSTRUCTIONS:**

Turn to *"Protect Your Personal and Electronic Information"* handout.

TRAINER TALKING POINTS:

Do you have any final comments or questions on safety in the office, with clients, or at home?

Do you feel we met your objectives and you feel more aware?

**INSTRUCTIONS:**

Respond to attendees' questions.

TRAINER TALKING POINTS:

Today's environment includes social networking, smart phones, e-mail and on-line everything. Social networking websites like Facebook and Twitter, in particular are services people can use to connect with others to share information like photos, videos, and personal messages. Let's look at how to protect yourself when using social media by reviewing this handout.

**INSTRUCTIONS:**

Turn to *"Social Networking Safety"* handout.

WRAP-UP

TRAINER TALKING POINTS:

I appreciate your attendance and participation here today. Please review these materials from time to time. Your continued safety is a top concern for this Association and the NATIONAL ASSOCIATION OF REALTORS®, who have provided this presentation.

We all want to make your personal safety a top priority every day. Please stay on top of safety concerns, through the following materials from NAR:

The REALTOR® Safety Web site at www.REALTOR.org/Safety. All the materials presented today—and more—can be found on the REALTOR® Safety section of NAR's Web site. Check it regularly for new information and materials.

Safety Webinars

NAR has archived some excellent webinars on REALTOR® Safety topics, and will be offering new ones throughout the year, presented by established experts. For details, visit www.REALTOR.org/Safety.

We hope you'll continue to look for ways to stay safe as you work in the office, meet clients and show properties, and secure your home.

Please let us know if you have specific concerns at any time. We can contact local authorities or other appropriate organizations on your behalf.

Before you leave, please fill out this brief survey on the training. It will help us—and NAR—improve upon it for next year.

Thank you.

SPECIAL NOTE TO BROKERS:

Please take a moment to review the valuable information included in the *“Protect Your Office and Your Agents”* handout. Spearhead the initiative of incorporating these suggestions at your office, and consider appointing a safety manager at the office who can oversee processes and procedures.

You are in a unique position to give your agents the knowledge, awareness and empowerment they need to stay safe, every day.

knowledge awareness empowerment

MARK YOUR CALENDAR!

REALTOR® SAFETY SERIES WEBINARS

April
September

Details for each Webinar will be posted online as they become available.

Archived webinars on topics such as social media, open houses, identity theft and more are available for year-round use.

Visit www.REALTOR.org/Safety.