

National Association of REALTORS®

2019 Member Safety Report



REALTOR® SAFETY PROGRAM



NATIONAL
ASSOCIATION *of*
REALTORS®

REALTOR® Safety Program

Real Estate, Safety, and You Background

Knowledge. Awareness. Empowerment. These are the core components of REALTOR® Safety. And helping our members understand the risks they face can mean the difference between life and death.

To help remind us to know the dangers we face every day, to be aware of our surroundings, to empower ourselves with precautions and preparations so that we can avoid risky situations, and as part of NAR's ongoing efforts to keep our members safe, we dedicate September as REALTOR® Safety Month. While this month helps remind us of the importance of REALTOR® Safety, NAR has also developed materials for use throughout year, which can be accessed at www.NAR.realtor/Safety, including:

- New webinars on REALTOR® Safety, presented by industry experts.
- Weekly social media messaging for Associations to easily share with members.
- Expansion of safety materials and resources for Associations, brokerages and members.

Customize Your Safety Strategy

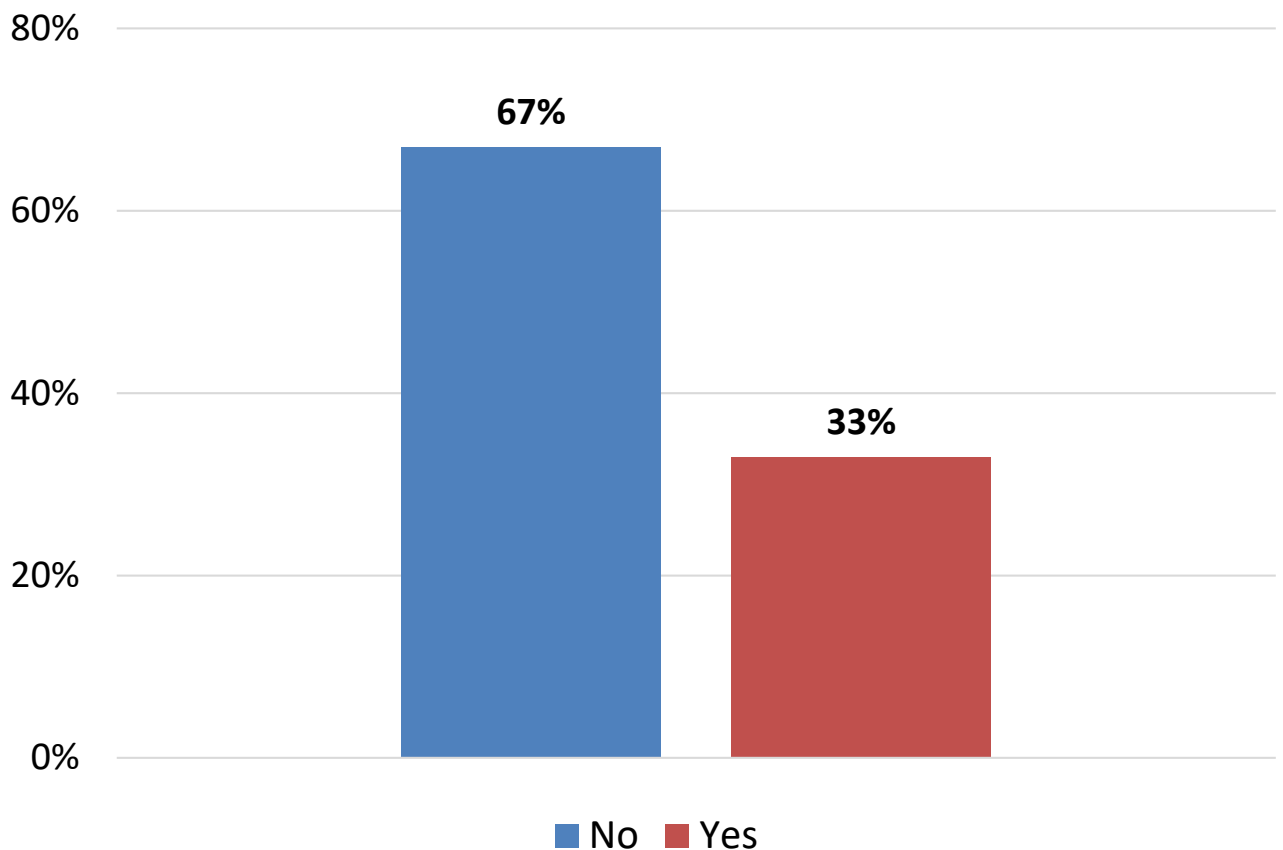
Many of the resources provided here are meant for AEs and brokerage offices. However, you can develop your own safety strategy if you work in a different office setting. The full safety presentation can be broken out into three separate sessions, and you can add the banner ads and other content to your home page. Let other members know about the free webinars, videos, forms and more.

If you need additional assistance or suggestions, e-mail safety@realtors.org.



