

6 SAFETY TIPS TO KEEP YOU SAFE

The Beverly Carter Foundation, a 501c3 nonprofit organization, is dedicated to the safety of real estate professionals and those they serve by providing resources to research, information, consulting, training and support at every level of the real estate industry.

We know you care about your personal safety more than a commission check. We also know you care about the safety of other real estate agents in the industry who might be impacted by your practices.

We've compiled these tips to help keep you safe.

Take a moment to reflect on your business practices. Have you allowed complacency or a hectic schedule to negatively impact your personal safety protocols?

Here are a few tips that can help you assess if your daily activities as a real estate agent need adjustment.

MEET CLIENTS FOR A PRE-SHOWING CONSULTATION

The phone rings, a text message pings, or an email inquiry lands in your inbox – it's a new buyer lead and they want to see the property at 123 Main Street as soon as possible! Fantastic news! You need to move quickly & efficiently to get in-touch with your potential new clients. There's just a few quick steps to perform before jumping in the car! Prior to meeting new clients at a vacant property, conduct an initial buyer consultation in a public place and obtain a copy of their identification.

Worried about how to handle any client objections? See our Buyer Consultation resource for ideas.

SCREEN YOUR CONTACTS AND CLIENTS

You have to show your driver's license to rent a car, stay in a hotel, buy a beer, donate blood, or get on an airplane.

Yet the real estate industry is reluctant to ask a total stranger to show ID before meeting them, alone, in a vacant house.

Yes IDs can be faked. But asking for an ID is a simple step that can prevent many potential safety issues.

Many online resources exist to inform how to spot a fake ID, such as: <https://www.driverslicenseguide.com/spot-fake-id-infographic.html>

USE A SAFETY APP

There's been a surge of Safety Apps in the Real Estate space the past few years. We've reviewed many of these and found that there are many, many products and services that can help. Nothing will protect an agent better than situational awareness and taking basic safety precautions, yet technology can absolutely enhance safety. There are numerous safety apps out there that can be valuable tools in the safety toolbox. But simply installing an app on your phone doesn't help. You have to use it, every time.

SHARE YOUR ITINERARY & LOCATION

Before leaving for a showing, provide a colleague, friend or spouse with the address of the property where you're going along with the name and personal information of the client you are meeting.

Utilize location finding devices built within your smartphone such as "Find my iPhone" or apps like "Life360" to ease the burden of remembering to tell someone your itinerary daily. These features provide access for designees to easily track the location of your phone if necessary.

TRUST YOUR INSTINCT

Most real estate agents who have been victims of crime said they felt something was off but didn't do anything. If something feels off or uncomfortable, don't hesitate to stop a showing or open house – leave immediately.

Every safety expert agrees that proactively preventing a safety issue before it occurs is far superior to reacting to a live safety event. The single best way to avoid a serious situation is to practice good situational awareness. Situational awareness is simply being cognizant and aware of your situation and surroundings. Trust your gut. If something feels wrong, it probably is. There has never been a commission check cut that is worth compromising your safety.

LET CLIENTS LEAD THE WAY DURING SHOWINGS

Allow for the client to create their own first impression by letting them lead! Never go the basement or the attic. These areas are often bottlenecked by a single entry/exit point. Also, keep track of your nearest exits as you move through each property. With several houses a day on your list, sometimes the floor plans can blur together. Keeping track of your exits gives you a quick out in dangerous situations.

