



PUTTING REALTOR® SAFETY FIRST: SAFETY STRATEGIES FOR THE MODERN REALTOR® (V2.0)

COURSE DESCRIPTION AND OUTLINE

Course Goal

The goal of this course is to instill safety awareness and habits as second nature so that real estate professionals—as well as their clients and customers—know how to avert or respond to dangerous situations and avoid harm as they practice their profession.

Learning Objectives

- Motivate real estate professionals to realize their exposure to risks.
- Follow safety best practices when showing property, conducting an open house, working in the office, and driving alone or with clients or customers.
- Learn how to quickly assess a potentially dangerous situation and take appropriate action.
- Safeguard your own and your clients' personal data, as well as practice prudent use of social media and mobile phone technology.
- Encourage all agents and employees to follow safety best practices and company safety policies.



Course Outline

Introduction

- A.** Course Goal
- B.** Learning Objectives
- C.** Course Structure
- D.** Safety Self-Assessment
- E.** NAR's Safety Program

Module 1: Your Personal Safety

- A.** Your Spheres of Safety
- B.** Real Estate—A High-Risk Business
- C.** Why Is Real Estate Risky
- D.** What Do Other Real Estate Professionals Say
- E.** Understanding Criminals, Crimes, Motivations
- F.** Sharpen Your Safety Sense, Listen to Instincts
- G.** 10-Second Safety Scan
- H.** How We Respond to Threats and Attacks: Three Phases
- I.** Fight or Flight
- J.** Should You Take a Self-Defense Class?
- K.** Should You Arm Yourself
- L.** Your Smartphone—Your Personal Safety Tool
- M.** 8 Criteria for Choosing Safety Products
- N.** Auto Safety
- O.** Learn More: Webinars and Videos
- P.** More Safety Tips



Module 2: Your Office Safety Team

- A.** Safety: An Essential Business System
- B.** Assessing Our Safety Best Practices
- C.** Planning Our Safety Strategies
- D.** Every Day Is Safety Awareness Day
- E.** Safety as Teamwork
- F.** Office Policies
- G.** REALTORS® Safety Network
- H.** Exercise: What Would You Say
- I.** What To Do: Active Shooter Situation
- J.** Learn More: Webinars and Videos
- K.** More Safety Tips

Module 3: Safety with Buyers

- A.** First Meetings
- B.** Equal Professional Services
- C.** Background Checks? Yes or No?
- D.** Who Knows Your Location?
- E.** Arriving at the Property
- F.** Risky Locations
- G.** Showing Vacant Properties
- H.** Red Flags
- I.** Exercise: What Would You Say?
- J.** Learn More: Webinars and Videos
- K.** More Safety Tips



Module 4: Safety with Sellers

- A.** Listing Appointment Safety
- B.** Property Showing Safety for Sellers
- C.** Open House and Model Home Safety
- D.** Best Practices: Photography and Virtual Tours
- E.** Learn More: Webinars and Videos
- F.** More Safety Tips

Module 5: Internet Safety

- A.** Email Security
- B.** Just One Click
- C.** Wire Fraud
- D.** Use Your Tech Smarts
- E.** Smart Passwords
- F.** Five Best Practices for Protecting Client Data
- G.** Learn More: Webinars and Videos
- H.** More Safety Tips

Module 6: Safety for Your Home and Family

- A.** Are You Oversharing?
- B.** Social Media Safety
- C.** Identity Theft
- D.** Child Identity Theft
- E.** Safety at Home
- F.** Learn More: Webinars and Videos
- G.** More Safety Tips