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

I. Real Estate: A High-Risk Business?
   A. A High-Risk Business?
      1. When, Why, How?
   B. Why is Real Estate Risky?
   C. What Do Other Real Estate Professionals Say?
   D. Practitioner Perspective: Smarter Business is Safer Business
   E. Safety Self-Assessment

II. Safety Systems to Limit Risk
   A. Safety: An Essential Business System
      1. A Special Message for Men
      2. Safety Systems = Professionalism
   B. Your Smartphone—Your Personal Safety Tool
      1. Do You Know the Caller?
C. Smartphone Safety Checklist
D. Property Showing Safety
   1. Safety Materials at Realtor.Org
E. Agent’s Property Showing Safety Checklist
F. Practitioner Perspective: Screening Strategies
G. Exercise: Safety System Scripts
H. Property Showing Safety for Sellers
   1. Know the Agents
I. Open House and Model Home Safety
J. Open House and Model Home Safety Checklist
K. Showing Vacant Properties
L. Listing Appointment Safety
M. Practitioner Perspective: In the Public Eye
N. Listing Appointment Safety Checklist
O. 10-Second Safety Scan
P. Office Safety
Q. Auto Safety
   1. Not While Driving
   2. Parking Lot Safety

III. You—Your First Line of Defense
A. The Crime Equation
B. Sharpen Your Safety Sense
C. Practitioner Perspective: Situational Awareness
D. Flight or Fight?
   1. First Choice—Escape the Situation
   2. Can You Make an Escape?
   3. Can You Diffuse the Situation?
   4. Should You Try to Defend Yourself?
   5. How We Respond to Threats and Attacks: Three Phases
E. Should You Take a Self-Defense Class?
   1. Choosing a Self-Defense Class
   2. Company Sponsored Self-Defense Training
F. Should You Arm Yourself?
   1. A Personal Choice
   2. Learn To Use a Weapon for Self-Defense
   3. Should You Have an Office Policy on Weapons?
   4. Things To Know About Your State’s Weapons Laws

G. 911 Rescue Me!

IV. Wild Wild Web
   A. Email Security
      1. How Many Emails Do You Receive Every Day?
      2. Malware, Viruses, Trojans, Phishing, Adware
   B. Email Scams
   C. Practitioner Perspective: Keeping Data Safe
   D. Social Media Safety
      1. Tweets Are Forever
   E. Geotagging—A Hidden Risk?
   F. Identity Theft
      1. Three Immediate Actions to Clean Up Identity Theft
      2. Trash or Treasure?
   G. Smart Passwords
      1. Remembering Passwords
   H. Five Best Practices for Protecting Client Data
      1. Take Stock
      2. Scale Down
      3. Lock It
      4. Pitch It
      5. Plan Ahead
      6. Download a Free Data Security Toolkit

V. Our Company Safety System
   A. Assessing Our Safety Best Practices
      1. On Your Own
      2. As a Company
      3. Everyone or No One?
B. Are We Taking Risks?
   1. Our Best Practices

C. www.realtor.org/topics/realtor-safety

D. Safety Videos at www.realtor.org/topics/realtor-safety

E. Every Day Is Safety Awareness Day

F. Exercise: What Would You Say?

G. What Will You Do?