

# REALTOR® Safety in the REAL World

Tools, Tips and Lessons Learned!

**Dave Legaz, RE Broker - Retired NYPD Sergeant**

ABR®, CIPS, CRS, GRI, SRES®, AHWD®, e-PRO®, ITI, RSPS  
2020 Chair NAR REALTOR® Safety Advisory Committee  
2021 President New York State Association of REALTORS®

# **WARNING!**

SOME VIEWERS MAY FIND THE  
FOLLOWING VIDEO DISTURBING  
VIEWER DISCRETION IS  
ADVISED!

# LEARNING FROM Real Life Incidents



**NATIONAL  
ASSOCIATION OF  
REALTORS®**

# Dangerous Profession!

**U.S. Dept of Labor:**

High-Risk Occupation

**Bureau of Labor Statistics:**

Averaging 20 homicides per year since 2011

***More Real Estate Professionals  
are killed nationwide each  
year  
than NYPD officers!***



# 2020 Member Safety Report

National Association  
of REALTORS®

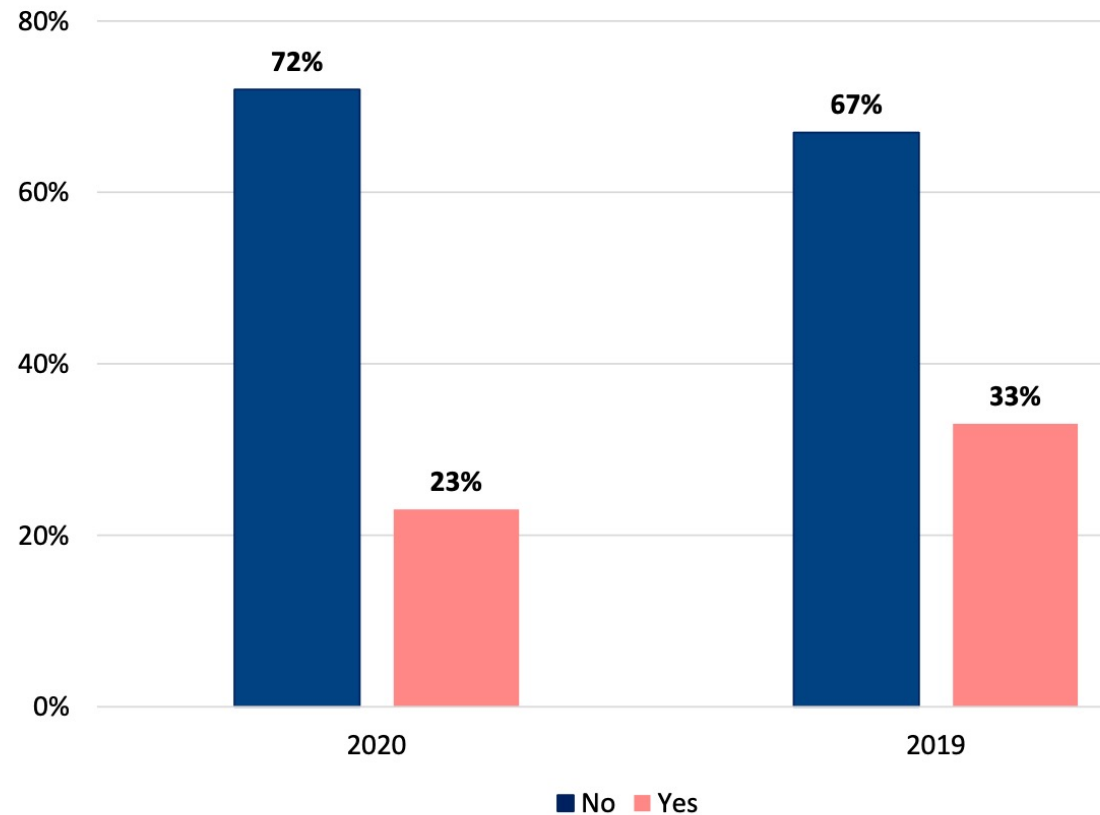


# REALTORS® Working in Fear

23% Work in Fear

345,000  
NAR REALTORS®

15,000  
NYSAR  
REALTORS®



25% Females & 15% Males



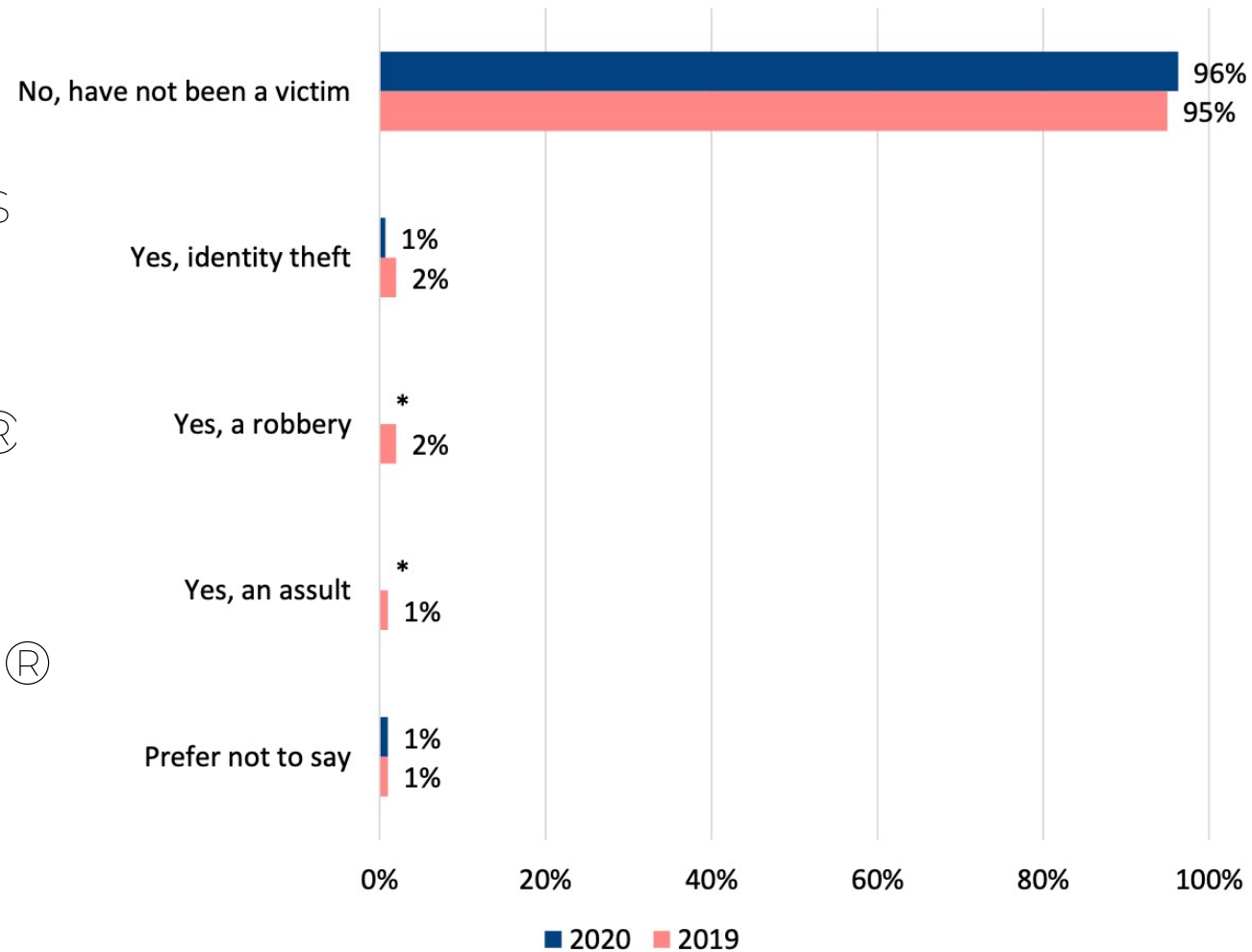
2020 REALTORS® and Member Safety Report

# REALTOR® Victims Of A Crime

4% Were Victims

60,000  
NAR REALTORS®

2,500  
NYSAR REALTORS®



# Dragnet 1967: The Missing REALTOR®



DO NOT DUPLICATE OR DISTRIBUTE  
"The Missing REALTOR". **Dragnet 1967.**  
Writ. Robert C. Dennis, Jack Webb. Dir. Jack  
Webb. NBC, 1967. Amazon.

# Dragnet 1967: The Missing REALTOR®



DO NOT DUPLICATE OR DISTRIBUTE

"The Missing REALTOR". ***Dragnet 1967.***

Writ. Robert C. Dennis, Jack Webb. Dir. Jack Webb. NBC, 1967. Amazon.



