

THE LITTLE RED BOOK

# SAFETY RULES

— *to* —

# LIVE BY FOR REALTORS®



NATIONAL  
ASSOCIATION *of*  
REALTORS®

Real estate is a remarkable business for so many reasons and one of those is the amount of risk involved. We work on commission. That is risky by itself.

It's the risk of taking strangers into empty houses or onto remote acreage or inviting them to an open house — that's the risk we tend to ignore. We just don't think it will happen to us. Frankly, we just don't think about it at all.

I know I didn't. And when the police stopped my car the day I was out showing buyers property, my first reaction was embarrassment. When they got the buyers out of my car, read them their rights, hand cuffed them and arrested them for felony auto theft, I was shocked and relieved.

So, yes, I have deeply ingrained safety habits. That was an effective, one-step learning process for me. You don't have to go through actual physical risk before you learn how to stay safe. This guide will arm you with information so that you can go home to your family at the end of every day.

Stay Safe!

### **PILI MEYER, ABR, CIPS, MCNE, SRES, SRS**

Pili Meyer is an international speaker from Port Angeles, WA. She is a managing broker at Coldwell Banker Uptown Realty, is also a REALTOR® and is active in the NATIONAL ASSOCIATION OF REALTORS® and the WASHINGTON STATE ASSOCIATION OF REALTORS®. Pili worked on the development of the state of Washington's official safety program, which sparked the creation of NAR's National Safety Week.

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Every day, real estate agents put themselves at risk. Common real estate practices, like marketing yourself, showing a property or hosting an open house, can put you in a dangerous situation, especially when showing a property to a client you've never met or hosting an open house all day, alone. The most important thing you can do for yourself and your business is develop a personal and professional safety protocol that you follow every day, with every client, every time. A safety protocol is good business practice. It means you take your safety, and that of your clients, seriously.

*The Little Red Book: Safety Rules to Live By for REALTORS®* focuses on the instructions, principles, philosophies and tips members of the NATIONAL ASSOCIATION OF REALTORS® utilize to empower themselves, become more aware and be safe real estate practitioners. The booklet is part of a long line of resources provided by NAR's REALTOR® Safety Program, which provides tools real estate professionals can use in order to identify potential safety hazards on the job and learn how to avoid them when possible. Our commitment is to you and your safety.

This product was created with input from nearly 1,000 NAR members. Tips and advice from REALTORS® are presented in a light-hearted, professional manner. They can be used as excellent conversation starters and help you build your personal and professional safety protocols.

*The guide is divided into seven sections:*

- **SAFETY PHILOSOPHY**
- **IDENTITY PROTECTION**
- **CYBER SAFETY**
- **PERSONAL SAFETY PROTOCOL**
- **OPEN HOUSE SAFETY**
- **SAFETY AND YOUR CLIENTS**
- **BEST ADVICE YOU'VE EVER RECEIVED**

**TIP:** *Throughout this guide you'll see that the rules in a light gray box have corresponding images.*

*The Little Red Book: Safety Rules to Live By for REALTORS®* is a must-have for all NAR members, from new agents to seasoned professionals. It includes lessons learned, along with tips and observations that can be used in achieving a successful future in real estate. It also takes a tongue-in-cheek approach to showing these tips “in practice,” with hand-drawn images designed just for this guide.

All instructions, principles, philosophies and tips have been supplied by your fellow REALTORS®. Utilize these tips to help guide your interactions with other members, clients, the public and business professionals. This booklet also provides you with a number of resources to help you maintain a safe working environment. It is up to you to determine which of these tips work best for your business.

Please keep in mind that these tips are not all inclusive and may be supplemented by local custom or practice. This booklet should not be considered the advice of safety experts – these are anecdotal and conversational in nature. They should not be used to replace the advice of a safety expert. In addition, nothing in this booklet should be considered legal advice or be used in lieu of the advice of an attorney.

