

REALTOR SAFETY WEEK YEAR

SAFETY TIPS for "SUCCESSFUL, SAFE SELLING"



ASSUME THE WORST: Criminal intent will not be advertised on a client's face and they may not show their "true colors" at your initial meeting. Stay alert and cautious at all times and avoid putting yourself in vulnerable situations, regardless of how comfortable someone may make you feel.

KNOW YOUR PROPERTY AND WHOM YOU'RE SELLING IT TO: Preview a property prior to the showing so you know the layout, exits, potential risks and its general contents. Request as much personal information as possible before your initial meeting, and leave a copy of it on file with your office.

HAVE AN OFFICE SAFETY PLAN & CODE IN PLACE: Have a "check in" process in place with your office that includes an "emergency" code (word/phrase) to alert office personnel of your need for immediate help. For example, a code phrase could be "Hi, did the INHAP report come in?" (Translation: **I** **N**eed **H**elp **A**lert **P**olice).

YOU'RE A SALESPERSON, SO SELL YOUR SAFETY: Have a safety "story" ready. For example, let potential clients believe you have another showing right after theirs, so driving together is not an option. Or, tell a new client you are unable to view a vacant property "immediately" because the listing **REQUIRES** a notice prior to showing.

DRESS TO IMPRESS – WITH CAUTION: You should dress in corporate attire without showing clients how lucrative your commissions are. Avoid wearing your expensive jewelry and leave your purse locked in your vehicle – no need to appear as the "jackpot" to a would-be criminal.

USE THOSE COOL CELL PHONE FEATURES AS SAFETY TOOLS: Utilize a clip so that your phone is easily accessible. Program "911" in your speed-dial. If you use voice dialing, store "911" under a code phrase, like "check my messages." Set your alarm to call you during a showing, giving you an opportunity to excuse yourself to "take a call". Most importantly, have the battery fully charged at all times!

OPEN HOUSES SHOULD NOT TURN INTO A PERSONAL SHOWING: Refrain from giving a privately guided tour. Knowing a property thoroughly will allow you to answer any questions without moving to different locations (i.e. - "Where in the basement is the furnace?") Go out of your way to make it hard for a potential attacker.

GENDER DOES NOT INDICATE A VICTIM OR AN ATTACKER: Female realtors are not the only potential victims. Male counterparts are now finding themselves targets as well and should adhere to the same safety precautions when dealing with strangers.

YOUR LAST LINE OF DEFENSE – ALWAYS CARRY YOUR PEPPER SPRAY: Having pepper spray in your glove box or at the bottom of your purse won't help you **AND** make sure you are familiar with how to use your device. The Pepperface.com™ Edition Palm Defender® is designed so that you can have it on your keychain, in your pocket or even inconspicuously in your hand during an entire property showing. The practical Test® insert allows you to become comfortable using your Pepperface™ - confidence is critical when preventing an attack. Use Pepperface™ to stop an attack and escape safely, then contact authorities. Do not try to apprehend the attacker yourself.



Pursue your personal and professional lifestyle with an enhanced level of safety. Dependable, effective self-defense without compromising style or convenience. Lightweight, aerospace aluminum body is slim and compact. Wrap-around safety prevents accidental spraying. World's smallest aerosol replaceable Test® (safe practice) and Heat® (pepper) inserts. Choose from signature colors or customize with authentic Swarovski® crystal designs. Smart. Stylish. Simply Fabulous™.

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