# The Predator



THE UNIVERSITY OF  
**TEXAS**  
— AT AUSTIN —

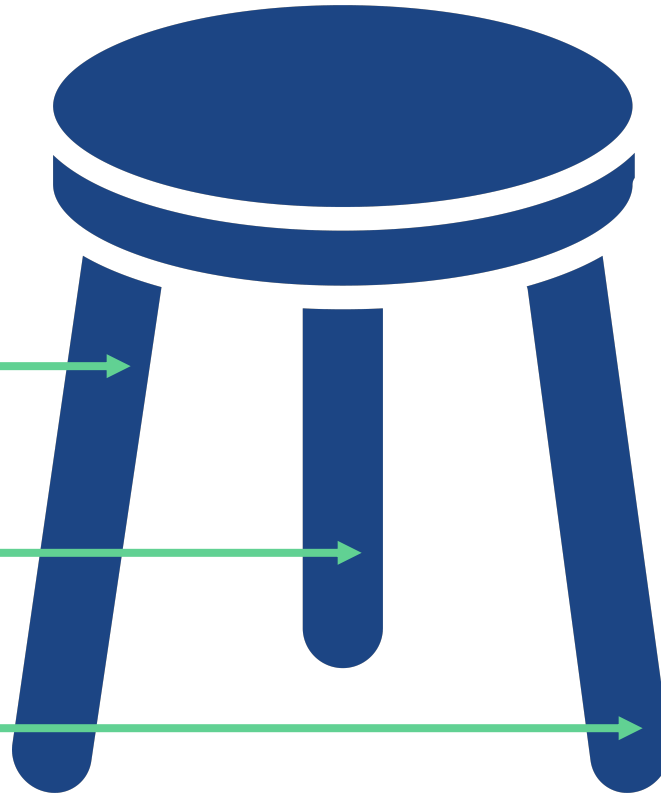
	PREDATOR
MOTIVE	Power Control
CRIME	Assault Rape Murder
EMOTIONAL COMPONANT	Yes
ATTRACTORS	Weakness Subservience Vulnerability
GOAL	Isolate You!
DECISION MAKING	Fill an Emotional Need