The real estate professional experienced a situation that made them fear for their personal safety or safety of their personal information

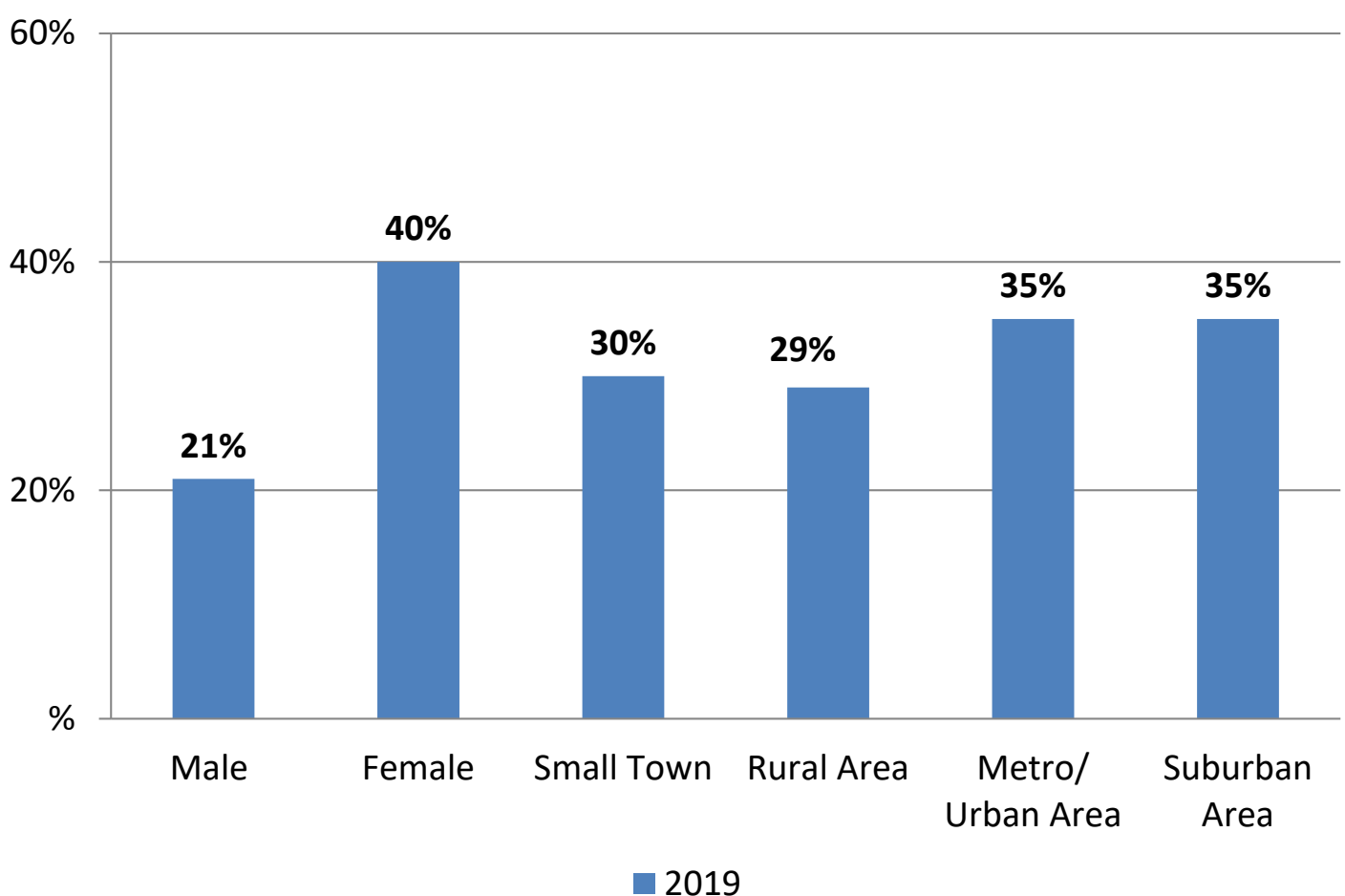
Thirty-three percent of REALTORS® said they had experienced such a situation in 2019.



Common situations that caused fear: open houses, vacant homes/model homes, meeting clients alone, properties that were unsecured or inhabited, buyers who refused to meet in public places, properties in remote areas

The real estate professional experienced a situation that made them fear for their personal safety or safety of their personal information

