

National Association of REALTORS®

# 2015 Member Safety Report



## REALTOR® SAFETY PROGRAM



NATIONAL  
ASSOCIATION *of*  
REALTORS®

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## MESSAGE FROM THE PRESIDENT

Last year at my Inauguration, I pledged to make safety a cornerstone of my term as president. It was a priority borne out of tragedy.

In the months since the Beverly Carter tragedy in North Little Rock, I've heard from members everywhere about how much this issue means to them. You're Realtors® by trade, but husbands, wives, mothers, fathers, and family members as well. I've spoken with you in your home states and your communities about how you do your work in the face of uncertainty or uneasiness. In every conversation I have, eventually we agree on one basic truth:

We have to move forward.

But, in order to truly move forward, we need to know where we've been and where we are now. After all, if you don't know where you're going, any road will lead you there. And I'm not interested in just "any road".

So, I directed NAR's research department to conduct a survey of members to find out how safe or unsafe they feel, what the root causes are of any unsafe feelings, what steps or procedures they follow to ensure safety, and what methods of self-defense they use. We need to understand the scope of the problem to help us develop smarter resources, programs, and technologies. In this report, we look at the results of this survey.

A one-size-fits-all approach will not work. We need specific solutions that are tailored to the individual needs of our members, whether it is by gender or geographical location. This report is a first step towards fulfilling my goal of ensuring we are safer. Through us, families are pursuing the American dream of homeownership. That dream cannot -- and will not -- be threatened by fear.

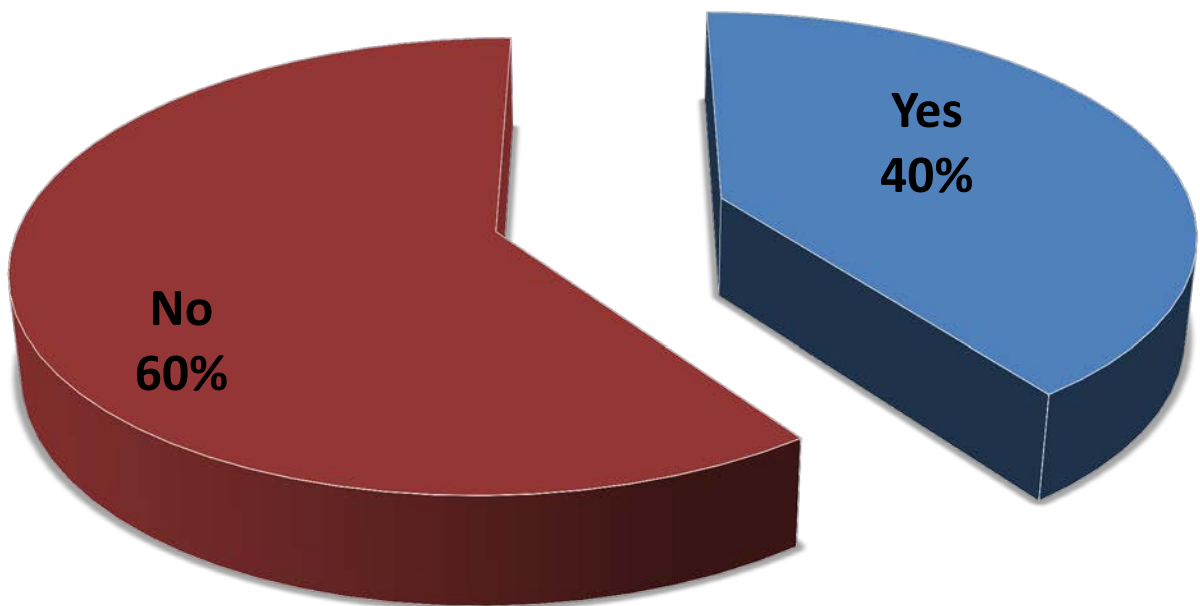
I want to thank each and every respondent to this survey. Your honesty and willingness to offer your thoughts are the keys to us taking the right road.



