

The Comprehensive Guide to Agent Safety

A real estate ebook from



You Can Stay Safe on the Job

Let's begin with the obvious: real estate professionals often must put themselves in potentially compromising situations.

A career in real estate can be a rewarding experience, both financially and in terms of fulfilling a personal purpose. However, like anything worth doing, it's not without its risks. With the right preparation (and a little healthy skepticism), there are ways to dramatically reduce safety risks, without sacrificing any of the rewards.

So, whether you're meeting a potential client later in the evening, or hosting an open house where you're interacting with people you don't know, here are ways to [keep yourself safe on \(and off\) the job.](#)



Before Meeting the Client

Before you meet your client, there are a few safety precautions you can take, and some helpful tools you can look into on the way:

Do a Little Background Checking

- Social media is great for connecting with friends, but you can also use it to vet your clients before you meet them.
- [PeopleSmart](#) is a subscription-based service that can give you the background information you're looking for to see if a client is trustworthy.

Give Your Family & Friends the 411

- Before meeting up with a stranger, give yourself some peace of mind by sharing your location with someone you trust, and let them know about how long you'll be there.
- Make sure your family has contact info for someone in-the-know, like a coworker, they can reach out to in case your scheduled meeting or open house goes longer than planned.

Limit the Information You Share

- Avoid sharing personal details, like your home address, on any business materials or in conversation.