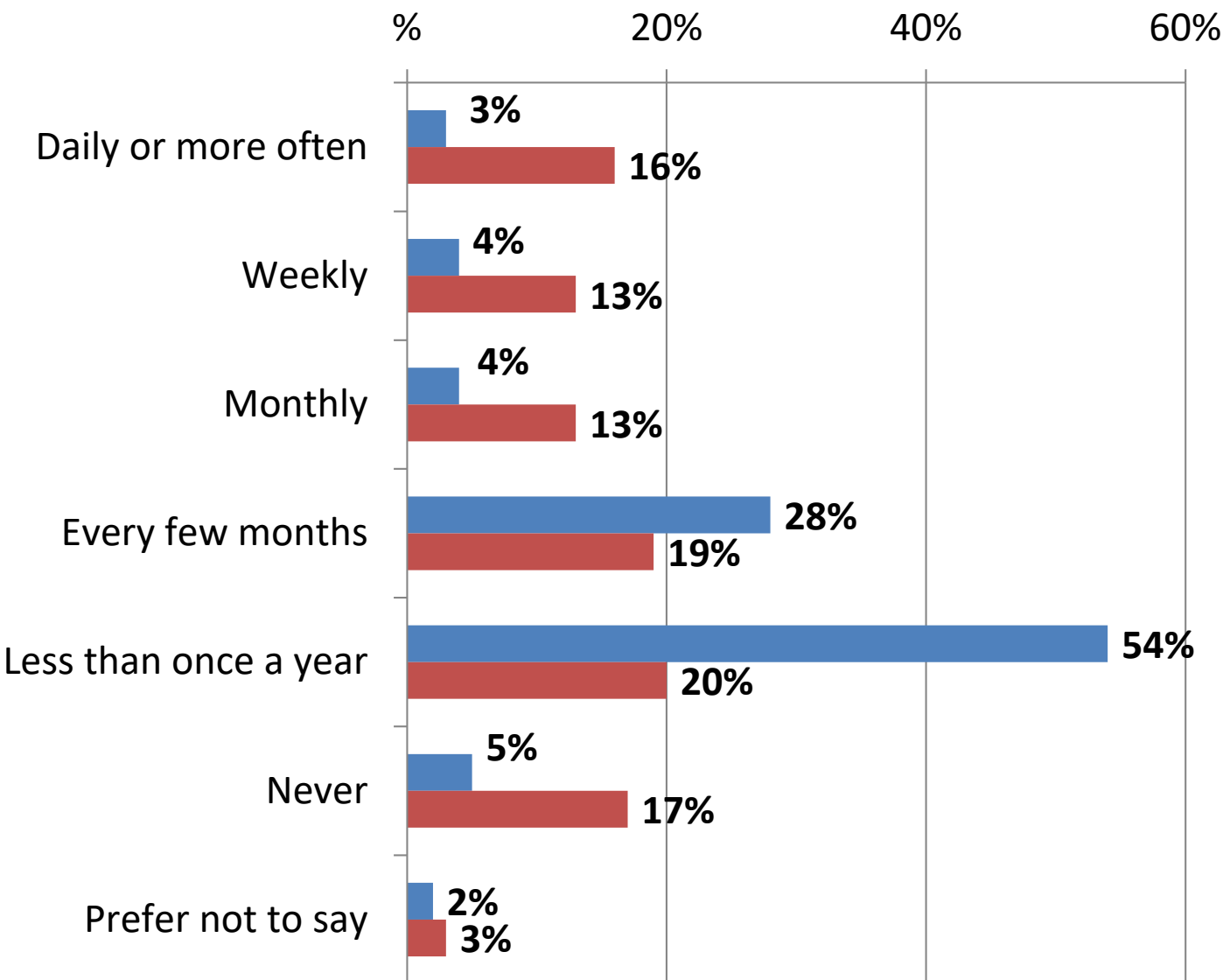
This was more common among women and real estate professionals in suburban or metro/urban areas.



How often REALTORS® felt unsafe

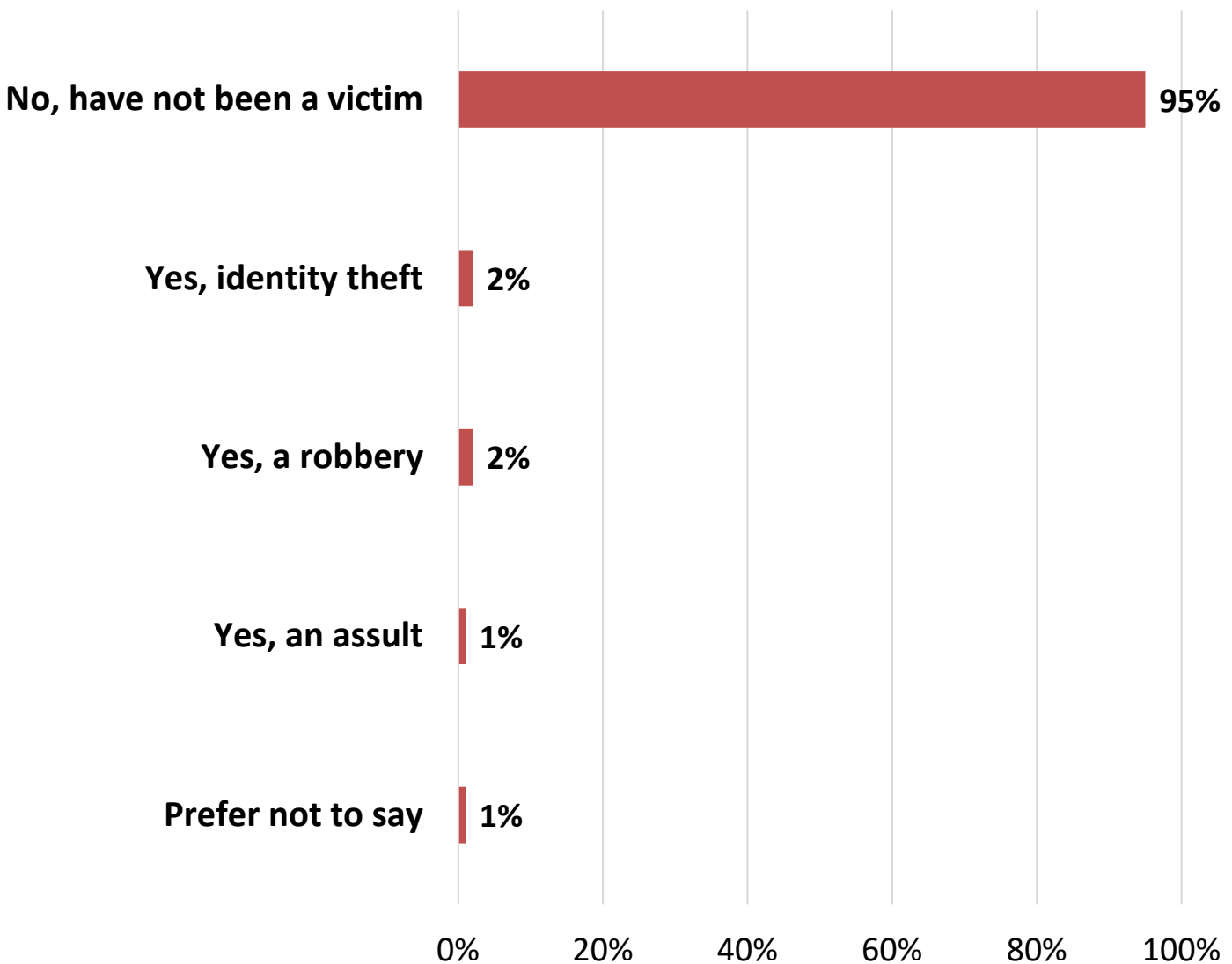
The typical REALTOR® reported feeling unsafe less than once a year (54 percent) in terms of personal safety, but unsafe in terms of personal information every few months or more often (61 percent).