Chris Polychron, CIPS, CRS, GRI  
2015 NAR President



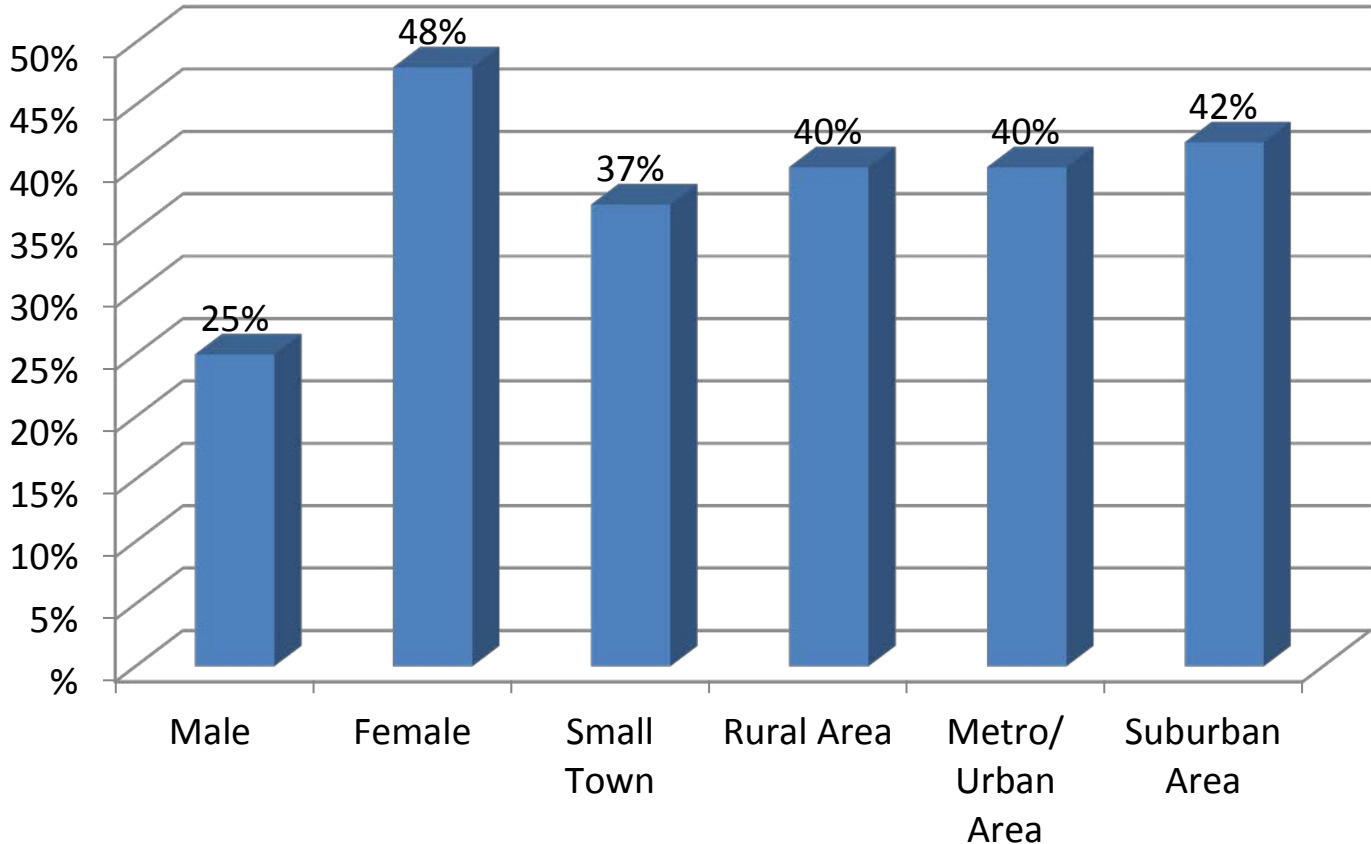
# The real estate professional experienced a situation that made them fear for their personal safety or safety of their personal information



