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A YEAR OF ESSENTIAL REALTOR® SAFETY EDUCATION IN ONE SMALL PACKAGE

2006 REALTOR®
S A F E T Y
W E E K

SEPTEMBER 10-16, 2006

THE 2006 REALTOR® SAFETY WEEK
SAFETY PRESENTATION

SAFETY PRESENTATION

SAFETY

INTRODUCTION

TRAINER TALKING POINTS:

Welcome to this special presentation promoting REALTOR® safety. By the end of this meeting, we should all have a better understanding of:

- *Safety concerns that are unique to our profession.*
- *REALTOR® safety at work, at home, and on the road.*
- *Actions we can take to incorporate safety awareness into our personal and professional lives.*

INSTRUCTIONS

Review objectives that you wrote on flip board or chalk/dry-erase board.

TRAINER TALKING POINTS:

As you know, every year REALTORS® in every state are threatened, robbed, physically or sexually assaulted while fulfilling the everyday requirements of their jobs. Some even lose their lives.

This handout, "Learn From Others' Experiences," contains recent real-life examples; by learning from these incidents, we can make adjustments to the way we do business and avoid violent crimes. And remember that attacks can happen regardless of gender; we all need to follow precautions.

INSTRUCTIONS



Distribute "Learn From Others' Experiences" handout found on the CD-ROM.

TRAINER TALKING POINTS:

How do you know if something like these scenarios has happened in your town or your region? This handout gives brokers some ideas on how to use local resources to stay informed about crime trends and more.

INSTRUCTIONS



Distribute "Know Your Local Resources" handout found on the CD-ROM.

S A F E T Y

AT WORK

AT THE OFFICE

TRAINER TALKING POINTS:

Today we'll be discussing safety at work, at home and on the road. Let's begin by discussing your safety on the job.

Ensuring your personal safety begins with the image you project to prospects—and with safeguarding your personal information from them. Let's review this handout, and discuss how you might change what you are currently doing to market yourself.

We'll also watch a short video on REALTOR® safety produced by the NATIONAL ASSOCIATION OF REALTORS®.

INSTRUCTIONS



Distribute *“Protect Yourself with Smart Marketing Materials”* handout found on the CD-ROM.



Show *“Don't Be a Victim: Personal Safety for REALTORS®”* video, available on the enclosed DVD.

A limited number of VHS copies are available. To order, send an e-mail to response@realtors.org. Additional VHS copies of the video can be ordered for \$12 at www.REALTOR.org/Store or call 1-800-847-6500. (Select option “1” from the menu.)

**TRAINER TALKING POINTS:**

Now, what are the some of the physical safety concerns you might encounter when you are working at the office?

INSTRUCTIONS

Write responses on flip board or chalk/dry-erase board. These might include:

- Working alone in the office, sometimes early in the morning or late at night
- Entering or exiting the office on your own
- Meeting unknown individuals for the first time

TRAINER TALKING POINTS:

Now we're going to discuss some possible high-risk situations and how to deal with them or avoid them altogether. Let's review Safety Scenario 1.

**INSTRUCTIONS**

Distribute *"Safety Scenarios"* handout found on the CD-ROM.

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SAFETY

AT WORK

TRAINER TALKING POINTS:

"Marcos stopped by the office one night to prepare materials for the following day's appointments. The office was dark and locked when he arrived. After letting himself in, he went to the back room to make photocopies. Suddenly he heard the front door open. Thinking it might be another agent, he called out, 'Hello?' No one answered."

If you were Marcos, how would you respond in his situation?

What steps could Marcos have taken to prevent this type of situation?

INSTRUCTIONS

Write responses, which might include:

- Go quickly to a room with a door and lock it
- Say in a loud voice "Frank or John, see who's at the door and tell them to come back in the morning," then escape
- Escape through a back door
- Call 911 or local emergency number
- Arrange schedule to be at office during times when others will be there
- Take a companion with him or let someone know his plans
- Drive around the parking lot to make sure no strangers are around
- Keep a charged mobile phone, programmed with emergency numbers, with him at all times
- Lock the front door behind him

**TRAINER TALKING POINTS:**

Let's read through this handout. It offers safety tips for working at the office.