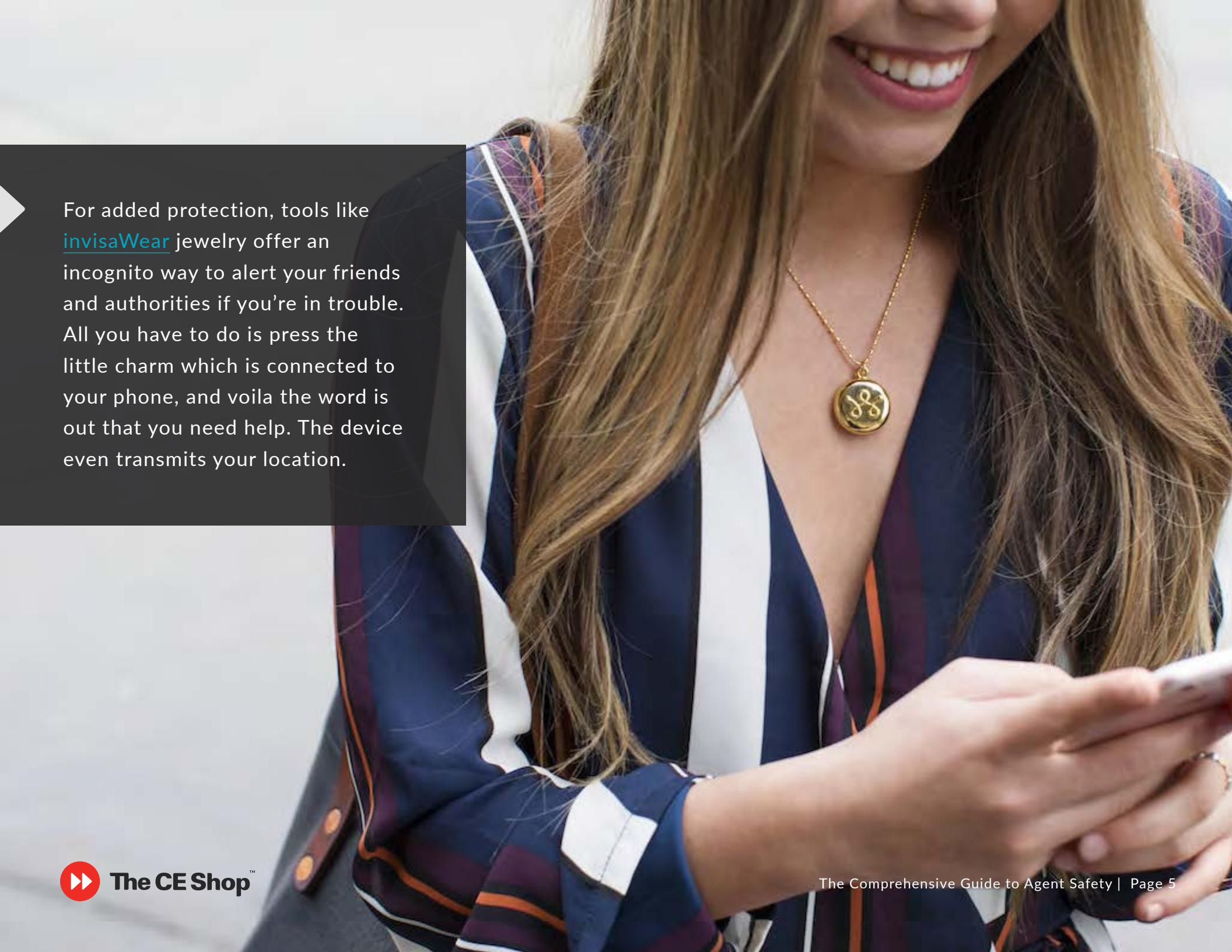


Coming Prepared

A little preparation can go a long way. Like firefighters, law enforcement, or members of the military, practicing what you might do in a sticky situation is always a smart idea. Here are some easy suggestions:

- Carry pepper spray*
- Take a self-defense course
- Have an easy “out”
- Avoid working in the dark
- Park your car in places that are well-lit and easy to get out of (i.e., avoid driveways and garages when possible)
- Get acquainted with others in the neighborhood

*Some states may have regulations for safe pepper spray purchase and usage. Check out [this page](#) for more details.



For added protection, tools like [invisaWear](#) jewelry offer an incognito way to alert your friends and authorities if you're in trouble. All you have to do is press the little charm which is connected to your phone, and voila the word is out that you need help. The device even transmits your location.



Open Houses

Hosting an open house is a great way to show a property and meet potential clients, but it comes with added risks, too. Here are a few easy ways to keep open houses safe:



Avoiding certain areas when touring areas like basements, attics, or other tight spaces that could get you in a bind.



Having guests sign a guest list, and only allowing access to the property through one entrance.



If alcohol is involved, limit yourself to 1 or 2 drinks and closely monitor guests who seem to be overindulging themselves.



Add bells or chimes to the doors to alert you when somebody enters or exits the property.



Consider using a cloud-based video surveillance system to help keep an eye on things.



Some real estate agents even go so far as to hire security. At the very least ask a friend to drop by or accompany you as you go through the house before closing up.



Lastly, to deter crimes of opportunity make sure all valuables are removed (or secured) from the house including but not limited to jewelry, small electronics, firearms, and documents/mail that might contain sensitive information.

Motor Vehicle Safety

It may not be the first thing you think of, but operating a vehicle, if not done thoughtfully, could be a highly dangerous part of your job.

According to the CDC, motor vehicle crashes are in [the top 2 leading causes of death in every major industry group](#).

Being a real estate agent can involve many hours in the car, traveling to and from properties and open houses. Here are some ways to be mindful behind the wheel:



Limit Distractions

Ping! Ping! Ping! It's easy to feel like texting and driving comes with the job. One client is telling you their address, another just got a low-ball offer and is venting. The National Highway Traffic Safety Administration has noted that over 3,000 motor vehicle deaths in 2022 were due to distracted driving. So, no matter who it is, it can wait. There are also tons of apps available to help you block out the noise.

Always Drive Sober & Well-Rested

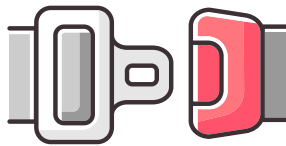
Driving sober seems like a given, and being well-rested is just as important. In many cases, drowsy driving is just as dangerous as driving under the influence. If you're tired, pull over and take a 20-minute power nap. If you had a couple beers with a client, give yourself ample time to sober up before you hit the road.



Motor Vehicle Safety

Obey Local Traffic Laws

We get it. Sometimes you're in a hurry and need to be somewhere, but the truth of the matter is that speeding, weaving in and out of traffic, and tailgating doesn't get you to your destination that much quicker. The 30 seconds to a minute you might make up is hardly worth the added risk of those on-road behaviors.

