

Personal Safety for Realtors



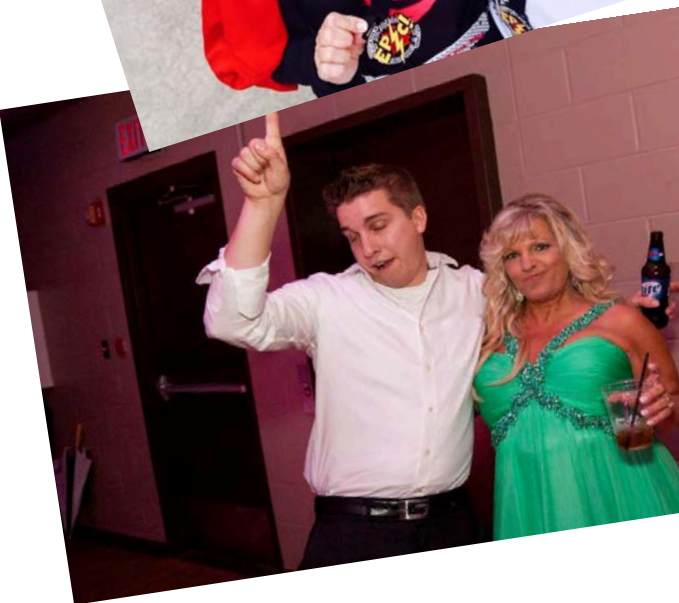
***Brenda Rhoads, Principal Broker
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Every year real estate licensees across the country are threatened, robbed and physically or sexually assaulted while fulfilling the everyday requirements of our jobs.

Some even lose their lives.

I want you to meet my friend
Beverly Carter and her family







The Ripple Effect...

The loss of Beverly has impacted our Industry at the community, state, and national levels.

- Community- The Beverly Carter Safety Program
- State- ARA Safe Arbor & Beverly Carter Safety Certified Office Program
- National- National awareness

The Beverly Carter Safety Program



Crye-Leike Commandments of Real Estate Safety

1. Do not meet a stranger at any property.
2. Use a buddy system
3. Share a showing itinerary with others
4. Survey Your surroundings
5. Have an easy escape route
6. Use current technology
7. Prepare for personal safety
8. Dress for Safety
9. Do not share these steps with the public
10. Listen to your instincts

Safety in Just 10 seconds



Take 2 seconds *when you arrive at your destination.*

Take 2 seconds *after you step out of your car.*

Take 2 seconds *as you walk towards your destination.*

Take 2 seconds *at the door.*

Take 2 seconds *as soon as you enter your destination.*

The Beverly Carter Safety Certified Office

1. Encourage entire office to take the ARA Safety Pledge
2. Discuss some type of safety awareness topic at every sales meeting
3. Utilize ARA Safety Best Practice Guidelines (i.e. client intake form and photo id)
4. View all the ARA safety video at least once per year
5. Implement office Buddy System and Distress Signal process
6. Develop and utilize “Safe Harbor” locations throughout your market area
7. Entire office take ARA annual safety quiz
8. Encourage Agents to visit the ARA Safety Website on a regular basis
9. Identify an office Safety Leader for your office

ARA Safe Harbor...

1. Visibly display the REALTOR® Safe Harbor participation logo at my business.
2. Allow the location of my business displayed on maps and mobile applications indicating our participation in the Safe Harbor program.
3. Allow REALTORS® from any company to use reception space to meet new clients and verify their identities.
4. Treat all REALTORS® utilizing the program with respect and care.
5. Provide REALTORS® Safety prospect information and client intake form to REALTORS® upon request.
6. Make copy of prospects driver's license.
7. Promptly forward completed forms with copy of driver's license to the REALTORS® designated party and give the original document back to the REALTOR®.

National Level...

- Realtor Safety Course
- NAR 360 Event
- Brokers Safety Webinar Summit

Remember Beverly:

Safety First

Take 10 seconds

Always tell someone where you are going

You are more important than a sale

Survey your surroundings

Arrange to meet 1st time clients publically

Follow your instincts

Easy Escape route is the best self defense

In Memory

