

# REALTOR® SAFETY

**Chris Polychron**

2015 National Association of REALTORS® President

## Beverly Carter Safety-Certified Office Program



Each office that participates receives this logo sticker to place on their door that serves as a daily reminder to stay safe.

To become a Beverly Carter Safety Certified Office each Broker, Owner, Office must do the following:

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

Submit Certification Application to ARA Safety Task Force

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## REALTOR® Safety Pledge

### **Safety Pledge**

I pledge to always remember that safety will be my top priority each day and that I am responsible for my own, in part for my client's, and the general public safety. I will not compromise this for time, money, or any other reasons as my health and safety is priceless. I commit to keeping the Beverly Carter "Safety Best Practices" in the forefront on my thoughts and practices.

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## REALTOR® Safe Harbor



**This program started in Arkansas  
and has grown to many other  
states.**

Safe Harbor - an office that welcomes other agents to meet and use their building as a safe meeting place that may be in a more convenient location than their own office when meeting new clients.

You can sign your office up to be a safe harbor at [www.realtorsafeharbor.com](http://www.realtorsafeharbor.com).

Then download the app, by searching “realtor safe harbor” on your smart phone’s app store.

Any time you may need to use a safe harbor location, open the app & see what places are nearby. An office’s address, phone number and directions show up when you click on their location pin.

**REALTOR® SAFETY**

## Arkansas REALTOR® Safety Video Series

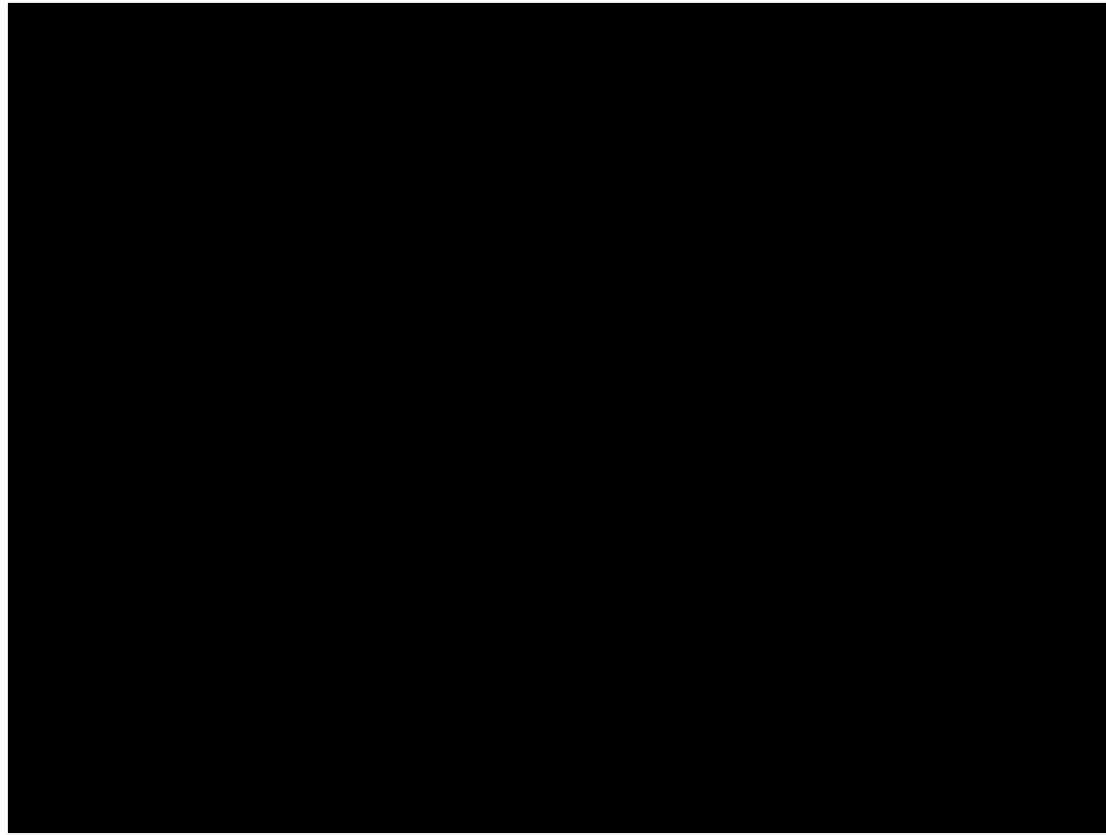
Arkansas created a set of 7 safety videos for our members and local associations to use free of charge.

The videos show safety best practices, tips and what not to do on topics including:

- REALTOR® Open House Safety
- Marketing & Social Media
- REALTOR® Auto Safety
- REALTOR® Office Safety
- Fight or Flight
- Showing Property
- Buddy System

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## Arkansas REALTOR® Safety Video Series



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# Safety Best Practices Pamphlet

Whose eyes are on  
YOU?



REALTOR®  
Safety Tips

Presented by the  
Arkansas REALTORS®  
Association

**Safety First**  
We are not attempting to scare you; real estate is generally a very safe profession! By making you aware of the possible dangers and reminding you to think safety first, we can reduce the risk potential.

Beverly Carter was a well-known REALTOR® that lost her life to someone that targeted her because of her profession. Now is the time for us to rethink our business practices and learn to protect ourselves.



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## Have a Buddy

Have a prearranged distress code. Share and practice your distress code with your office, colleagues, family and friends. Use it any time you feel uneasy. Know in advance whom you are going to call when...

- your instincts tell you to get help.
- you're just a little nervous.
- you need help at an open house.

## Know Who You Are Dealing With

Let your office or buddy know who and where you are meeting.

- Meet new clients in the office or a busy, well lit location.
- Get the make and license number of their car.
- Photocopy or take a photo of their driver's license and send to your office or buddy.

***Serious clients will not  
hesitate to share this  
information.***

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# Safety Best Practices Pamphlet

## Trust Your Instincts

Danger is not always easy to identify. Signs that something isn't right...

- Gut feelings
- Apprehension
- Unexplained fear
- Hesitation

## Fight or Flight

- Yell "FIRE" to get attention.
- Run and call 9-1-1 when you can.
- Use your key fob panic button to draw attention.
- Get some self-defense training.
- If you decide to carry personal protection – know how to use it.
- If you strike – mean it!

## Keep Cell Phone Close

- Leave your phone on.
- Keep your phone fully charged.

***Your phone can be your best friend in a bad situation!***

## Open Houses

- Establish escape routes from each level. Check all exits and unlock doors, fences and gates.
- Keep your keys and cell phone with you at all times.
- Park where you won't be blocked in.
- Notify neighbors that you are there.
- Bring a friend, local lender, or work as a group with contact throughout the open house.
- Keep your purse and personal belongings in the trunk of your car.
- Be cautious of your dress, do not wear expensive jewelry but do wear shoes that you can run in.
- Walk behind your clients and stay by the door.



## Photos

Things to think about when using your photo for marketing:

- You are a professional and your marketing photo should be too.
- Photos tell a story – What do you want yours to say? (Avoid glamour shots type images)
- Photos posted online are out there **forever**, even if you delete them.

## Social Media

Everyone loves to share their personal life and business on facebook, twitter, etc. and it can be a great marketing tool if used properly. Consider having 2 accounts, one for business and one for family & friends where you can control who has access to your personal info. Remember, your *friends* have *friends* that you know nothing about.

***Social media can be your best friend or worst nightmare.***



## Safety Best Practices - Office Forms

- Client Identification Form
- Agent Identification Form
- Agent Itinerary
- Office Safety Action Plan