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FACT

- Every year real estate licensees across the country are threatened, robbed and physically or sexually assaulted while fulfilling the everyday requirements of their jobs. Some even lose their lives.



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[Bedford VA,](#) [San Antonio TX,](#)
[California](#)

"It will never
happen to me"



5



- For Beverly Carter, a 50-year-old mother of three who told her husband that she was going to show a house to a potential buyer ...
- She was selected from an Internet ad, based on the fact that she worked alone.
- Upon meeting Carter at a house under the guise of being a potential buyer, her killer told Beverly "You're about to have a very bad day," before subduing her and binding her with green duct tape.
- Beverly's body was eventually recovered in a shallow grave on the grounds of a concrete company.

6

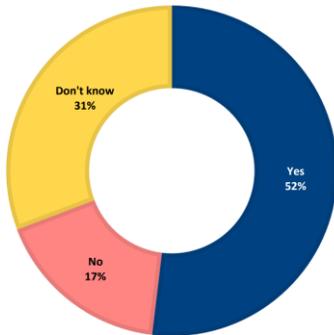
2021 Member Safety Report

National Association of REALTORS®

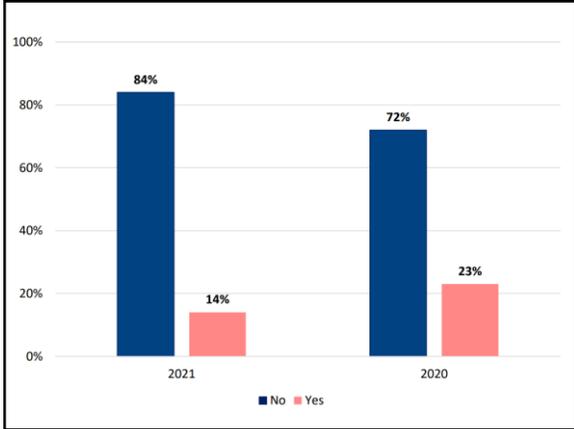


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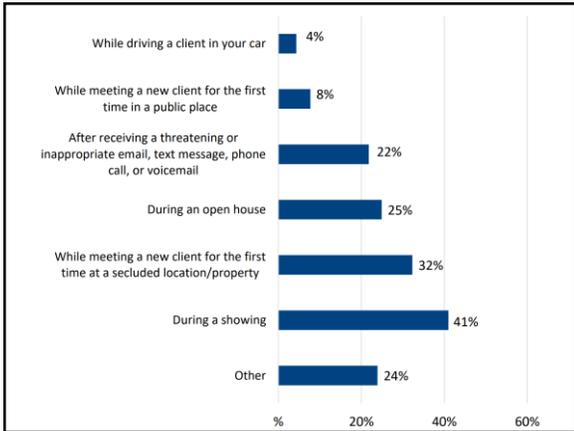
Real Estate Brokerage Has Standard Procedures for Agent Safety:



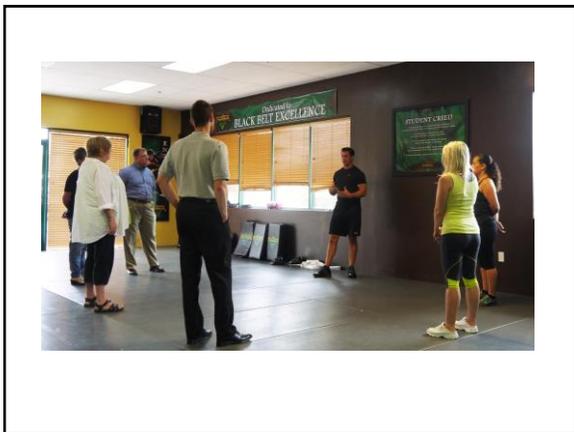
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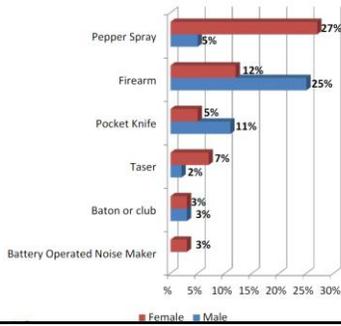
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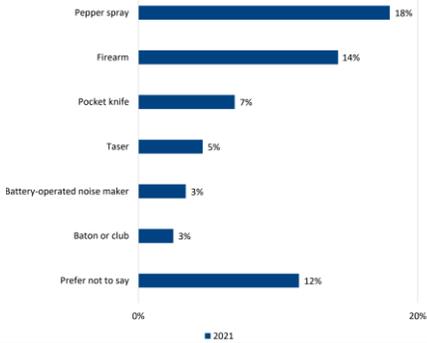
Self-Defense Weapons