The term REALTOR® has one, and only one, meaning:

**REALTOR® is a federally 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.**

# SAFETY PHILOSOPHY

Forty percent of real estate professionals have experienced a situation that made them fear for their personal safety or the safety of their personal information, according to the *2015 REALTOR® Safety Report*. Having a mantra or a philosophy can help guide your interactions, communications and activities, and keep safety at the forefront of your business. Find out how other members are staying safe:



Crooks and creeps come in all shapes and sizes. Some dress nicely and some don't, so don't judge someone just by their looks.

KEITH B., FOLSOM, CA

Trust your gut. 100 percent of the time. Say no when it feels wrong.  
Three percent isn't worth your life.

MARYLOU R., REDMOND, WA

My dad is a retired police officer with more than 30 years of service.  
'If you feel the hairs on your neck stand up, react!!!'

MARSHA K., NAPERVILLE, IL

Making money NEVER overrides common sense and personal safety.

SHEILA N., APPLE VALLEY, CA

If in doubt, don't.

CINDY B., WOODLAND HILLS, CA

Never assume something won't happen to you personally or in your surroundings. If you have any hesitancy or any doubt regarding your safety with an individual, follow your instincts and don't put yourself in a situation alone with them.

RENEE L., CANTON, IL

Pay attention to 'the gift of fear' and trust those warning instincts.

SANDRA M., HAVERHILL, MA

Planning and being mindful of your business and your own personal safety will create your comfort and security. Be smart.

MARTY S., ALBUQUERQUE, NM

Each individual is responsible for his or her own safety and well-being. There is no deal worth the risk of unsafe actions.

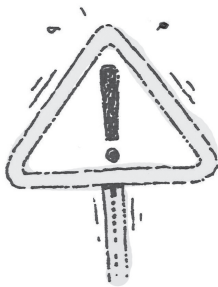
GEORGIA B., TOPSHAM, ME

Men or women both beware. If you would feel better taking someone with you then you should. Safety is smart, not a weakness.

TERESA H., SARASOTA, FL

Always walk behind prospects while touring the home. Allow them to enter and leave rooms first.

LUNA S-M., WEST BLOOMFIELD, MI





## IDENTITY PROTECTION

The National Security Agency defines identity theft as “a crime that involves using another person’s personal information to take malicious actions, such as conducting fraud or stealing funds.” According to IdentityTheft.org, approximately 15 million U.S. residents have their identities used fraudulently each year with financial losses totaling upwards of \$50 billion. On a case-by-case basis, that means approximately seven percent of all adults have their identities misused with each instance resulting in approximately \$3,500 in losses. Follow the tips below to help protect your identity:

Don’t use auto-login. Don’t store credit card numbers in e-commerce sites.

**BRIAN J., SAN DIEGO, CA**

Try to safeguard all of your private information, credit cards, licenses, social security card, etc. Only give this information to sources you deem ‘safe.’

**KINZER D., WASHINGTON, MA**

It really is hard to protect your identity in this business because you do want everyone to know who you are and what you do. You want your name to appear on every website and every Google search. Subscribe to a protection program through your credit card company that will help alert you if false activity is taking place.

**NANCY K., LEWISVILLE, TX**

Change passwords often, add verification password to credit cards when calling in, flag all three credit bureaus for fraud protection, and password protect phones and laptop.

**BRENDA A., HOLLYWOOD, CA**

Shred all documents with personal information (credit card numbers, bank account info, social security number). Have your credit frozen, so no one can open new accounts without your permission.

**NANCY M., VIRGINIA BEACH, VA**

By using third-party monitoring services, you will know within minutes if one of your credit/debit cards has been used. Review the alert you receive to ensure that it was an authorized transaction.

**RON K., RANCHO MIRAGE, CA**



Never write down passwords, open questionable emails, or provide personal info or account info unless you verify who's receiving it.

DEB C., ANDOVER, MD

Protect your identity through an identity protection program provided by your financial institution. Include your real estate information (broker number, firm number and NRDS ID), along with your account numbers, so that you would be completely covered against fraudulent use if somehow stolen. Your real estate information should be tracked in the same manner as your financial information to protect against identity theft.