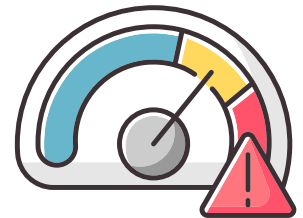


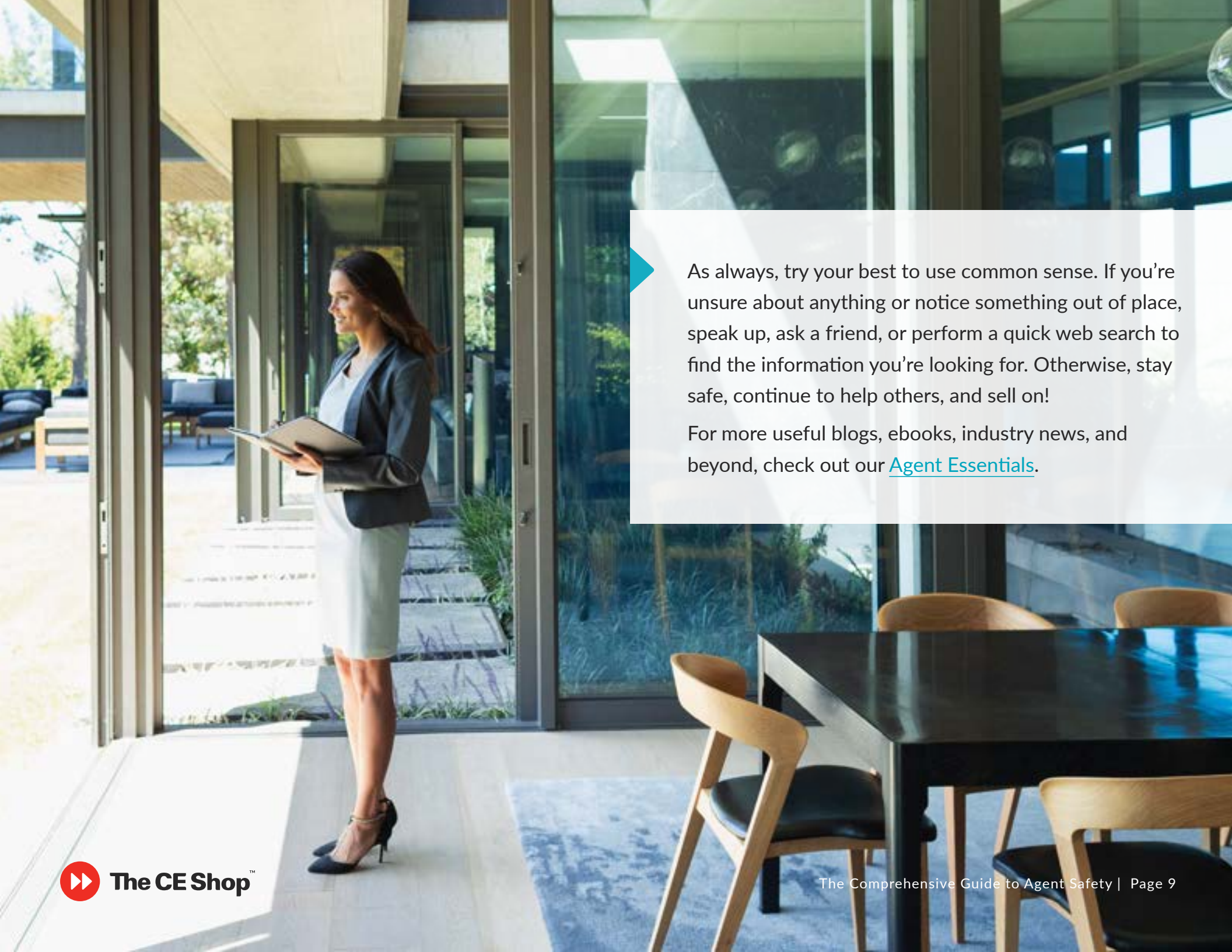
Buckle Up

According to the National Highway Traffic Safety Administration, about [50% of those who died in motor vehicle accidents in 2022 were not wearing a seatbelt](#). In fact, since its invention in 1959, the three-point seatbelt is credited with saving well over 1 million lives. So, put it on correctly, and click it for your safety.

Maintain Your Vehicle

When it comes to maintenance, never put off issues related to brakes, steering, suspension, and tires. If you live in a snowy climate, we highly recommend investing in a set of winter tires and then switching back to your all-season tires in the spring and summer.





As always, try your best to use common sense. If you're unsure about anything or notice something out of place, speak up, ask a friend, or perform a quick web search to find the information you're looking for. Otherwise, stay safe, continue to help others, and sell on!

For more useful blogs, ebooks, industry news, and beyond, check out our [Agent Essentials](#).

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