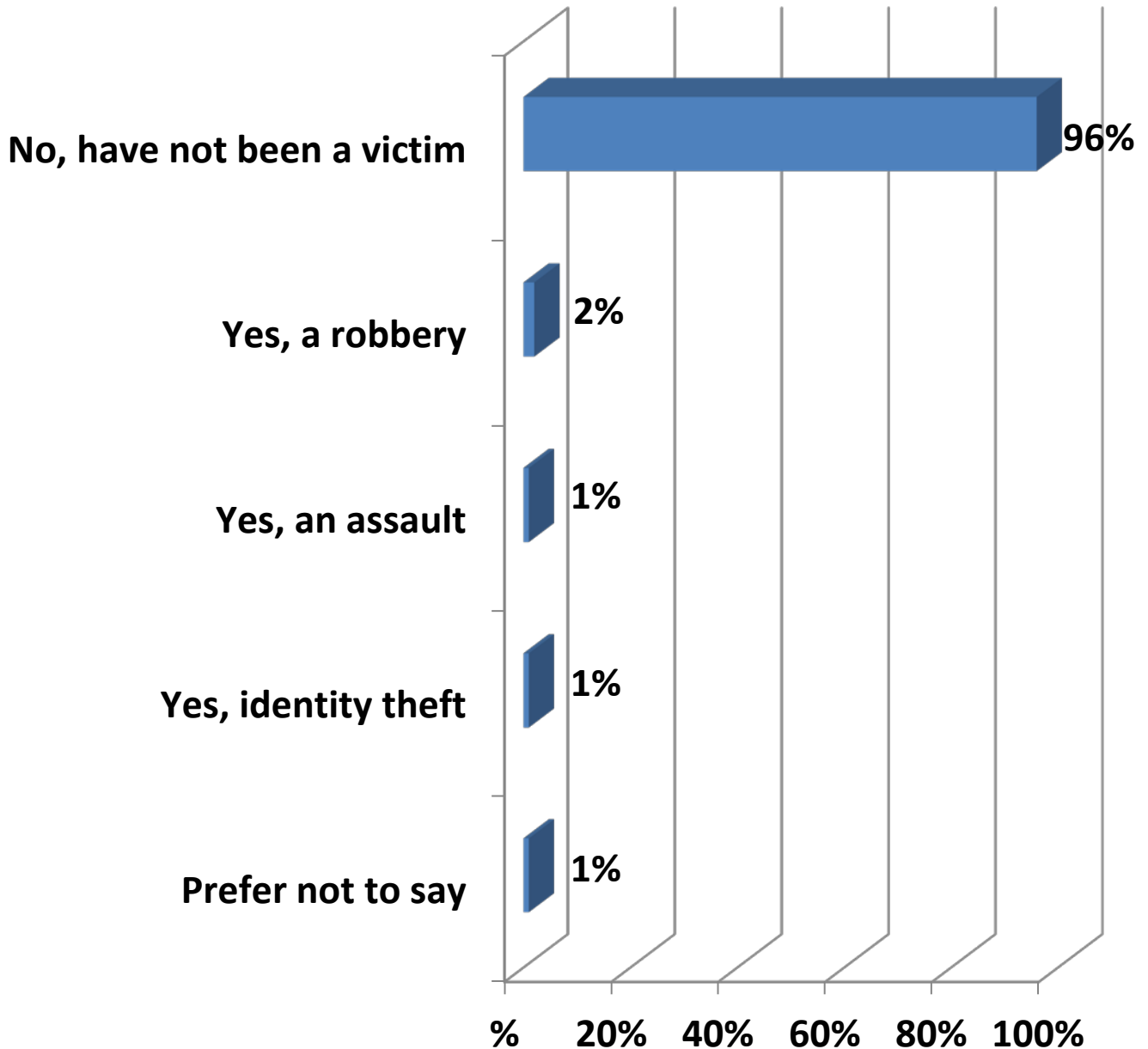
**Common situations that caused fear:** open houses, vacant homes/model homes, properties that were unlocked or unsecured, properties in remote areas