GERI G., ATLANTA, GA

Never enter any personal information on a shared computer or public Wi-Fi.  
Always run a virus scan before doing your online banking.

ROBERTO W., HOLLYWOOD, FL

Only shop online from your personal computer from trusted websites that are encrypted and utilize the 'https' address. Also, never order online over unsecure Wi-Fi or unknown networks.

LYNN H., FRESNO, CA

Do a Google search of yourself to make sure no one else is trying to pass themselves off as you.

NATE C., FORT MYERS, FL

Confirm who you're giving your information to. In doubt? Don't give it out!

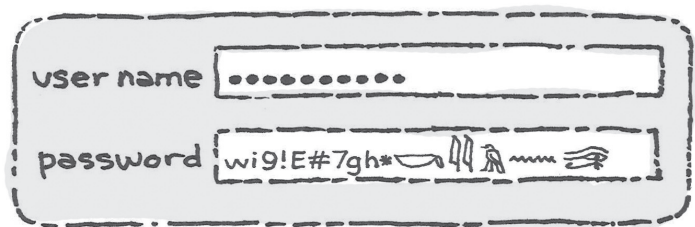
DEBB R., COLONIAL BEACH, VA

Have separate personal and professional Instagram, Twitter and Facebook accounts. It's a lot of work, but worth it!

ANGELIQUE S., MIAMI, FL

Use passwords that have at least one upper case, lower case, number(s) and a special character. Don't share the passwords with anyone.

DON B., RED OAK, TX



Set the 'home' setting on your vehicle's GPS to the police station in your town, not your actual address.

KAREN H., SAN ANTONIO, TX

Go into the bank and meet the tellers. Not only will your information be safe, but it's a good marketing tool for them to get to know you and your profession.

RENE V., FOUNTAIN VALLEY, CA

Never sign the back of credit cards. Write 'CHECK ID.' This way, when a clerk at a store takes the credit card, he or she asks for your driver's license. If there is a paper receipt, always take it.

KIM M., DEVON, PA

On different sites use slightly tweaked information so that you can verify where inquiries were initiated. Do not put personal information that can compromise your identity on the Internet.

ELIZABETH N., HUNTINGTON BEACH, CA

## CYBER SAFETY

Protecting yourself from people trying to steal your identity is one thing, but it's also important to stay safe in this digital age. It is important to protect not just your name and identifiable information, but also your reputation as a member of the NATIONAL ASSOCIATION OF REALTORS® and as a real estate professional. Social media has allowed us to connect in ways we once would never have imagined; it brings people closer than ever. Remember to stay safe online and develop principles for doing so – just as you would offline.

Here are some cyber safety tips:

Put as little personal info as possible on social media. Never put things like where you were born, date of birth, etc. on social media as this info is always valuable to identity thieves. Never put any info on there that may also be an answer to a security question on your accounts.

MIKE K., HENDERSONVILLE, NC

Use your business page for all correspondence pertaining to real estate. Keep your personal page's privacy settings on friends only.

SCOTT A., DEBARY, FL



Concerning social media, take the time to understand the fine dance between putting yourself out there and not revealing critical personal information.

BRIAN R., CHARLESTON, SC

Never 'friend' anyone on social media without doing a background check and, if you don't know them, message them privately to ask why they want to be friends.

FLORENCE S., PASCO, WA

Block anyone that appears to intrude rather than contribute.

LINDA J., KATY, TX

Review all security settings for each app, making sure your location is only accessed with permission. Read all privacy features and learn to use them before using any app.

MICHELLE T., SURPRISE, AZ

Don't mention information about your daily routine or provide information that would help someone determine your whereabouts. Never post information about future activity.

SHARON W., PLAYA VISTA, CA

Protect your physical address, do not allow your phone to 'geotag' photos and use social features to set trust zones by grouping your contacts by context in how you know them.

JASON C., PHOENIX, AZ

Screen who sees what. Have security features requiring your approval of any items to be placed on your sites and block users who attempt to damage your image.