Fifty two percent of men carry a self-defense weapon and fifty seven percent of women carry a self-defense weapon. The common types of self-defense weapons carried:



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Fifty percent of members choose to carry self-defense weapons, up slightly from 49 percent in 2020. The most common self-defense weapons carried are:



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- “I hope it doesn’t happen to me” is not a self-protection plan. Remain diligent.
- Never hold an open house alone. Partner with another agent, a lender — someone.
- Meet new clients in a public place, not a listing. Your office is ideal. Not handy? Ask a title company or attorney if you can borrow a conference room. Have that initial chat in a coffee shop. Your policy should be *never* meet a new client alone.

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- Buddy up. Work with an agent friend or two, and accompany each other on initial meetings and showings, open houses, door-knocking, and anywhere else you might meet new people.
- Trust your gut. Your instincts are sharp. Listen to them.
- If you feel uncomfortable, leave the situation.
- Practice good situational awareness. Prevent tragedy before it happens.

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- Take a self-defense class.
- Practice self-defense frequently. A couple of classes you took three years ago won’t help if you don’t practice techniques often.
- Carry a weapon. Yes, this is often controversial, but it is a viable option. Handguns are one of several options: pepper spray, mace, a knife.

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- Use a safety app.
- Carry a “personal safety device” (jewelry or a device designed to alert emergency officials).
- Always tell someone where you are going, who you’ll be with and when you expect to be home/back in the office.

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Safety Applications for Smartphones

[Expand all](#)

FOREWARN	+
Homesnap Pro	+
Kleard	+
LifeLine Response	+
People Smart	+
PROtect	+
SafeShowings	+
See Something Send Something	+
SentriKey® Real Estate App: Agent Safety Feature	+
Trust Stamp	+
Wearsafe	+

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Safety Products

[Expand all](#)

KATANA Safety™	+
Lockly Vision	+
ORA	+
Personal Emergency Transmitter (PET)	+
Prop Lock	+
Ripple Safety	+
V.ALRT	+

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- Establish an office code word for trouble. “The red file” is frequently used. You call your office: “Hi, I’m showing 123 Main Street and forgot the red file. Can you email me?” The “red file” code word has been frequently published, possibly making it more likely to alert whoever is with you. The idea is to use a word or phrase that everyone knows means “I’m in trouble” without alerting the person or people who are with you.

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- Don’t advertise a listing as vacant. Vacant listings attract bad people.
- Keep your phone charged.
- Lock your car at showings and open houses. The last thing you want to do is drive away with someone crouched down in the back seat.
- Look inside your car before getting in. Yes, even if you locked it.

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- Be bright. Don’t show homes or hold opens when it’s dark outside. Yes, that may limit your hours for showings. Deal with it. Your safety is way more precious than a paycheck.
- Consider adding a cloud-based camera to open houses. Simply knowing a property is under surveillance can be a crime deterrent.
- Require open house visitors to sign in. Yes, this can be faked. But it’s better than nothing.