**INSTRUCTIONS**

Distribute **"Safety at the Office"** handout found on the CD-ROM.

TRAINER TALKING POINTS:

Just a note that some of the tips we are going to review today might seem inconvenient, impractical or time-consuming. However, incorporating these tips into your daily routine and making them part of the way you do business can make you safer.

Are there any other office safety tips you'd like to share?

PRESENTATION CONTINUES ON NEXT PAGE

SHOWING PROPERTIES

TRAINER TALKING POINTS:

Now let's discuss the safety concerns you encounter when showing properties.

What are they?

INSTRUCTIONS

Distribute *"Safety at Property Showings"* handout found on the CD-ROM.

Write down responses, which might include:

- Working with a new client
- Going to unfamiliar neighborhoods
- Being alone in a house with a client

TRAINER TALKING POINTS:

Let's read Safety Scenario 2.

INSTRUCTIONS

Have someone read Safety Scenario 2.

"Marilyn was showing a model home in a new development to a new client, early on a Saturday before the main sales office opened for the day. She arrived first, unlocked the home and began showing it to the client. Once they got to the master bedroom, the client told Marilyn it was a robbery and ordered her to the ground. She wasn't carrying any cash, but the attacker took Marilyn's wedding ring and a necklace and earrings, as well as her car keys and mobile phone."



TRAINER TALKING POINTS:

If you were this REALTOR®, how would you respond in this situation?

INSTRUCTIONS

Write down 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 first priority is to escape. Act quickly and decisively to throw the attacker off guard while you get away
- Be sure to make an effort to get an accurate description of your attacker(s)

PRESENTATION CONTINUES ON NEXT PAGE

SAFETY

AT WORK

TRAINER TALKING POINTS:

What steps could the agent have taken to prevent this type of situation?

INSTRUCTIONS

Write down responses, which might include:

- When you have a new client, ask him/her to stop by your office and complete the Prospect Identification Form
- Get the client's car make and license number; copy the driver's license
- 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:**

As you read through this handout, what suggestions do you think might have been applicable to the story we just read?

**INSTRUCTIONS**

Distribute ***“Fight or Flight?”*** handout found on the CD-ROM.

TRAINER TALKING POINTS:

One technique that many law enforcement agencies recommend is having 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 you could set up with your office or with another REALTOR®?

**INSTRUCTIONS**

Distribute ***“Protect Yourself with a Distress Code System”*** handout found on the CD-ROM.

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SAFETY

AT WORK

TRAINER TALKING POINTS:

REALTORS® 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.

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



INSTRUCTIONS

Distribute ***"Protect Your Clients against Crime"*** handout found on the CD-ROM.

TRAINER TALKING POINTS:

There's another risk involved with showing occupied property that we should consider: dogs. How many of you have had to face a strange dog without the owner around to introduce you as a friend? How did you react? Read through this handout for facts on how to handle dog attacks.



INSTRUCTIONS

Distribute ***"Protect Yourself Against Dog Attacks"*** handout found on the CD-ROM.

**TRAINER TALKING POINTS:**

Before we move on to safety at home, let's talk about your open house safety concerns. What are they?

INSTRUCTIONS

Write down 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 "Safety at Open Houses." What other suggestions do you have for making open houses safe?

INSTRUCTIONS

Hand out **"Safety at Open Houses"** handout found on the CD-ROM. Ask different attendees to read the suggestions.

What other questions or comments do you have on safety at work?

*Let's take a **10-minute break now**. When we come back, we'll discuss REALTOR® safety at home and on the road.*

SAFETY

AT HOME

SAFETY AT HOME

TRAINER TALKING POINTS:

Welcome back. Let's shift gears here and talk about safety at home.