WENDY R., ONTARIO, CA





We encourage our brokers to engage, but to practice 'safe surfing,' not to disclose personal information, going on vacation, being close-guarded about big events in your life, large purchases, etc.

PETE S., CORVALLIS, OR

Change your passwords often. Scan for viruses often.

LEO F., BELLINGHAM, MA

Use Twitter and LinkedIn exclusively for business and, in addition, set up a Facebook page that you use only for your real estate business. Have another Facebook page that is exclusively for your friends and family.

As a rule, never post on social media if you will be out somewhere alone like an open house.

CATHERINE M., BEVERLY HILLS, CA

Do your private banking on a different computer than where you surf the net and, when you are finished getting on the Web, clear out the cache and cookies every time.

ESTHER T., COTTONWOOD, AZ

## PERSONAL SAFETY PROTOCOL

Preparation is paramount when it comes to staying safe. Having a safety plan in place can make a huge difference. Do you have a professional safety protocol? Does your brokerage? According to the *2015 REALTOR® Safety Report*, only 46 percent of brokerages have safety procedures in place. Here are some tips to consider when developing your professional safety protocol:

Always leave a card to let people know you have been in the house.

PAT F., INGLESIDE, TX

Meet people at the office or another public place before visiting any homes with them. Share your daily schedule with friends and family.

MARGARET R., CHARLOTTESVILLE, VA



Have a pre-determined phrase that you or your coworkers can use if they find themselves in an uncomfortable situation. The concerned agent can call you or another agent and ask for you to bring them 'the red file' for XYZ property. They can tell you they need it to answer specific questions for the buyer. By giving you the seller's name, you know where they are.

CATHERINE C., MCDANIELS, KY

Always get an ID or license plate photo, and let your office mate or family member know where you are and the times of your appointment. And, trust your instincts. No deal is worth putting your life at risk.

SCOTT A., MANCHESTER, NH

We have a name at our office: HENRY MILLER (stands for HELP ME). When we leave the office, we let someone know where we are going since this is such a rural area. If we sense we are in danger we try to call the office and say ‘Please let Henry Miller know I will be running late.’ That throws up a red flag; police are called and someone in the office will come to the property also. It has worked on several occasions for different agents here who have called when they thought they were in danger.

IRENE H., FOLEY, AL

Use the buddy system. Have a charged cell phone. Use common sense – especially at night, in a vacant property or in higher crime areas.

JORDAN M., FERNANDINA BEACH, FL

Always keep your cell phone on your person and shoes on your feet.

KRISTIN G., GIGI HARBOR, WA

Never meet a client for the first time at a property. Even if it means they won’t work with you.

DANA B., LAS VEGAS, NV

Always meet a customer for the first time in public and let someone know if you’re ever meeting a client alone – where and when – or bring someone with you on a first contact meeting.

SANDRA R., PORTLAND, ME

Make sure someone knows where you are and who you are with.

NANCY M., FORT COLLINS, CO

Plan ahead and be aware. Use the buddy system as much as possible and always share your schedule with someone. Find ways to mention to your clients that someone knows your schedule, where you are and who you are with.

MARGARET R., CHARLOTTESVILLE, VA

Communication is key. A short text or call to let people know where you are or where you're going is not only a good practice, but you will find it gives some peace of mind.

EVE F., SPENCER, IA

Don't have your hands full when approaching your vehicle; have your keys in hand so you don't have to fumble around, especially at night.

CHARIS D., FORT WORTH, TX

The company policy manual should address safety and make it a part of daily operations.

JULIE G., KENNEBUNK, ME

## OPEN HOUSE SAFETY

According to the *2014 Profile of Homebuyers and Sellers*, 45 percent of recent buyers used open houses as a tool to find their dream home. While they can be a great resource for potential buyers and a selling strategy for homeowners, safety at open houses is always an important concern. Here's how you can be safe at your next open house:

Always use the pronoun 'we' when promoting an open house.