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- Have an office policy that requires potential clients to submit a photo ID at initial contact. Could this cause a potential client to walk away? Sure. Safety first!
- Ditto for requiring a photo ID at open house sign-in.
- Advise sellers to put away and secure firearms, tech, jewelry and prescriptions. These are the most targeted items for which thieves look.
- Before leaving an open house or showing, lock the doors and windows.

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Prospect Identification Form

This form is designed for your safety and security, along with that of property owners and our agents. We appreciate your consideration and cooperation. All security information is confidential and will not be sold or used for solicitation purposes.

This information may be subject to verification. Form is to be kept in branch office.

AGENT'S NAME:		DATE:
YOUR NAME(S):		
HOME ADDRESS:		
HOME & BUSINESS NUMBERS:		
IN FROM OUT OF TOWN:	LOCAL CONTACT PHONE:	
LOCAL ADDRESS:		
I (WE) CAN BE CONTACTED AT THIS LOCATION UNTIL:		
EMPLOYER:	PHONE:	

AUTO

MAKE & MODEL:	COLOR:
OWNER:	
LICENSE NUMBER:	STATE:

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- Only bring what you need. There is no need to have your wallet, money or credit cards at an open house.
- When showing or touring an open, keep the client in front of you.
- Always have an exit. Stay between the client and the door.
- When closing an open house, walk through and check all rooms and closets to ensure no one is hiding. Be prepared to react (run!) if they are.

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**REALTOR
SAFETY**

- Keep your phone in your hand at showings and opens.
- Flight is almost always a better option than fight.
- If it comes down to it, fight. And scream. Claw, kick, jab keys into eyes.
- If a client makes unwanted advances and doesn't understand that "no means no," fire them. Could you lose a transaction? Yes, deal with it. Your safety is far more important than a paycheck.

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Fight or Flight?

- Escape is the best self defense.
- No resistance...
- Stalling for time...
- Distraction then flight...
- Verbal assertiveness...
- Physical resistance...
- Pay attention...



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**REALTOR
SAFETY**

- If a client makes an unwanted advance, don't lie (I'm married or have a significant other), and don't say, "I'm flattered, but ..." It's not flattering. It's creepy and potentially dangerous. Tell them in no uncertain terms, "No, this is a professional relationship." If they don't get it, **fire them**.
- Let buyers drive themselves. Gone are the days when agents need to haul around clients. You're a professional real estate agent, not a taxi or Uber driver. You'll probably save on car insurance too.

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- Don't be too public. Don't share too much personal information. When advertising your business, consider leaving out your photograph, home phone number or home address in the newspaper or business cards. Don't use your full name with your middle name or initial. Use your office address — or list no address at all. Giving out too much of the wrong information can make you a target.

30



- Don't get blocked in. At showings and opens, park on the street, not in the driveway where someone can easily block your car in.
- Lock the doorknobs, but not deadbolts when showing or holding opens. That will help keep unwanted visitors outside but make it easier to get away if necessary.
- Spot and avoid danger using the 10-second rule. Take 10 seconds to ask yourself questions and assess your surroundings from the moment you arrive at your destination to meet with a client. Plan an escape route.

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REALTOR® 10 Second Rule



- **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.

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- If you feel like you're being followed, don't speed away. Keep calm, and drive to a public place or police station. Do not drive home.
- Always use the password/lock feature on your laptop, phone and tablet. If those are lost or stolen, you don't want anyone else having easy access.
- Work with your sellers to consider video surveillance options. Be sure to understand local laws.
- Meet the neighbors. Introduce yourself to the neighbors around your listings and opens. They can be eyes and ears while you are there or away.

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- You spend a lot of time in your car. Pack an emergency kit that includes water, non-perishable food, a flashlight, batteries and a blanket. A solar-powered phone charger comes in handy. Be prepared.
- Help others stay safe. If you've been contacted by a suspicious person, been involved in a situation, or just felt something was wrong, talk to your fellow agents, broker, and association.
- Keep your face out of your phone. Never walk in an unfamiliar area while looking down or texting. Keep your head up, and stay alert.

