



# REALTOR® Safety PROGRAM

## HOW TO CREATE YOUR OWN SAFETY PROGRAM

### Why develop a Safety Program for your association?

It is the sad truth that REALTORS® are victims of crimes every day in the U.S.—a stark reminder of the unique risks faced by those in the real estate profession.

*"I never in my wildest dreams thought I'd be in a situation where I would have a 9-millimeter held to my head. These guys are out there and if they attack me, more than likely they're going to be going after someone else. This was a predatory assault.*

- James Olsen, REALTOR®, Wisconsin, Army veteran

State and Local associations are in a strong position to impact REALTOR® safety culture through training, education, and robust safety plans.

According to [NAR's 2022 Residential Safety Report](#), 80% of REALTORS® said that the information available in NAR's REALTOR® Safety Program was helpful. Take advantage of the extensive resources available from NAR by including them in your Safety Program.

Empowering members with information will build confidence, increase their capacity to protect themselves and their clients, and make them less susceptible to mistakes that could put their property or personal safety at risk.

*"I do believe that the intent of some clients is not to buy a house. The intent is to see what they could do if they got me alone. Having these protocols in place is definitely the key to saving my life. 99.9% of the time our job is amazing – it's that 0.01% that's not worth my life.*

- Kitty Wallace, REALTOR®, Washington, Managing Broker



## Safety Program Goal

The goal of a Safety Program is to create, and ultimately increase, a culture of safety in the industry.

A Safety Program aims to protect members by making them aware of potential dangers and empowering them with precautions and preparations that will help them avoid risky situations.

At the end of the day, the protocols you put in place can decrease the likelihood that your members will become victimized and could mean the difference between life and death.

## How to Start your Safety Program

Whether you are starting a new Safety Program for your association or want to grow your current program, there are plenty of materials and information available from NAR to develop a strategy. Here's how to get started:

### 1. Refer to other REALTOR® Associations' Safety Programs

Many state and local associations have comprehensive Safety Programs already in place, and they are a great resource to reference for ideas when creating your own.

[FIND EXAMPLES HERE](#)

### 3. Take the REALTOR® Safety Pledge

Show your members their association is committed to their safety by taking the REALTOR® Safety Pledge. Once taken, add the Pledge to your association's Safety webpage and encourage your members to take it as well.

[TAKE THE PLEDGE](#)

### 2. Apply for NAR's REALTOR® Safety Reimbursement Grant

Once you have a better idea of how you would like to develop your Safety Program, your association could apply for NAR's REALTOR® Safety Program Reimbursement Grant to secure funding for your program and bring it to life.

[LEARN MORE AND APPLY](#)

### 4. Add content to your Safety Program

NAR's REALTOR® Safety Program offers associations what they need to increase safety, understand the risks, create an effective safety plan and keep safety top of mind. Use the tools, resources, tips and training in the Safety Toolkit for Associations to build your own program content and update it to ensure it remains current.

[ACCESS THE TOOLKIT](#)

MAKE IT HOME