ALISA P., THE WOODLANDS, TX

Have sellers prepare and remove their 'go bag,' which should include any medications, jewelry, firearms, etc. Have at least two people staff the open house. Have a trusted person who you check in with via phone at specified times. Also be on the phone with this person as you're locking up.

CONNIE S., FLOWER MOUND, TX

Arrive early and check rooms and garage as you turn on the lights.

A.W. F., PARADISE, CA

If you feel uncomfortable with someone, step away and call a friend. Pretend your friend is a client on their way to the house and give them directions.

MARISA R., FALLBROOK, CA

Always invite a local loan officer to sit with you for the entirety of the open house. This provides the loan officer a good opportunity to meet potential clients, as well as provides you with the safety you need during a busy open house.

BRITTANY B., FLINT, MI

Make sign in with email mandatory. If there are too many people to manage, take four at a time and tell others to wait at the door and you will be right with them.

PEG W., CONWAY, AR

Don't park in the driveway if possible. It is not good to have your car blocked. Position yourself and materials in a safe location, such as near an exit. Allow the visitors to view the property and meet you back at the safe location for questions.

BARBARA A., HUBBARD, OH

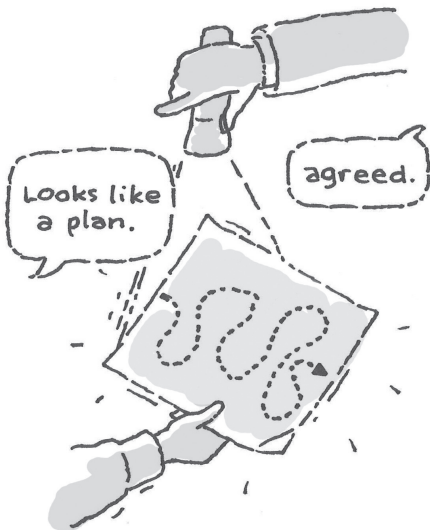
Carry pepper spray and always let your office/friend know where you are and the timing of the open house. Sit close to the front door and greet people as they come in. Do not accompany them throughout the house and do not go into a basement with customers you do not know.

SUSAN A., VANDALIA, OH



## Two agents and an escape plan.

LAURA C., WILLIAMSBURG, VA



Know where the doors are. Put jingle bells on the door knobs so you hear people entering rooms. Also call a friend and give them the make, model and license plate number of a vehicle as it pulls in the driveway.

KATIE J., SALEM, NH

Utilize a safety sign at the front door that requires visitors to provide an ID and completely sign in.

LINDA J., KATY, TX

Make sure clients lock up all valuables that could easily be taken. Don't offer food, just bottled water so that open house attendees don't stay longer for food.

MELISSA M., CELINA, TX

When entering the home to prepare for the open house, lock the door behind you so that you can roam through the home, turning on lights and opening blinds. Check the backyard for an exit route. Never have your back to anyone coming into the home. Text a smiley face every 15 – 20 minutes to let your contact person know that you're OK. Instruct them to try and reach you in the event you do not check in at the above interval. If they can't reach you, they are to contact the police for a welfare check.

CHERYL R., SACRAMENTO, CA

How you carry yourself will make a huge difference. If you are confident and look them in the eyes they will question if you would make a good victim.

LYNDA T., MT. PLEASANT, TX

Have a real estate agent open house and serve lunch to have other agents bring their potential clients over to view the property. Tour your listings with office agents on a weekly basis.

PAT F., INGLESIDE, TX

Tell your sellers to remove any and ALL small items of value that could disappear in a pocket, as well as ALL prescription drugs from medicine cabinets (and elsewhere). Ask large groups to 'please stay together' so that you can answer any questions any of them may have more easily. It will be easier to keep an eye on them that way.

LOYD G., LAKEWOOD, CO

Get some fake temporary cameras and signs warning of such items located on the premises to deter unwanted actions.

WILLIAM M., AURORA, IL

Don't open garage doors to the outside to allow anyone multiple entrances.