# 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.

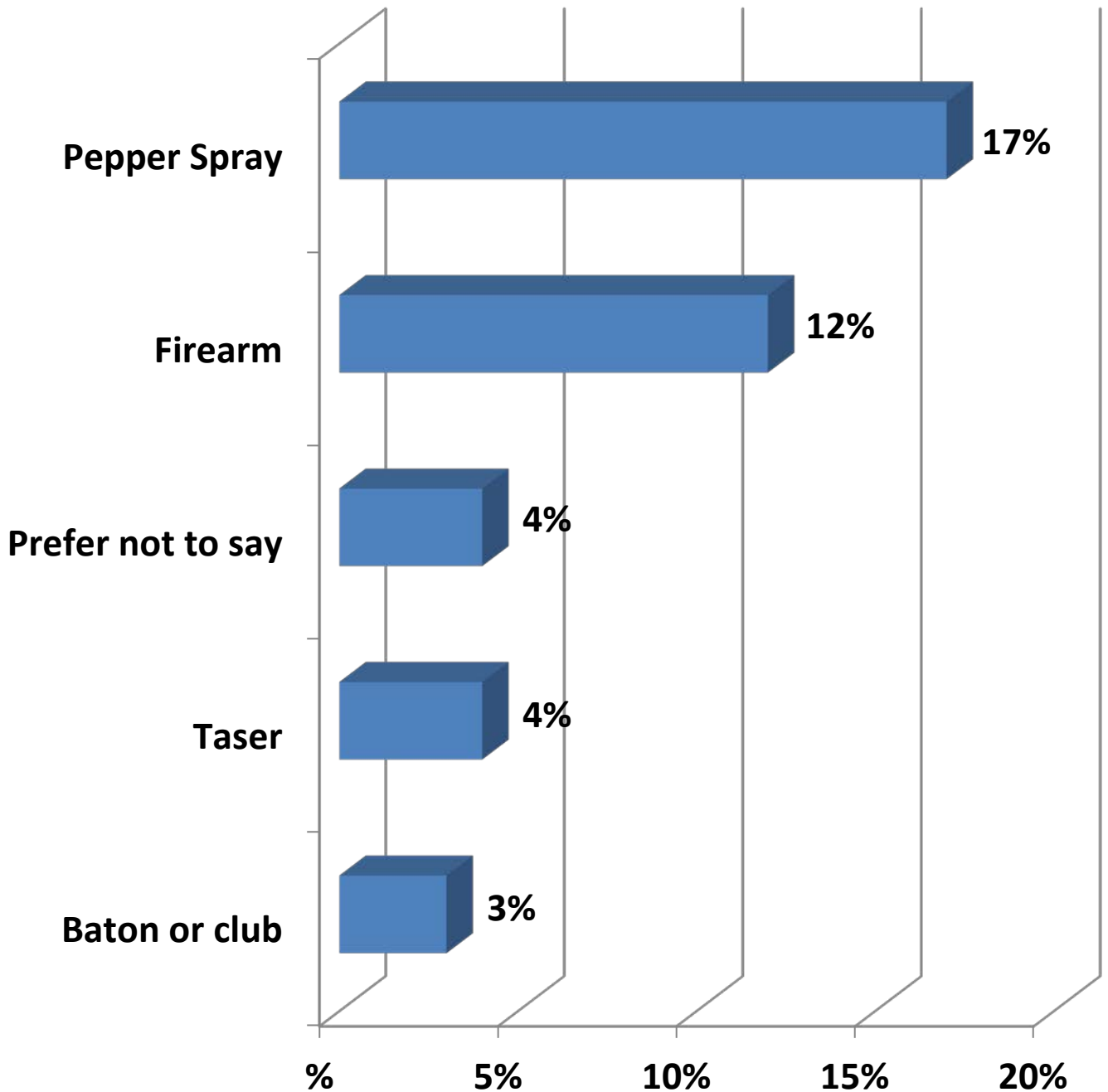


# The REALTOR<sup>®</sup> Was a Victim of a Crime (violent or not) While Working as a Real Estate Professional



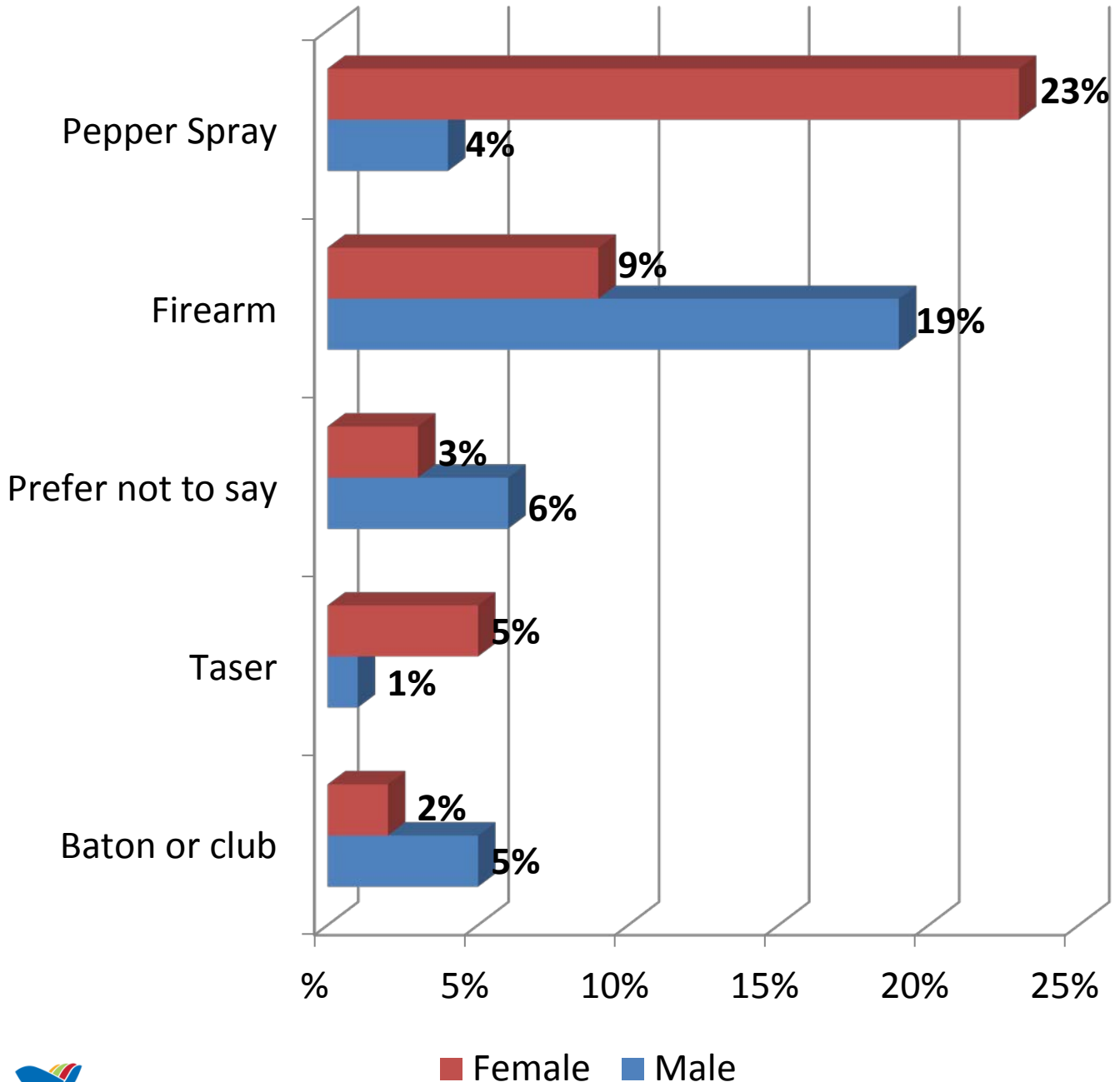
# Self-Defense Weapons

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