# Motive + Means + Opportunity = Crime

## CRIME

- MOTIVE (reason)
- MEANS (ability)
- OPPORTUNITY

(chance to

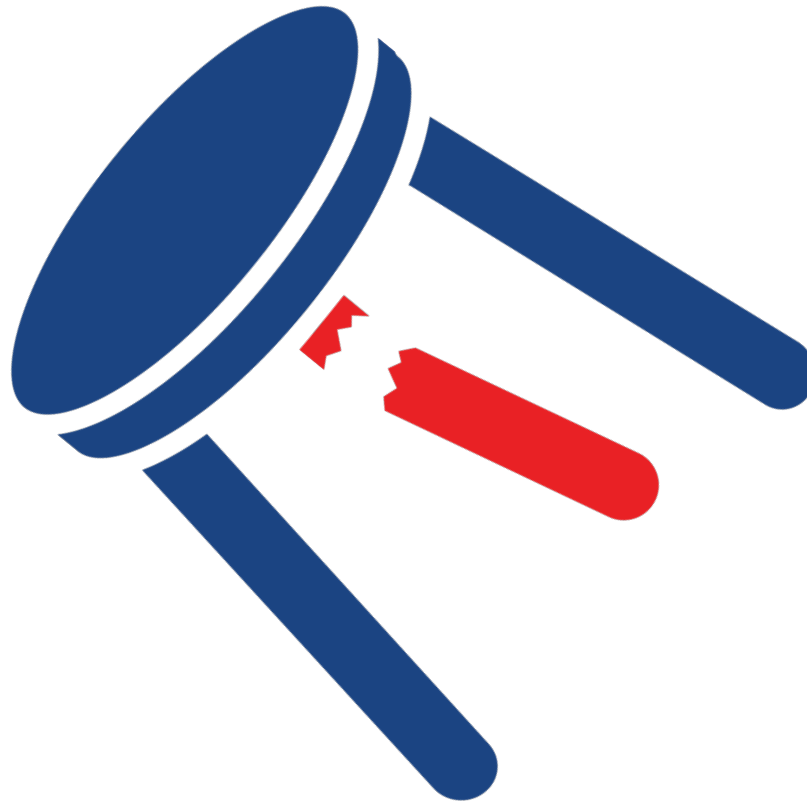




# Removing “Means”

## CRIME

- MOTIVE
- ~~MEANS~~
- OPPORTUNITY



# Removing “Means”

## SMART MARKETING

- Do Not Share Personal Information
- No Alluring or Provocative Photography



### REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

# Removing “Means”

MARKETING PHOTO



## REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

# Removing “Means”

MARKETING PHOTO

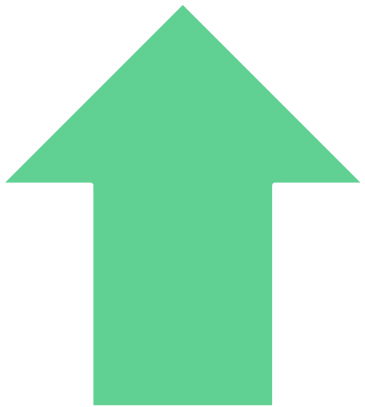


## REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

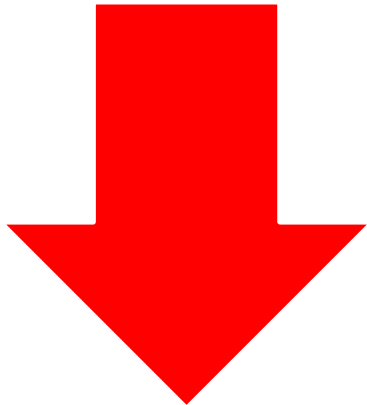
# Removing “Means”

## MARKETING LANGUAGE



### **AUTHORITATIVE**

- “Experience to handle the entire real estate process”



### **SUBSERVIENT**

- "Here to serve all your real estate needs"

### **REMOVE**

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

# Removing “Means”

INITIAL CALL

## USE NEIGHBORHOOD & PROPERTY INFO

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“Thank you for inquiring on 123 Main St. It is one of our most popular listings. This home has plenty of windows accenting the natural sunlight.”

### REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

## ESTABLISH POWER AND CONTROL

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“Instead of meeting at 5:00 PM, we will meet at 5:30 PM.”

## SET EXPECTATIONS

“We will be spending no more than 15 minutes at the showing as the sellers will be returning at 5:45 PM.”

# Removing “Means”

ACTIVE LISTENING



## REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY



# Removing “Means”

AT THE SHOWING



Empowered Greeting



Firm Handshake

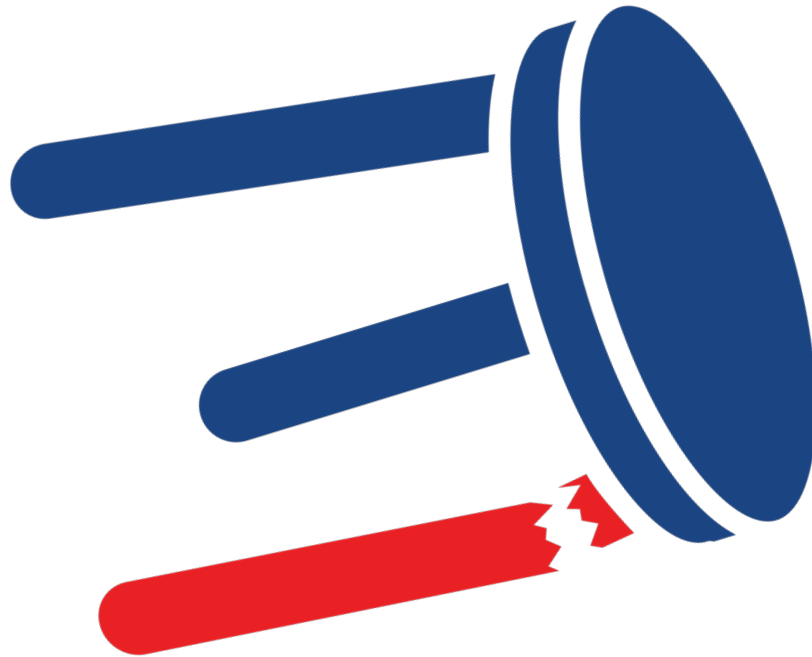
## REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