PEGGY R., MERIDIAN, ID

Never wear expensive necklaces, earrings or bracelets.

ROSEANNA H., PALM HARBOR, FL



## SAFETY AND YOUR CLIENTS

Did your parents ever tell you that ‘it isn’t all about you’? Well no truer words can be spoken when it comes to the real estate business. Working with clients and developing safe and productive relationships with your clients can mean success or failure in this business. According to the *2015 REALTOR® Safety Report*, 64 percent of members said that their real estate office has standard procedures for safeguarding and proper disposal of client data and client information. Use these tips to learn how to keep your clients safe, and create a document retention policy of your own:

Keep in mind that you are not the only potential victim of a crime. Be mindful of the safety of your clients. Also, educate your sellers about the dangers of letting people into their home without a real estate professional being present. Advise them that once that sign is in the yard and their house is public on the Internet, they will be attracting more attention. Tell them to be more cautious about keeping the doors and windows locked than usual, and to take the key out of the lockbox at night.

SUE V., FORT COLLINS, CO

Maintain individual files in a secure area and client contact information on secure real estate sites. Never include client social security numbers in your files. Purge and shred files that are more than four years old. Use your office address for all professional profile information.

GEORGIA B., TOPSHAM, ME

Do not fax or email any data that has personal account numbers or social security numbers. Either hand deliver them or have the parties needing them pick them up at the office. If the file does not close, shred personal documents in the file or return them to the client or customer.

LOIS M., LEAVENWORTH, KS

Shred any sensitive data that doesn't get archived. Archive and lock files in a file cabinet if they are recent transactions. Store older files in an off-site storage facility under lock and key with a monitored entrance.

JULIE D., CAROLINA BEACH, NC

Never take more client detail than required.

JACKY E., KIRKLAND, WA

On proof of funds, remove the account number. Use DocuSign instead of sending documents to clients via email. Change password on email frequently. Assure your real estate email account is separate from personal email account.

JULIE R., LOWER LAKE, CA

Attempt to complete all transactions in a paperless manner. If you do print/sign a physical piece of paper, once it is scanned and uploaded into a secure transaction system, the paper should always be shredded.

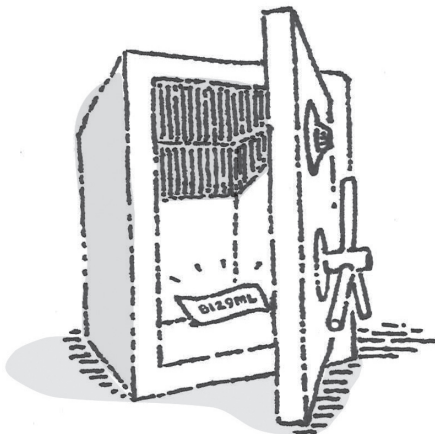
RON K., RANCHO MIRAGE, CA

Never talk about your clients to their friends, neighbors, etc. Don't keep sensitive info on your computer. Have clients send that information to the closing attorney or lender directly.

DESPINA K., BETHANY BEACH, DE

Keep client information protected as if it's yours. Use password protection.

BRIAN J., SAN DIEGO, CA



Do your best to keep phone conversations private by closing your office door and not speaking in public places where someone could overhear information that is none of their business. Excuse yourself from a restaurant to go speak in your car or in private.

KATHY K., SIDNEY, NE

Shred the copy of the earnest money check after closing so you don't have access (nor does anyone else) to the checking account information.

MELBA B., FRANKLIN, TN

Try not to show too many pictures of expensive items, such as artwork, on third-party websites.

DALE V., ROCHESTER, NY

Your smartphone, tablet and laptop should all have passcode entry requirements, so nothing is left open to the public.

