

## Have a Buddy

Have a prearranged distress code. Share and practice your distress code with your office, colleagues, family and friends. Use it any time you feel uneasy. Know in advance whom you are going to call when...

- your instincts tell you to get help.
- you're just a little nervous.
- you need help at an open house.

## 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.
- Get the make and license number of their car.
- Photocopy or take a photo of their driver's license and send to your office or buddy.

***Serious clients will not hesitate to share this information.***

## Safety First

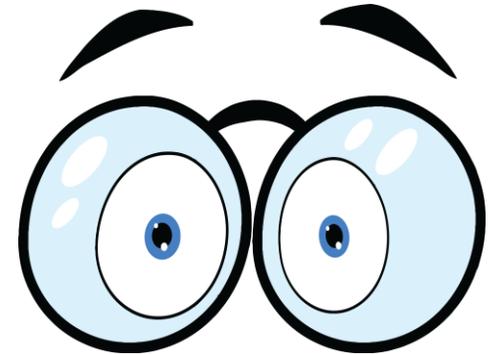
We are not attempting to scare you; real estate is generally a very safe profession! By making you aware of the possible dangers and reminding you to think safety first, we can reduce the risk potential.

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



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Whose eyes are on  
**YOU?**



**REALTOR®**  
**Safety Tips**

Presented by the  
Arkansas REALTORS®  
Association

## Photos

Things to think about when using your 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 type images)
- Photos posted online are out there **forever**, even if you delete them.

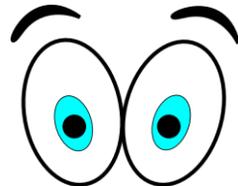
## Social Media

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 2 accounts, one for business and one for family & friends where you can 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 worst nightmare.***

## 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 but do wear shoes that you can run in.
- Walk behind your clients and stay by the door.



## Trust Your Instincts

Danger is not always easy to identify. Signs that something isn't right...

- Gut feelings
- Apprehension
- Unexplained fear
- Hesitation

## Fight or Flight

- Yell "FIRE" to get attention.
- Run and call 9-1-1 when you can.
- 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!

## Keep Cell Phone Close

- Leave your phone on.
- Keep your phone fully charged.

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