13% of members use a smart phone safety app to track whereabouts and alert colleagues in case of an emergency.

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## Commonly listed apps

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Life 360

iPhone Find my Phone Feature

bSafe

Guardly

Google Family Locator

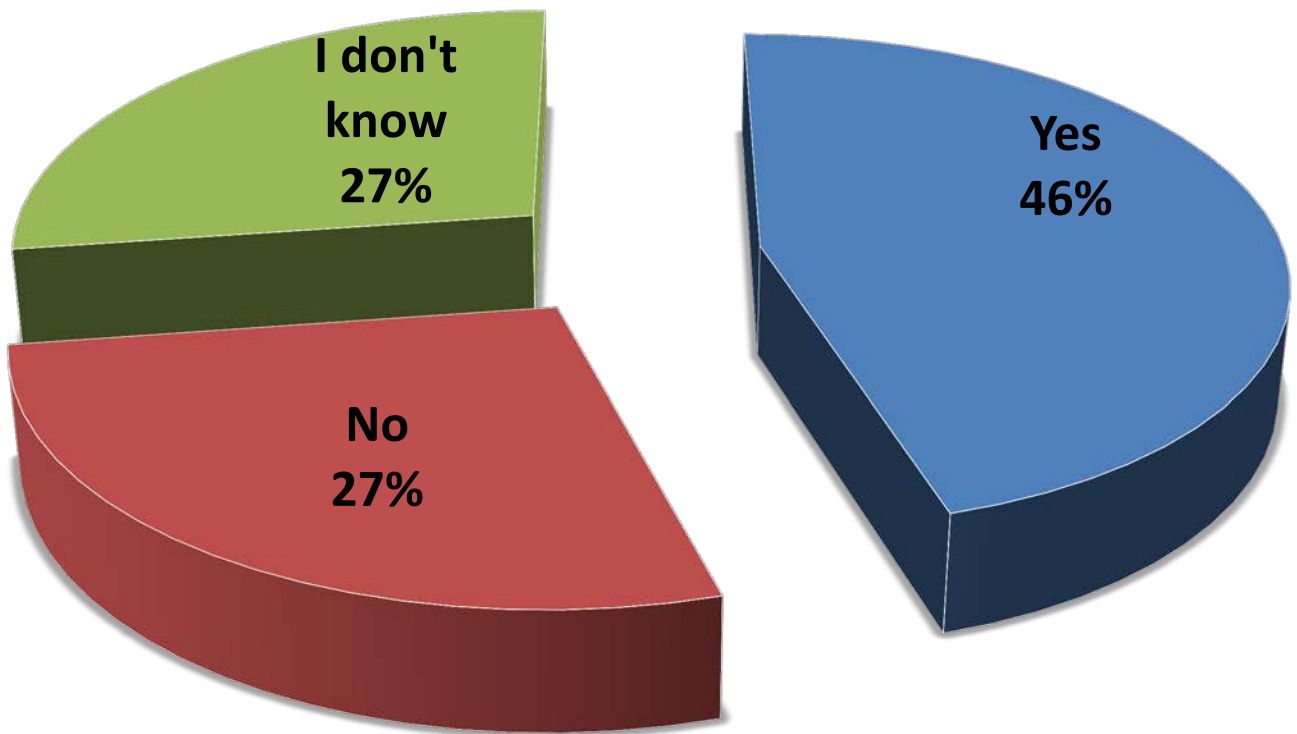
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As a safety precaution, many members listed notifying a spouse, friend, or family member of their location before showing a home. Females are more likely to use apps or a safety notification procedure.



