

2015 REALTOR® BROKER SUMMIT



CHARLOTTE, NORTH CAROLINA
SEPTEMBER 24-25





REALTOR® SAFETY

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Common Safety Practices

- Command presence
- Use distance and barriers to separate yourself
- Continuously survey the room you're in
- Know where the door is
- Interview position
- Where are his hands?
- Where are your hands?



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Common Safety Practices

- Do you text a friend or co-worker regarding your location between showings?
- Does your brokerage have showing procedures – are they up to date or in need of revisions?
- Do you have a code word?
- Does your office have a record of your vehicle information?
- If you don't know the area, can you describe a close landmark?
- Do you have a conditioned response?



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Common Safety Practices

- Don't make business marketing too personal
 - Work email vs. Home email
- Be cautious of advertising your earnings
 - Million \$\$ Performer
 - Vehicle
 - Vanity plate



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Common Safety Practices

- Avoid discussing personal information
 - Where you live
 - Vacation plans
- Social Media
 - Is personal page linked to your business page
 - Is your personal information accessible
 - Status announcements



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Common Safety Practices

- Showing log
- Business card in cabinet
- Non-verbal cues
- Smart phone app
- Key fob alarm button
- Anything works, nothing doesn't



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Conclusion

- Common Safety Practices
- Remain Aware
 - Initial contact to final contract
- Preparation, Preparation, Preparation



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