



REALTOR[®] Safety
PROGRAM

REALTOR[®] SAFETY PRESENTATION GUIDELINES

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Preparing For Your Presentation

Introduction

NAR's REALTOR® Safety presentation and materials include everything you need to educate members about the three keys of staying safe on the job: knowing how to react appropriately to a dangerous situation, being aware of your surroundings, and empowering yourself with careful precautions.

Use this presentation during REALTOR® Safety Month (in September) and throughout the year to refresh knowledge and awareness about safety and your Association's and your office's policies and procedures—and to empower REALTORS®.

This document provides step-by-step instructions for your safety presentations, along with suggested supplemental materials. Refer to the "REALTOR® Safety Presentation" PDF for talking points and complete session details. The presentation includes plenty of opportunity for participants to share their own experiences and ideas on managing and staying aware of risks on the job.

All handouts are available online at www.NAR.realtor/Safety, and are an integral part of the presentation; they will help guide discussion and provide ongoing reference tools.

For Brokers - Take 10 Minutes Today

Prior to holding a presentation on REALTOR® Safety, your agency should have policies in place that will enable agents to easily adopt the safety behaviors described. Office Safety Tools are available online at www.NAR.realtor/Safety to help facilitate the implementation of sound policies and procedures.



Timeline Options

Here are some ways you can present this important safety information.

- **A three-hour session.** Plan an organization-wide training session during REALTOR® Safety Month in September (or any time throughout the year). This session will last from an hour and a half to three hours.*
- **Three one-hour sessions.** Schedule three shorter training sessions on different days and cover each part separately. The first session will last a minimum of 35 minutes; the second and third will last from seventeen minutes to an hour.* Suggested session format:
 - Session #1: Introduction and Safety at the Office
 - Session #2: Safety with Clients
 - Session #3: Safety at Home and Wrap-up
- **Independent study.** All materials are accessible any time online. Consider adopting these tools into new agent orientation sessions or sales meetings—or simply post the REALTOR® Safety banner ad or widget on your Web site. These link back to www.NAR.realtor/Safety.

** Session time will vary depending on the size of your audience and amount of audience interaction.*



Preparation

Once you've decided which time frame you'll use, take these steps to prepare:

- 1. Set the date.** Select a date or dates, and promote the session(s) with the artwork provided at www.NAR.realtor/Safety
- 2. Review the materials.** One week before the scheduled safety training, view the video, read through the presentation outline and handouts found online, and consider how the session will flow.
- 3. Print out the handouts.** Print out enough copies of the sets of handouts for each participant. Be sure to print out and distribute the attendee evaluation form as well, and collect the completed forms after the presentation. Handouts are online under the Presentation tab at www.NAR.realtor/Safety.
- 4. Set up the room.**
 - Make sure you have enough space and seating for all participants. Everyone should have a clear view of the video.
 - Set up and test the computer (and any other equipment) you'll be using to show the video. For a large group, you may need to use a projector and large screen. Make sure you know how to start, pause and stop the video.
 - Test the volume by sitting in the back of the room and listening to the beginning of the presentation. If you are not an experienced presenter, ask someone to sit in the back of the room and test your volume: how loudly do you need to speak for them to hear you?
- 5. Present!** Simply follow the step-by-step instructions and talking points from the "REALTOR® Safety Presentation" PDF. Cue up the video, begin with an explanation of how important it is to practice safe habits, and distribute the handouts. As you lead the presentation, encourage ideas and feedback on safety topics from attendees.
- 6. Encourage review.** Encourage attendees to keep all handouts and use them as reference tools throughout the year. (If you decide to skip a portion of the training, be sure to make all handouts available to attendees for later reference.)
- 7. Continue the training.** Check www.NAR.realtor/Safety throughout the year for new safety training opportunities. Be sure to post the safety widget on your Association's Web site; it has a changing safety message.

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Training Tip

Consider giving your REALTOR® Safety message a boost by inviting a local authority or self-defense expert to educate your group. This supplemental information can be extremely valuable!

For help locating and scheduling an outside expert, contact NAR at Safety@REALTORS.org.

The Video

The video “Safety Strategies for You and Your Clients” was created to supplement the presentation, and provides an opportunity to reinforce important messages on REALTOR® Safety. This video is on NAR’s Web site at www.NAR.realtor/Safety and can be downloaded to your computer hard drive.

If you’d like to transfer the video onto a DVD, you can download the file onto your computer hard drive, and then use free software to burn the file onto a blank DVD disk. To find software, search the Internet for “free software burn a DVD.”

Total running time is 9:21 minutes.

The video is also available in three separate segments:

- **Safety in the office.** Running time: 2:21 minutes
- **Safety with clients.** Running time: 3:39 minutes
- **Safety at home.** Running time: 2:50 minutes

Note: If you are conducting a complete presentation of all three segments at once, use the pause function on the video between segments rather than showing the three separate segments available on the Web site; each separate segment includes a common introduction which will add unnecessary time to your presentation and prove repetitive for your audience.



About the Handouts

The presentation includes several handouts as outlined below in the order they appear within the presentation. All handouts are online at www.NAR.realtor/Safety

Section 1: Introduction

- Learn From Others' Experiences
- Know Your Local Resources

Section 2: Safety At the office

- Safety at the Office
- Protect Yourself with Smart Marketing Materials

Section 3: Safety with clients

- Safety at Property Showings
- Showing and Managing Commercial Property
- Fight or Flight
- Guidelines for Choosing a Self-Defense Course
- Safety on the Road
- Cell Phone Safety
- The 10-Second Rule
- Safety at Open Houses
- Protect Yourself with a Distress Code System
- Share Safety Tips with Your Clients
- Protect Yourself from the Potential Dangers of Geotagging

Section 4: Safety at home

- Safety at Home
- Protect Your Personal and Electronic Information
- Social Networking Safety

Additional Resources

- Brokers: Protect Your Office and Your Agents
- Safety Resources
- Multiple Choice Quiz
- Evaluation Form for the REALTOR® Safety Presentation

REALTOR® Safety Webinars

Archived webinars on topics such as social media, open houses, identity theft and more are available for year-round use.

Visit www.NAR.realtor/Safety