■ Personal Safety ■ Safety of Personal Information



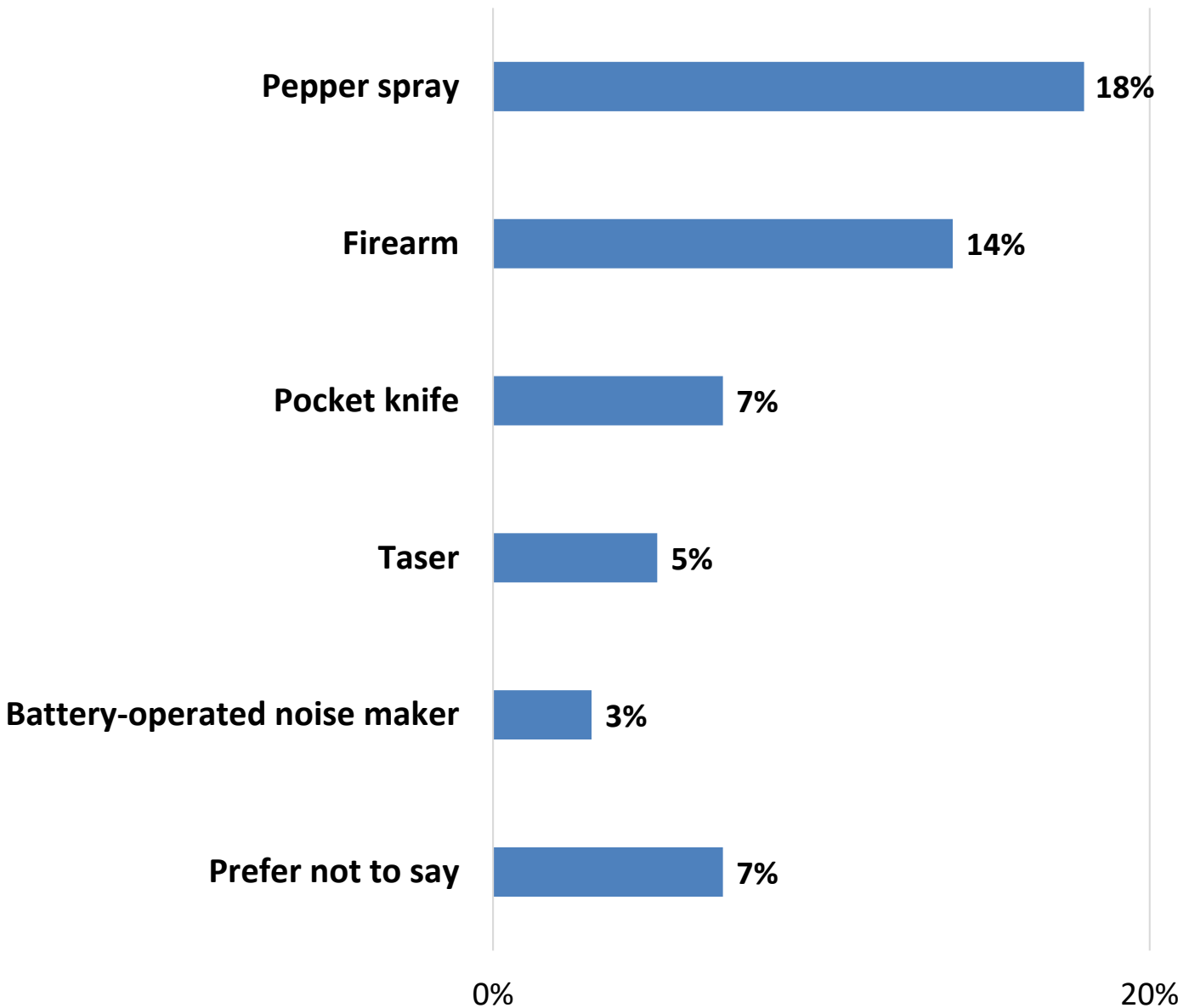
The REALTOR® Was a Victim of a Crime (violent or not) While Working as a Real Estate Professional