ALEX Z., MELROSE, MA

## BEST ADVICE YOU'VE EVER RECEIVED

Hindsight is 20/20. Having the support of seasoned professionals with sage wisdom and advice can really help you succeed. Whether you are a seasoned professional or just starting out, following a well-traveled path can help lead you to your goals more quickly and, more importantly, stay safe. We asked our members to share the best advice they've ever received and here are some of the most useful insights they shared:

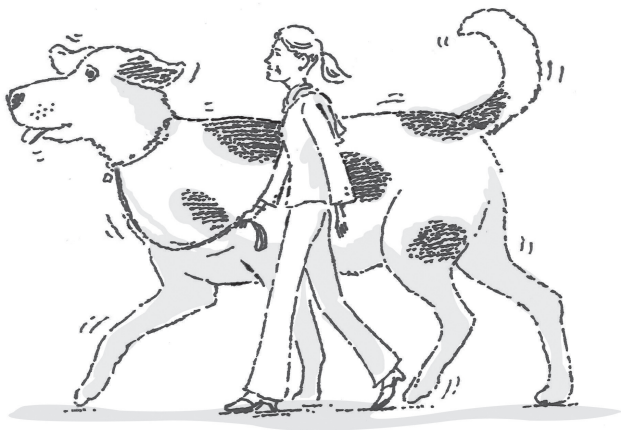
Someone should know where you are all the time. Make sure there are at least five people who know where you are going when showing property and going to meetings.

APRIL W., TALLAHASSEE, FL

Two of the items you should always carry in your vehicle are a hammer and a substantial pair of scissors. Keep both within easy reach of the driver's seat. If you ever find your vehicle under water, the hammer can be used to break out a window to allow escape, while the scissors can cut a seat belt that is stuck.

LINDA H., CONCORD, NH





Have a large dog and take it for a walk when you're scouting out neighborhood conditions.

TIFFANY E., OAKLAND, CA

Watch where you are and who you are with, have your car keys out and ready, walk with confidence and make sure you aren't distracted.

CATHY P., GLENCOE, MO

Every real estate professional needs to take a self-defense class. Even a simple move sometimes can buy you more time in a sticky situation.

JACKIE P., COLUMBIA, SC

Always watch out for other agents. In light of recent developments, there are still agents who are too embarrassed to ask for help. Be that person who offers to go with the 'new kid' or even the seasoned agent. We all make the mistake of thinking we are invincible. We aren't. We are human.

VICKI B., BRYANT, AZ

First interaction is a strong indicator of a client's intention. If a person's first comment is regarding your appearance, it indicates that business is not their top priority.

JASCINTA E., RICHMOND, VA

Have an escape route. Unlock all doors before showing a property.

NORRIS T., LAPEL, IN

Have a safety word that tells people you are in trouble without it sounding like a safety word. Then tell them where you are located.

ASHLEIGH T., BIRMINGHAM, AL

Ask people to remove pets from the property prior to showing a house. Dogs and cats can get out of their crates, and they should not be loose for a showing.

SUZANNE F., YORK, PA

Do not park in the driveway if possible when showing a home. It allows the client to feel like they're 'coming home' by pulling into the driveway, plus it keeps your car from being blocked in if you feel you're in danger or need to get away.

GAY M., BAYTOWN, TX

Always be aware of surroundings. Have a plan of action in case things do not go according to plan.

EMERY M., ALBUQUERQUE, NM

Pay attention to how other people approach you. If someone is in your personal space, it may be because they are 'testing' you to see if they can get away with it. They might be trying to determine if it would be easy to victimize you.

SUE V., FORT COLLINS, CO

Don't be afraid to ask for identification of a client or turn down an appointment if your gut feeling is uncomfortable.

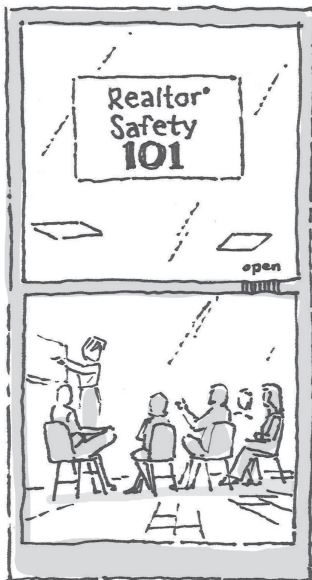
TINA H., FEDERAL WAY, WA

Carry personal protection devices and utilize technology that you're comfortable with.

