

Broker Tips: Advise your Agents

1. Agents should not put home phone numbers in their advertising.
2. Maintain a log of your agents car (make, model, tag).
3. Keep an emergency contact log of people you can contact to trace an agent's whereabouts (family, friends, gym, club, etc.)
4. Agents should have 911 in their cellphone's speed dial.
5. Conduct safety training. Invite law enforcement to speak.
6. Keep an emergency action folder at the front desk with phone numbers to immediately notify law enforcement, your agents, other area brokers of any suspicious or criminal activity.
7. Have a policy of communication with agents in the field so that a problem is noticed as soon as possible.
8. Remind your agents to wear jewelry conservatively.
9. Have self defense training including defensive devices.
10. Have a safety procedure for showings after dark or in areas with poor cellphone reception.
11. Safety procedure enhancements include sending more than one agent and having someone call the agent every 15-20 minutes to ensure their safety.
12. Red Flags: Potential Buyer only wants to see vacant property or asks agent if they are coming alone.
13. Do not show property to someone who comes up to you while locking up a listing.
14. Always get a phone number and call to verify that it is legitimate.
15. Always have clients come to the office and fill out an information sheet. Make a production of copying their drivers license. This will deter someone looking for an opportunity crime.
16. Tell agents not to go in bedrooms, upstairs, basements, or dark areas on a showing with Potential Buyer.
17. Be wary of repair workers who show up "out of the blue."
18. Look at the drivers license to ensure the race, age, and physical description match.
19. Require the filing of police reports on incidents.
20. Require that the BIC be immediately notified of any incident.
21. Maintain a folder of contact information for rape victim support services.

22. Require agents to carry cellphones in addition to pagers.
23. Require agents to answer cellphone calls from the office during showings.
24. Require agents to program 911 into their cellphone speed dial.
25. Encourage agents to use cellphones with cameras so that they can email in a picture of the Potential Buyer at the property. "Let me take your picture in front of this house so that you can remember it." (Now, there is a picture of the Potential Buyer and a record of the time/location of the agent).
26. Encourage the use of cellphones that can be rigged to a body alarm that triggers a warning to the office during an attack.
27. Train both male and female members on safety and let the males know that they are also at risk.
28. Keep in mind office safety. Disgruntled employees are also a threat. Alert all staff and agents if a fired or disciplined employee should be watched.
29. Trim hedges around the office.
30. Increase security lighting.
31. Require locking of all doors.
32. Install video surveillance and alarm systems.
33. Advertise the presence of surveillance with signs on premises.
34. Challenge/greet anyone that enters your office. "May I help you?"
35. Encourage your agents and staff to attend any law enforcement training or "ride along" programs.
36. Encourage your agents and staff to join neighborhood watch groups so that they learn to become more observant while in the community.
37. While driving, doors should be locked and windows up to discourage car jacking.
38. Remind agents that most crimes occur at Open Houses and Vacant Properties.
39. Remind everyone to be safe everyday!