



REALTOR[®] Safety
PROGRAM

REALTOR[®] SAFETY PRESENTATION

MAKE IT HOME

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Section 3: Safety with Clients

(Video Segment 2)

TRAINER TALKING POINTS

We face a lot of risks in the work we do every day, as we plan to meet people we don't know, in all sorts of neighborhoods and settings. Let's watch the video segment on Safety with Clients.



INSTRUCTIONS

Show video segment 2 from the "Safety Strategies for You and Your Clients" video.

SHOWING PROPERTIES

TRAINER TALKING POINTS

We face many safety concerns just doing our day-to-day jobs—including meeting unknown clients one-on-one at property showings.

Has anyone here had a bad experience or felt threatened while showing a property? Do you care to share your story?

If no response – How many of you ever feel uncomfortable showing a vacant property to a new client? Or standing outside waiting to meet someone?

In a moment, we'll look at the special concerns regarding showing empty commercial properties—but right now, let's take a look at some valuable ways you can ensure your own protection at a home showing.



INSTRUCTIONS

Turn to “*Safety at Property Showings*” handout. Review or read out loud.

TRAINER TALKING POINTS

Imagine that the next time you show a property to a client, he corners you in the basement and demands your wallet and car keys. What are some actions you might safely take?



INSTRUCTIONS

Prompt responses, which might include:

- Don't resist. Give up your property, not your life.
- Run, run, run! And don't look back.
- Stall for time. Appear to go along with the attacker. When his guard is down, try to escape.
- Hold out your hands in front of you and yell “Stop!” or “Stay back!” Criminals have been known to leave a victim alone if he or she yelled or showed that he or she was not afraid to fight back.
- If you decide to respond physically, remember that your priority is to escape. Act quickly and decisively to throw the attacker off guard while you get away.
- Be sure to try to get an accurate description of your attacker(s).

TRAINER TALKING POINTS

What steps can you take to prevent this type of situation from happening?



INSTRUCTIONS

Encourage responses, which might include:

- When you have a new client, ask him/her to stop by your office and complete the Prospect Identification Form (this form is available online under “Office Forms”)
- Get the client’s car make and license number; photocopy the driver’s license; be sure to shred the photocopy of the license and properly dispose after use.
- Introduce the prospect to someone in your office.
- Always let someone know where you are going.
- Always carry a charged mobile phone.

TRAINER TALKING POINTS

Now, showing commercial properties can create additional concerns about safety. What are some factors you should consider when meeting a client at an empty commercial site?



INSTRUCTIONS

Prompt responses, which might include:

- Property more isolated than residential showings.
- Cell phone reception may be poor.
- Lack of electricity may mean the interior is dark.

TRAINER TALKING POINTS

Read through this handout for tips that are specific to showing commercial sites.



INSTRUCTIONS

Turn to “Showing and Managing Commercial Property” handout.

TRAINER TALKING POINTS

Let me ask the group: How many of you think it’s better to try to fight your way out of a threatening situation? How many think it’s better to do your best to get away?

The next handout explains that there is no exact right answer, but it does give some good guidelines.



INSTRUCTIONS

Turn to “*Fight or Flight?*” handout. Review or read aloud.



TRAINER TALKING POINTS

If you find that you have to defend yourself physically, you should be prepared. One thing you might consider is signing up for a self-defense class. This handout contains some information on how to choose a good one.



INSTRUCTIONS

Turn to “*Guidelines for Choosing a Self-Defense Course*” handout. Review bold sentences.

If you invite an outside expert to speak to the group about self-defense, this is a good place in the session to introduce them and let them speak.

TRAINER TALKING POINTS

Part of your daily work incorporates traveling to properties. Every day you spend a lot of time driving. What are some of the safety issues you face each day in your car? Have you ever had any out-of-the-ordinary experiences on the road?



INSTRUCTIONS

Encourage responses, which might include:

- Weather-related challenges
- Road rage
- Mobile phone distractions
- Getting lost

TRAINER TALKING POINTS

Have you ever felt uneasy about transporting a client in your car? How did you handle the situation?



INSTRUCTIONS

Encourage responses, which might include:

- Before letting him in the car, call the office in his presence.
- Tell the office what you're doing, who you're taking, where you're going.
- If you don't feel comfortable, say you're heading the opposite direction for another appointment.

TRAINER TALKING POINTS

Although it is rare, agents have sometimes found themselves in serious danger while driving. For some ideas on how to handle potentially high-risk situations, let's review these "Safety on the Road" guidelines.



INSTRUCTIONS

Turn to "Safety on the Road" handout. Read and discuss the suggestions.

TRAINER TALKING POINTS

This handout has ideas to avoid auto accident scams and ATM safety. After reviewing these sections, do you have anything to add?



INSTRUCTIONS

Wait for attendee comments and suggestions.

TRAINER TALKING POINTS

There is one more safety concern regarding driving: talking on the phone while you're behind the wheel. We've all been warned about the dangers of dialing and driving, but this handout offers some clear recommendations that will keep us all safer.



INSTRUCTIONS

Turn to "*Cell Phone Safety*" handout. Read and discuss; mention any state or local.

TRAINER TALKING POINTS

In the video, we heard about the "10-Second Rule." Let's review it with the handout.



INSTRUCTIONS

Turn to "*The 10-Second Rule*" handout. Ask a volunteer to read it aloud.

OPEN HOUSE SAFETY

TRAINER TALKING POINTS

Now let's talk about one of our most potentially dangerous situations: waiting at an open house. What aspects of working an open house do you think make you vulnerable?



INSTRUCTIONS

Encourage responses, which might include:

- Working alone
- High-publicity event
- Unknown prospects, multiple prospects in the house at one time.

TRAINER TALKING POINTS

Let's review these suggestions for "*Staying Safe at Open Houses.*"



INSTRUCTIONS

Turn to "*Safety at Open Houses*" handout. Ask different attendees to read the suggestions.



TRAINER TALKING POINTS

Does anyone have other suggestions for making open houses safe?

TRAINER TALKING POINTS

Of course, your cell phone plays a key part in keeping you safe at open houses and other situations. One technique that many law enforcement agencies recommend is preparing a distress code, so that you can indicate to someone back in the office that you are in trouble. Let's read through this handout and see how distress codes work.

Is this something that you could set up with your office or colleague?



INSTRUCTIONS

Turn to "*Protect Yourself with a Distress Code System*" handout.

TRAINER TALKING POINTS

Being in people's homes regularly, we aren't the only ones who should be safety conscious. Let's look at how you can help your clients who are selling homes to protect their possessions and property.



INSTRUCTIONS

Turn to "*Safety Tips for Your Clients*" handout.

TRAINER TALKING POINTS

Does anyone have anything to add on the subject of protecting your client's belongings?

TRAINER TALKING POINTS

If Smartphones have become a vital tool in our business, thanks to features like a camera. But did you know the photos you take from your phone may be able to tell someone your precise location. Let's look at what geotagging is and some ways you can protect yourself.



INSTRUCTIONS

Turn to "*Protect Yourself from the Potential Dangers of Geotagging*" handout.

TRAINER TALKING POINTS

If this concludes your training presentation, thank your audience and encourage them to review all handouts. Provide details on when/where the training on the next segment will be held and encourage them to

- review all handouts on their own time and periodically throughout the year
- visit www.NAR.realtor/Safety to study other safety resources.
- watch for new webinars on safety

This is also a good time to hand out any safety giveaways that your Association or office has purchased for attendees, such as the Safety Tip Cards (available for purchase at nar.realtor/safety).

For additional closing statements, turn to the "Wrap-up" section of this presentation.