RUDY T., BRADENTON, FL

Get in your car and go. Don't dilly-dally.

DEBORAH D., FALLBROOK, CA



Take a safety course. There are all types of things you can learn to do and/or carry to ensure your safety. Talk to other real estate agents. Do what you need to do to feel safe without compromising yourself and still be able to do your job for your clients!

MARSHA M., CORNELIUS, NC

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## RESOURCES

There are a number of resources and additional tools from the NATIONAL ASSOCIATION OF REALTORS®' REALTOR® Safety Program that members can use in their real estate business to practice safely. Below is a list of those resources, but new tools are added frequently to the REALTOR® Safety Program website, so visit often for the latest in REALTOR® safety.

### **REALTOR® Safety Program Home Page**

*[www.REALTOR.org/safety](http://www.REALTOR.org/safety)*

### **2015 Member Safety Report**

*[www.REALTOR.org/reports/2015-member-safety-report](http://www.REALTOR.org/reports/2015-member-safety-report)*

### **Safety Articles and Tips**

*[www.realtor.org/safety/articles](http://www.realtor.org/safety/articles)*

### **Safety Resources for REALTORS®**

Includes information about safety products and smartphone apps  
for your business

*[www.realtor.org/safety/resourcesforrealtors](http://www.realtor.org/safety/resourcesforrealtors)*

## **Safety Videos**

*[www.realtor.org/safety/videos](http://www.realtor.org/safety/videos)*

## **Safety Webinars**

*[www.realtor.org/safety/webinars](http://www.realtor.org/safety/webinars)*

## **The Real Estate Guide to Safety**

*<https://store.realtor.org/product/book/real-estate-guide-safety?sku=141-347>*

## **REALTOR® Safety Tips Card (free download)**

*<https://store.realtor.org/product/other/realtor-safety-tips-card?sku=E150-50>*

## **Center for REALTOR® Development: “Enhance Your Brand & Protect Your Clients with Data Privacy & Security”**

*[www.learninglibrary.com/realtoruniversity](http://www.learninglibrary.com/realtoruniversity)*

## **Center for REALTOR® Development: “Real Estate Safety Matters: Safe Business = Smart Business”**

*[www.learninglibrary.com/realtoruniversity](http://www.learninglibrary.com/realtoruniversity)*

## **Guard Llama – NAR’s REach® Class of 2015**

On-demand personal security and protection

*<http://www.theguardllama.com>*

## **The Little Blue Book: Rules to Live By for REALTORS®**

*<https://store.realtor.org/product/book/little-blue-book-rules-live-realtors?sku=135-105>*

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THE LITTLE RED BOOK  
**SAFETY  
RULES**  
— to —  
**LIVE BY FOR  
REALTORS®**

*The Little Red Book: Safety Rules to Live By for REALTORS®* is a must-have for all NAR members, from new agents to seasoned professionals. It includes lessons learned, as well as tips and observations that can be used in achieving a successful future in real estate. It also takes a tongue-in-cheek approach to showing these tips “in practice” with fun images designed just for this guide.

This product was created with input from nearly 1,000 NAR members. Tips and advice from REALTORS® are presented in a fun, light-hearted, professional manner. They can be used as excellent conversation starters and can help you build your personal and professional safety protocols.

*The guide is divided into seven sections:*

- **Safety Philosophy**
- **Identity Protection**
- **Cyber Safety**
- **Personal Safety Protocol**
- **Open House Safety**
- **Safety and Your Clients**
- **Best Advice You’ve Ever Received**

*The Little Red Book: Safety Rules to Live By for REALTORS®* is the second in the “Little Book” series, joining *The Little Blue Book: Rules to Live By for REALTORS®*, which focuses on instructions, philosophies and rules members of the NATIONAL ASSOCIATION OF REALTORS® utilize to be successful in their real estate careers.

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