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- Think about safety — all the time. Help other agents do the same. You are important to someone. Be diligent, be aware, think.



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Flashy Personal Marketing



MULTI MILLION DOLLAR PRODUCER

MULTI-MILLION DOLLAR PRODUCER 2006-2013
Oklahoma Magazine 5 Star Award Winner
Joined Chitworth & Cohen in Nov. 2013.
OK Magazine's Brokerage Winner for 6 years straight!

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I am thankful for you making me...
Multi-Million Dollar Producer
Top Individual For Client Cash In The Region Award Winner!
New Home Award Winner (October 2012, 2013 Award Winner)
OK Magazine 5 Star Award Winner!
Great Field Award Winner!
OK's Top 100 Broker Award Winner!

Come Make The MOVE With Me!

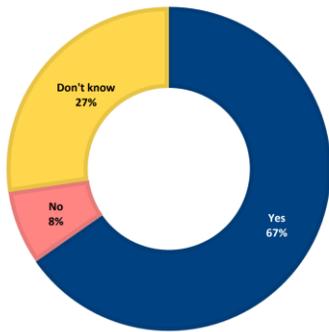
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Flashy Marketing: Safety Tips

- **Avoid provocative photos in your marketing.** Low-cut blouses, full-body photos, and
- **Watch what you wear.** Only wear shoes that you can run in. Avoid short skirts, low-cut tops, and expensive jewelry.
- **Protect your personal information.** Use your cell phone number and office address in your marketing so it can't be tracked back to your home address. Never use your home address or home phone number.

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



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Earnest Money Checks



39

Tax & Bank Documents



40

Wire Fraud



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Additional Items to Consider



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Personal Safety Tips for Real Estate Professionals



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LICENSEE IDENTIFICATION FORM

This form is completely voluntary. DO NOT put any confidential information on this form.

NAME: _____

HOME ADDRESS: _____

CONTACT NUMBERS: (Include area codes)

Cell : _____

Home: _____

Other: _____

EMERGENCY CONTACTS: (Provide at least one)

NAME

RELATIONSHIP

PHONE(S)

AUTO: (List your most frequently used auto first.)

MAKE & MODEL: _____

COLOR: _____

OWNER: _____

LICENSE #: _____ STATE: _____

2nd AUTO: MAKE & MODEL: _____

COLOR: _____

OWNER: _____

LICENSE #: _____ STATE: _____

CUSTOMER IDENTIFICATION FORM

**This form is designed for safety and security.
Your consideration and cooperation is appreciated.
All information is confidential and will not be sold or used for
solicitation purposes.**

LICENSEE'S NAME: _____ DATE: _____

YOUR NAME(S): _____

HOME ADDRESS: _____

HOME & BUSINESS #'S: _____

IF FROM OUT OF TOWN: LOCAL CONTACT PHONE: _____

LOCAL ADDRESS: _____

I (we) can be contacted at this location until _____

EMPLOYER: _____ PHONE: _____

AUTO: MAKE & MODEL _____ COLOR: _____

OWNER: _____

LICENSE #: _____ STATE: _____

Attach to Agent Itinerary.

LICENSEE ITINERARY FORM

**This form is designed for your safety and security.
Your use of this form is completely voluntary.
Please leave the completed form with the OA or Receptionist.**

LICENSEE: _____ DATE: _____

CUSTOMER/CLIENT NAME(S): _____

ANTICIPATED TIME OF RETURN TO OFFICE: _____ AM _____ PM

MY CONTACT PHONE WHILE OUT OF THE OFFICE: _____

THIS IS A LISTING APPOINTMENT: _____ Yes _____ No

Address: _____

Phone(s): _____

SHOWING ITENERARY: - List all houses you are showing to this customer/client on this date.

MLS#: _____ Time Scheduled: _____

COMMENTS: _____