How many of you have offices in your home? How many of you do a lot of your work at home?

Nearly all of you! What are some of the safety challenges associated with your home office?

INSTRUCTIONS

Write down responses, which might include:

- Working alone or coming home to an empty house
- Fire
- Burglary

**TRAINER TALKING POINTS:**

Please turn to Safety Scenario 3. Who would like to read that for us?

"Husband and wife REALTORS® LaMont and Denise returned home one afternoon after attending an open house. As they came around the corner, they noticed that the back door to their home was open."

If you were LaMont and Denise, what would you do in this situation? Are there steps they could have taken to avoid this situation?

INSTRUCTIONS

Write down responses, which might include:

- Call the police
- Don't enter the house until after the police arrive, since the intruder may still be there
- Make sure all doors and windows are locked whenever leaving the house
- Turn on alarm system

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SAFETY

AT HOME

TRAINER TALKING POINTS:

As you read through these "Safety at Home" guidelines, which ones would have been helpful in the last example?

What additional tips would you add?



INSTRUCTIONS

Distribute "***Safety at Home***" handout found on the CD-ROM.

**TRAINER TALKING POINTS:**

Both your office and your home are full of personal information that can be valuable to thieves. Your mail, your computer files and the contents of your wallet, if they should fall into the wrong hands, can cause you a great deal of grief. Let's look at how to avoid "identity theft" by reviewing this handout.

Do you have any additional suggestions?

**INSTRUCTIONS**

Distribute **"Protect Your Personal and Electronic Information"** handout found on the CD-ROM.

SAFETY

ON THE ROAD

SAFETY ON THE ROAD

TRAINER TALKING POINTS:

Our final area of discussion will focus on safety on the road.

Does it feel sometimes like you live in your car? As REALTORS®, you spend a lot of time driving. What are some of the safety issues you face each day as you travel?

Have you ever had any out-of-the-ordinary experiences on the road? Or felt uneasy about transporting a client in your car? How did you handle the situation?

INSTRUCTIONS

Write down responses, which might include:

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

**TRAINER TALKING POINTS:**

Let's read *Scenario 4* and discuss it. [Attendee], would you read for us?

"While you're on the way to a showing, a client calls to report that he has car trouble and will be late for the scheduled appointment. After securing his car and hailing a cab, he arrives within 15 minutes, and you have an enjoyable conversation while showing him the property. In the course of the conversation he learns that you live on the same side of town. As you are walking out he casually asks you for a ride home."

What would you do?

INSTRUCTIONS

Write down responses, which might include:

- Is this a new client or an unknown one?
- What time of day is it?
- What does your gut tell you?
- 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
- Offer to wait outside with him until a cab comes

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SAFETY

ON THE ROAD

TRAINER TALKING POINTS:

Although it is rare, REALTORS® 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



Distribute "*Safety on the Road*" handout found on the CD-ROM.

Read and discuss the suggestions.

TRAINER TALKING POINTS:

Finally, for some valuable techniques and tips that can help you stay safe at work, at home and on the road, 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



Distribute "*Protect Yourself with Self-Defense Skills*" handout found on the CD-ROM.



TRAINER TALKING POINTS:

Before we close, let's review the handout: "10-Second Rule."



INSTRUCTIONS

Distribute *"The 10-Second Rule"* handout found on the CD-ROM.

TRAINER TALKING POINTS:

Do you have any final comments or questions on safety at work, at home, or on the road?

INSTRUCTIONS

Respond to attendees' questions.

SAFETY

RESOURCES

TRAINER TALKING POINTS:

I appreciate your attendance and participation here today. Please review these materials from time to time. Your continued safety is a top concern for this Association and the NATIONAL ASSOCIATION OF REALTORS® who have provided this training course. We hope you'll continue to look for ways to stay safe at work, at home and on the road.

Thank You.

INSTRUCTIONS



Distribute "**Safety Resources**" handout found on the CD-ROM.