Five percent of REALTORS® said they had been a victim of a crime while working as a real estate professional.



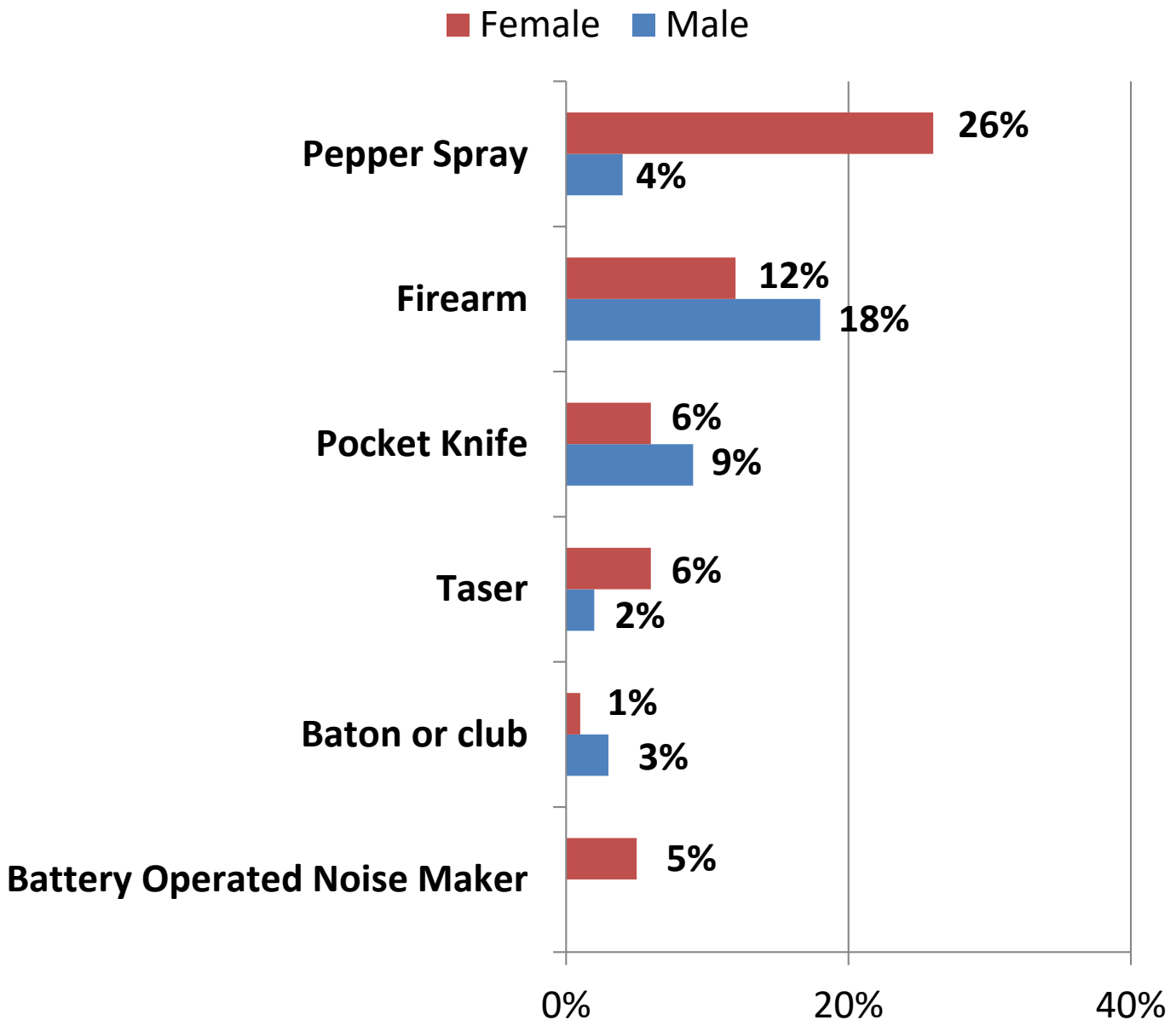
Self-Defense Weapons

Forty-four percent of members choose to carry self-defense weapons. The most common self-defense weapons carried are:



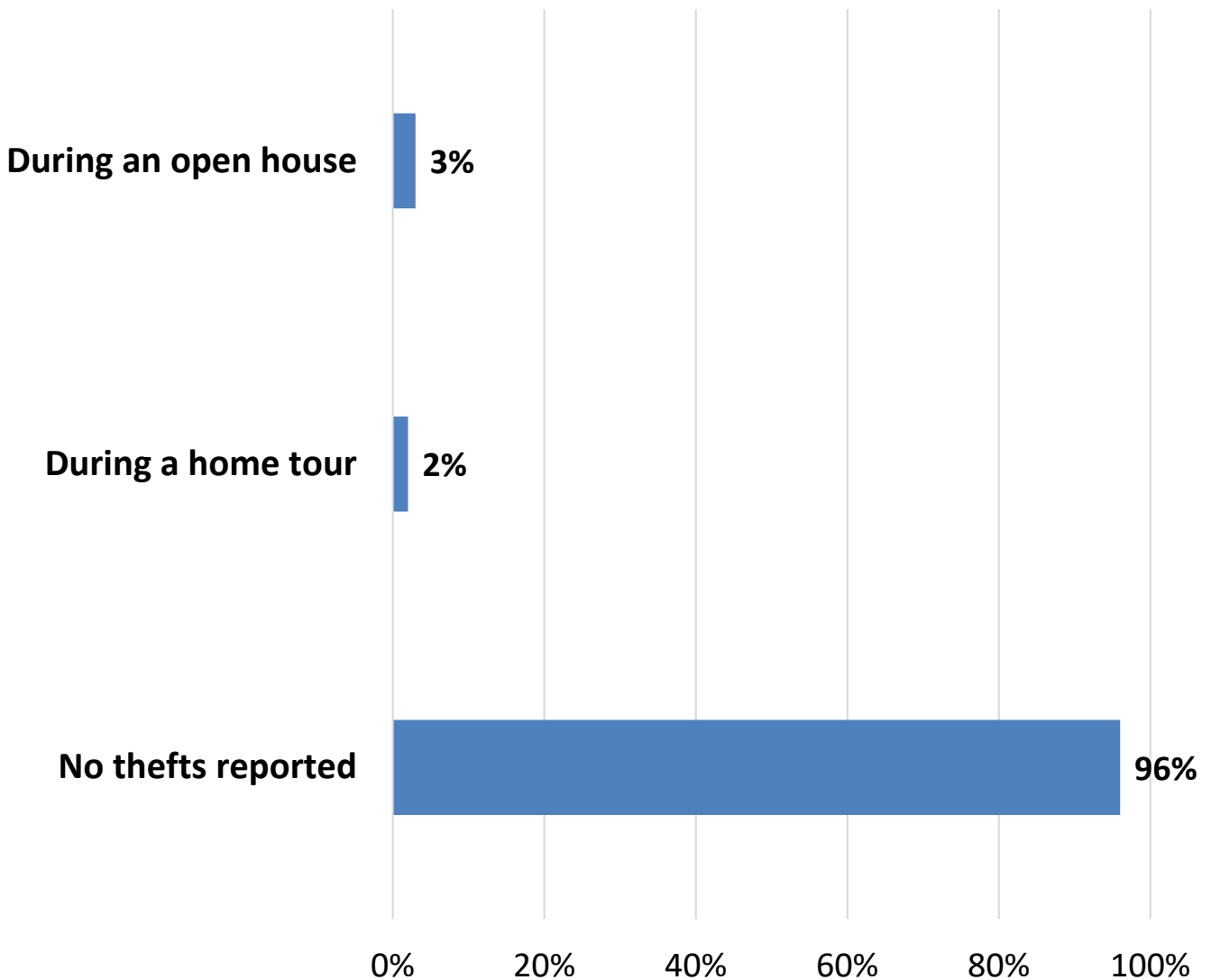
Self-Defense Weapons

Thirty-five percent of men and 49 of women carry a self-defense weapon or tool.