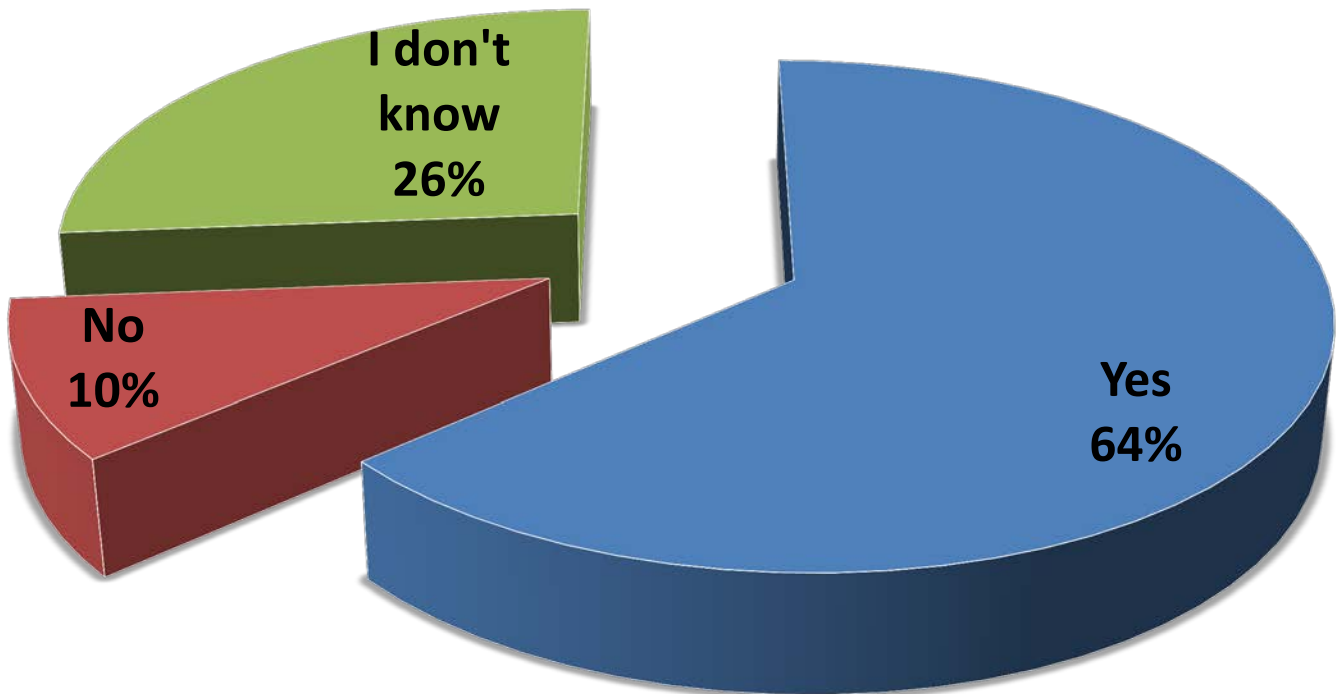
# Proactive Procedures for Safety

**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

- 38% of members have participated in a self-defense class, however this is more common among males (43%) than females (36%).
- 18% have participated in a REALTOR® safety course, however this course is more likely among females (20%) than males (12%).
- The typical member meets 50% of their prospective buyers that they do not know in a real estate office or a neutral location before first viewing a home.

# Methodology

The survey was sent to 46,712 REALTOR<sup>®</sup> members. There were 2,804 respondents for a response rate of 6.0 percent.

Respondents were asked if their real estate practice included representing buyers. If they represent home buyers, they were asked to complete the survey. Of these respondents, 97 percent worked with buyers.