# Removing “Opportunity”

## CRIME

- MOTIVE
- MEANS
- ~~OPPORTUNITY~~



# Removing “Opportunity”

BRING A BUDDY WHEN:



**Property is Vacant**



**Poor Cell Coverage**



**Uncomfortable Feeling Prior**



**Haven't Closed a Deal in a While**

## REMOVE

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

# Removing “Opportunity”

## LOCKBOX SAFETY



**Plain Site - Front Door**



**Avoid Rear & Side Doors**



**Avoid Utility Meters**

### **REMOVE**

- WEAKNESS
- SUBSERVIENCE
- VULNERABILITY

# Removing “Opportunity”

SETTING THE STAGE – Bathroom Attack



**DO NOT DUPLICATE OR DISTRIBUTE**

Real Safe Agent

***Safe Selling Online Class***

Retrieved from <https://www.realsafeagent.com>

# Removing “Opportunity”

SETTING THE STAGE – Look-Up Attack



**DO NOT DUPLICATE OR DISTRIBUTE**

Real Safe Agent

***Safe Selling Online Class***

Retrieved from <https://www.realsafeagent.com>

# Removing “Opportunity”

SETTING THE STAGE – Hallway Attack



**DO NOT DUPLICATE OR DISTRIBUTE**

Real Safe Agent

***Safe Selling Online Class***

Retrieved from <https://www.realsafeagent.com>



# Removing “Opportunity”


BEST SAFETY TOOL



# Broker's Role

- Why Care
- Impact
- Behavioral Change
- Cultural Change
- Office Safety
- De-escalation Techniques

# Office Deescalation Techniques

- Recognition
  - Prepare Yourself
  - Don't Challenge Them
  - Validation
  - Provide Options
  - Respect Their Option Choice
- 
- A large red triangle graphic pointing upwards from the bottom right corner of the slide.



## REALTOR® Safety

As a REALTOR®, your safety is paramount. REALTORS® face challenges every day when it comes to keeping safe in the workplace. Understanding the risks and being proactive in your personal safety are the greatest business investments you can make.

[NYSAR.com/Safety](https://nysar.com/Safety)



### Safety Videos

- › REALTOR® Safety Videos
- › 2021 MWBM - David Legaz Safety Presentation



### Infographics

- › July - Setting the Attack
- › June - Deterring the Predator at the Showing
- › May - Evaluate, Assess & React
- › April - Deterring The Predator At The Initial Inquiry
- › March - Marketing Language
- › February - Smart Marketing



### Additionally Safety Links

- › Resources for Personal Protection
- › Planning Your Safety Strategy
- › 56 Safety Tips for REALTORS®
- › 10 Tips for Holding a Safe Open House
- › Safe Selling: A Practical Guide for Preventing the Crime without Sacrificing the Sale

# NAR.REALTOR/Safety

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## REALTOR® Safety Program Resources

- [Planning Your Safety Strategy](#)
- [Tips and Best Practices](#)
- [Training Videos](#)
- [Webinars](#)
- [Articles](#)
- [Personal Protection Resources](#)
- [REALTOR® Safety Network](#)
- [Safety Pledge](#)

## For Associations & Brokerages

- [Association and Broker Toolkit](#)
- [Reimbursement Grant Program](#)
- [Real Estate Safety Matters](#)

The goal of the REALTOR® Safety Program is to reduce the number of safety incidents that occur in the industry, so every REALTOR® comes home safely to his or her family every night. We will accomplish this goal together with our members by improving the Safety Culture in the industry: Talk about safety; create a safety plan and follow it; and encourage your fellow REALTORS® to do the same.

## Top 5 Safety Action Items for REALTORS®

1. [Plan Your Safety Strategy](#)
2. [Tips and Best Practices](#)
3. [Training Videos](#)
4. [Personal Protection Resources](#)
5. [Take the REALTOR® Safety Pledge](#)

## Upcoming Webinars

September is REALTOR® Safety Month, and with the ups and downs of the last year, the importance of keeping safety at the forefront of your mind is clear. Join us for two webinars on September 15 and 16.

[Learn more](#)

## REALTOR® Safety Network

NAR now offers a REALTOR® Safety Network to notify members across the country of safety concerns and emergencies.

[Report an incident](#)





Written by Lee Goldstein & Dave Legaz

Download My Free  
Safety eBook!

**[SafeSellingBook.com](http://SafeSellingBook.com)**

# THANK YOU.

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