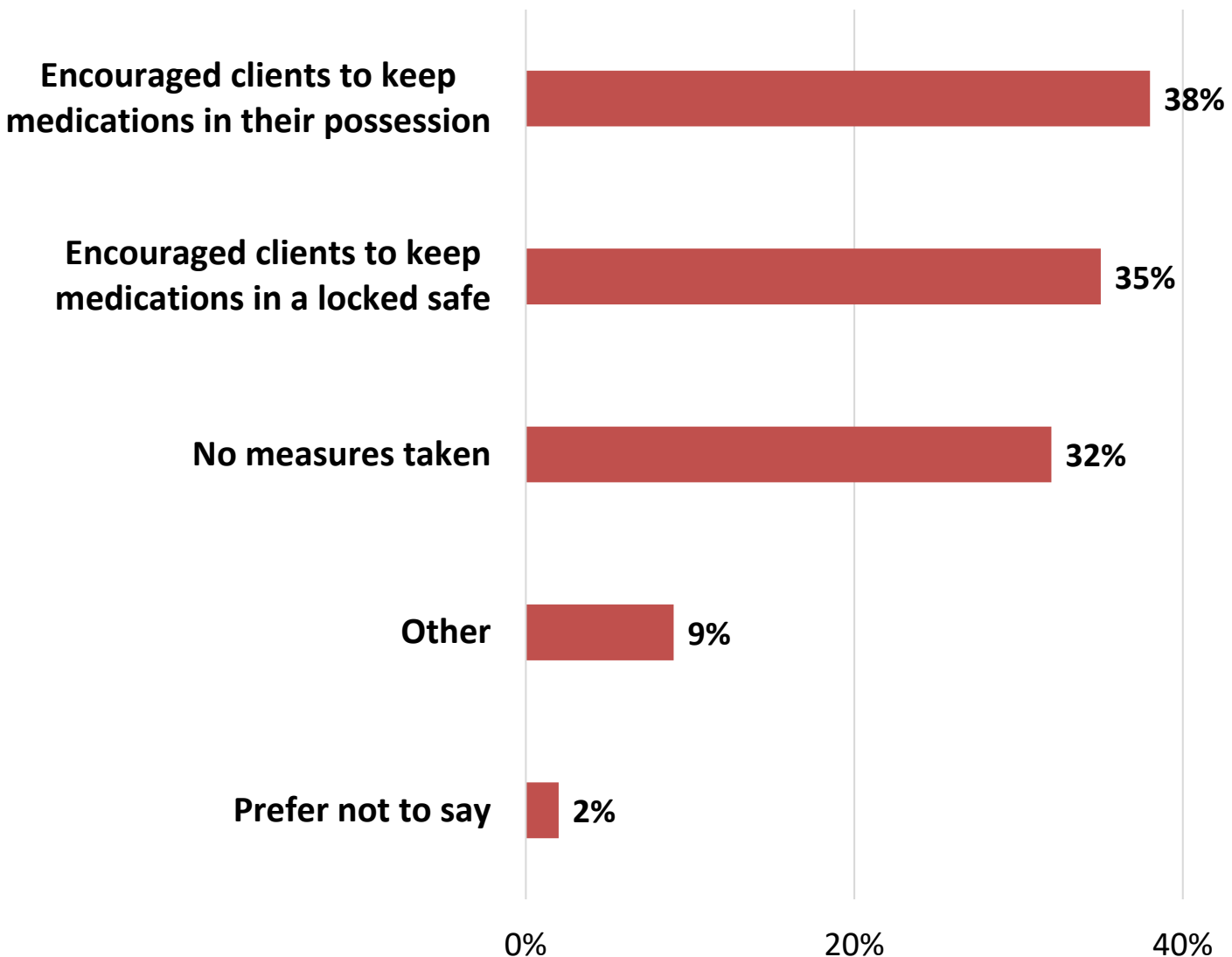
Theft of Prescription Drugs

Ninety-six percent of members clients' did not report any thefts of prescription drugs from their home. Three percent reported a theft during an open house, and two percent during a home tour.



Measures to Safeguard Clients' Medications From Theft

Thirty-eight percent of REALTORS® said they have encouraged clients to keep medications in their possession, and 35% have encouraged clients to keep their medications in a locked safe.



Use of Smart Phone Safety Apps

Fifty-three percent of members use a smart phone safety app to track whereabouts and alert colleagues in case of an emergency, up from 47 percent in 2018. The most commonly used app listed are similar to 2018.

Most Commonly Used Smart Phone Apps:

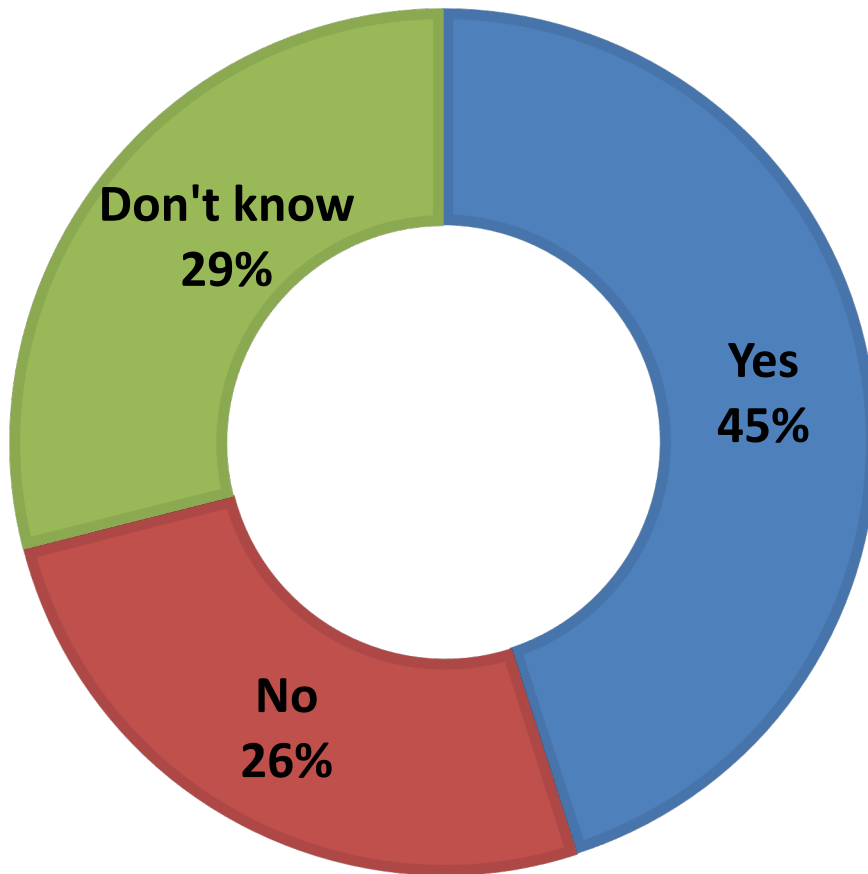
Find My iPhone feature	34%
GPS Phone Track for Android	7
SentriKey™	4
HomeSnap	3

