

# Your Safety is Non-Negotiable: The Beverly Carter Story

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## *Purpose, Objective & Outline of the Program*

### **60 Minute Instructor-Led Presentation**

**Session Title:** Your Safety is Non-Negotiable: The Beverly Carter Story

**Presenter:** Carl Carter, Jr.

**Presenter Bio:** Carl Carter, Jr., is a REALTOR® and the Founder of the Beverly Carter Foundation, a 501(c)(3) nonprofit dedicated to improving agent safety. His mom, Realtor® Beverly Carter, lost her life at the hands of two clients in 2014. Since his mother's passing, Carl has dedicated as much time as possible to spreading the message of safety. He also has a Master and Bachelor of Business Administration degrees from the University of AR in Little Rock, AR. Carl is a Certified Franklin Covey Facilitator, a DDI Certified Facilitator, and an Achieve Global Educator.

### **Purpose:**

Carl Carter, Jr., son of Beverly Carter, delivers a powerful presentation on Realtor® safety that only someone with his background and experience could deliver. His story and presentation is an impactful combination of harrowing details involving his mother's story and practical industry anecdotes and takeaways. Carl's mission is to take his mother's experience and use it as inspiration to make positive changes in agents' lives and business.

### **Objective:**

- Educate the audience about the dangers of working in the real estate industry
- Share Beverly Carter's tragic story while examining the best practiced uses in her situation, and also raising awareness of the ways she was deceived
- Provide, through Beverly Carter's story, ways of helping others protect themselves
- Empower agents through the following personal safety topics:
  - Verify the Identity of their Prospects & Clients
  - Examining Marketing for Mixed Messages
  - Building and Maintaining a "Buddy" system professionally and personally
  - Empowering agents to be more diligent about trusting their instincts
  - Discuss ways that agents can keep safety at the forefront at their offices
  - Emphasize the importance of staying aware of your surroundings and understand bad people do not present themselves as such
  - Cultivate safer practices by promoting programs that encourage safe meeting places and encouraging the audience to ask others for feedback and to not become lazy about personal safety
  - Present important takeaways that encourage the audience to take precautions

## Outline:

1. Introduction & Speaker's Background 5 MINUTES
2. Beverly Carter 10 MINUTES
  - a. Establish Background & Role in Residential Real Estate Sales
  - b. Define Real Estate Experience & Professional Aptitude
  - c. Identify elements of her Public Persona that increased risk
    - i. Marketing
    - ii. Public Industry Perceptions
3. Timeline of Events (from abduction to discovery) 25 MINUTES
  - a. Events Leading up to the crime
    - i. Initial Contact & Methods to Deceive
    - ii. Beverly's Methods of Preparation
  - b. Background of Criminals & Intent
    - i. Ransom
    - ii. Technology used
    - iii. Strategy Developed
  - c. Discuss ways we can prevent this from occurring again
  - d. Review how the criminals were discovered through Beverly's best practices & law enforcement
4. Review Safety Pledge 5 MINUTES
5. Cultivating Safer Practices 10 MINUTES
  - a. Verify the Identity of their Prospects & Clients
  - b. Examining Marketing for Mixed Messages
  - c. Building and Maintaining a "Buddy" system professionally and personally
  - d. Empowering agents to be more diligent about trusting their instincts
  - e. Discuss ways that agents can keep safety at the forefront at their offices
  - f. Situational Awareness in Real Estate
  - g. Promote programs that encourage safe meeting places
  - h. Encourage others to provide feedback
  - i. Present important takeaways that encourage the audience to take precautions
6. Conclusion & Call to Action 5 MINUTES