

Know who you are dealing with

Let your office or buddy know who and where you are meeting.

- Meet new clients in the office or a busy, well-lit location; a Safe Harbor location is ideal
- Get the make and license number of the client's car
- Photocopy or take a photo of the client's driver's license and send it to your office or buddy
- Use the Prospect Identification form (on the ECAR website) to record this information and give it your office

Have a Buddy



It is important to have a designated buddy in your office and a prearranged distress code. Tell your buddy where you are going and when you plan to be back. Have a distress code that you can text or say to people when you are in danger. Share and practice it with your office, colleagues, family and friends. Use it any time you feel uneasy. Contact your buddy and use your distress signal in any of these circumstances:

- You are in clear danger
- Your instincts tell you to get help
- You're just a little nervous
- You need help at an Open House

It's also a good idea to use an app that act as a "virtual buddy." These apps provide a panic button to connect to police, and allow you to stay in contact with people when you are working alone. You can find these apps in the Safety section of the ECAR website.



Safety First

We are not trying to scare you; real estate is generally a very safe profession! By making you aware of the possible dangers and reminding you to think of safety first, we can reduce the risk potential.

Beverly Carter was a well-known REALTOR® that lost her life to someone who targeted her because of her profession. Now is the time for us to rethink our business practices and learn



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THINK SELL SAFE

HOW SAFE ARE YOU?

Tips for REALTOR® Safety



Presented by the
Emerald Coast Association
of REALTORS®

Social Media

Everyone loves to share their personal life and business on Facebook, Twitter, etc., and it can be a great marketing tool, if used properly. Consider having two accounts — one for business that is open to anybody, and one for family & friends, where you control who has access to your personal info. Remember — your friends have friends that you know nothing about.



Social Media can be your best friend or your worst nightmare!

Photos

Things to think about when using your personal photo for marketing:

- You are a professional and your marketing photo should be too.
- Photos tell a story — what do you want yours to say? (avoid glamour shots, showing expensive jewelry, etc.)
- Photos posted online are out there **forever** — even if you delete them.

Open Houses

- Establish escape routes from each level. Check all exits and unlock doors, fences and gates.
- Keep your keys and cell phone with you at all times.
- Park where you won't be blocked in.
- Notify neighbors that you are there.
- Bring a friend, local lender, or work as a group with contact throughout the open house.
- Keep your purse and personal belongings in the trunk of your car.
- Be cautious of your dress — do not wear expensive jewelry; do wear shoes you can run in.
- Walk behind your clients and stay by the door.



Cell Phone

- Keep your phone close at all times
- Always leave your phone on
- Keep your phone fully charged



Your phone can be your best friend in a bad situation!

Trust Your Instincts

Danger is not always easy to identify. Learn to recognize and trust the signs that something isn't right:

- Gut feelings
- Apprehension
- Unexplained fear
- Hesitation

Fight or Flight

- Yell "FIRE" to get attention
- Use your distress signal to let people know you are in danger
- Run away and call 911 as soon as you are able to
- Use your key fob panic button to draw attention
- Get some self-defense training
- If you decide to carry personal protection — know how to use it
- If you strike — mean it!