Other less commonly used apps mentioned: See Something Send Something, Guard Llama, Agents Armor, Wearsafe, People Smart, React Mobile, Safe Fi, Trust Stamp, CurbCall.

As a safety precaution, many members listed notifying a spouse, friend, or family member of their location before showing a home. Females are more likely to use apps or a safety notification procedures at 59 percent compared to 43 percent for males.

Proactive Procedures for Safety

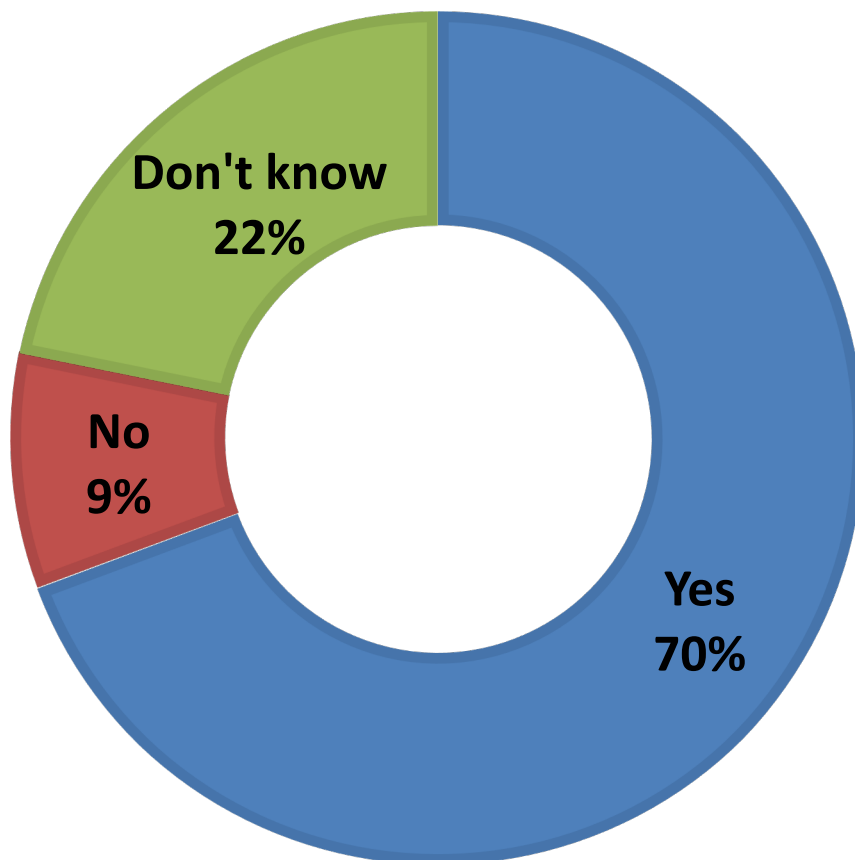
Real Estate Brokerage Has Standard Procedures for Agent Safety:



Proactive Procedures for Safety

Seventy percent of REALTORS® said that their offices have these procedures in place.

Real Estate Office has Standard Procedures for Safeguarding and Proper Disposal of Client Data and Client Information:



Proactive Procedures for Safety

- The typical respondent meets prospective clients whom they've never met before at their office or a neutral location 34% of the time.
- 66% have personal safety protocols in place that they follow with every client. This is more likely among females (69%) than among males (59%).
- 40% of members have participated in a self-defense class, up slightly from 2018.
- 20% have participated in a REALTOR® safety course, similar to 2018. Females (22%) are more likely to have done so than males (16%), and those in urban/metro areas are less likely than members in other areas to have done so (18%).
- Among those who participated in a REALTOR® safety course, 79% feel more prepared for unknown situations after taking the course (up from 73% in 2018).



Methodology

The survey was sent to 46,177 REALTOR[®] members. There were 2,652 respondents for a response rate of 5.7 percent. At the 95 percent confidence level the margin of error is plus-or-minus 1.9 percent.



The National Association of REALTORS® is America's largest trade association, representing more than 1.3 million members, including NAR's institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America's property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

NATIONAL ASSOCIATION OF REALTORS® RESEARCH GROUP

The Mission of the NATIONAL ASSOCIATION OF REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

To find out about other products from NAR's Research Group, visit <https://www.nar.realtor/research-and-statistics>.

NATIONAL ASSOCIATION OF REALTORS®

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