

# 2020

# Member Safety

# Report

National Association  
of REALTORS®



NATIONAL  
ASSOCIATION OF  
REALTORS®

## **NAR Research Staff:**

Lawrence Yun, Ph.D.

*Chief Economist and Senior Vice President*

Jessica Lautz, Dr.RealEst.

*Vice President, Demographics and Behavioral Insights*

Meredith Dunn

*Manager*

Brandi Snowden

*Director, Member and Consumer Survey Research*

### **Lead Author:**

Sidnee Holmes

*Research Assistant*

# NAR's REALTOR® Safety Program

More than a decade ago, NAR launched the REALTOR® Safety Program to educate REALTORS® about the potential risks they face on the job. Being aware of potential dangers and empowering themselves with precautions and preparations will help REALTORS® avoid risky situations on the job, and could mean the difference between life and death.

Knowledge. Awareness. Empowerment. These are the core components of REALTOR® Safety. As part of NAR's ongoing efforts to keep our members safe, we continue to grow and strengthen the REALTOR® Safety Program with new resources and tools, like REALTOR® Safety Grants for REALTOR® associations, and the REALTOR® Safety Network, which capitalizes on the nationwide system of REALTOR® organizations to notify members across the country of safety concerns and emergencies.

Each year, NAR dedicates September as REALTOR® Safety Month, though we strongly encourage associations, brokerages and members to keep safety at the forefront of their minds every day of the year.

Through the REALTOR® Safety Program, associations, brokerages and members can access a variety of resources including:

- Webinars and videos on REALTOR® Safety, presented by industry experts.
- Shareable content, including weekly social media messaging for Associations to easily share with members, and safety discussion topics for brokers.
- Safety materials including forms, protocols and best practices.
- NAR's annual REALTOR® Safety Survey and Report.

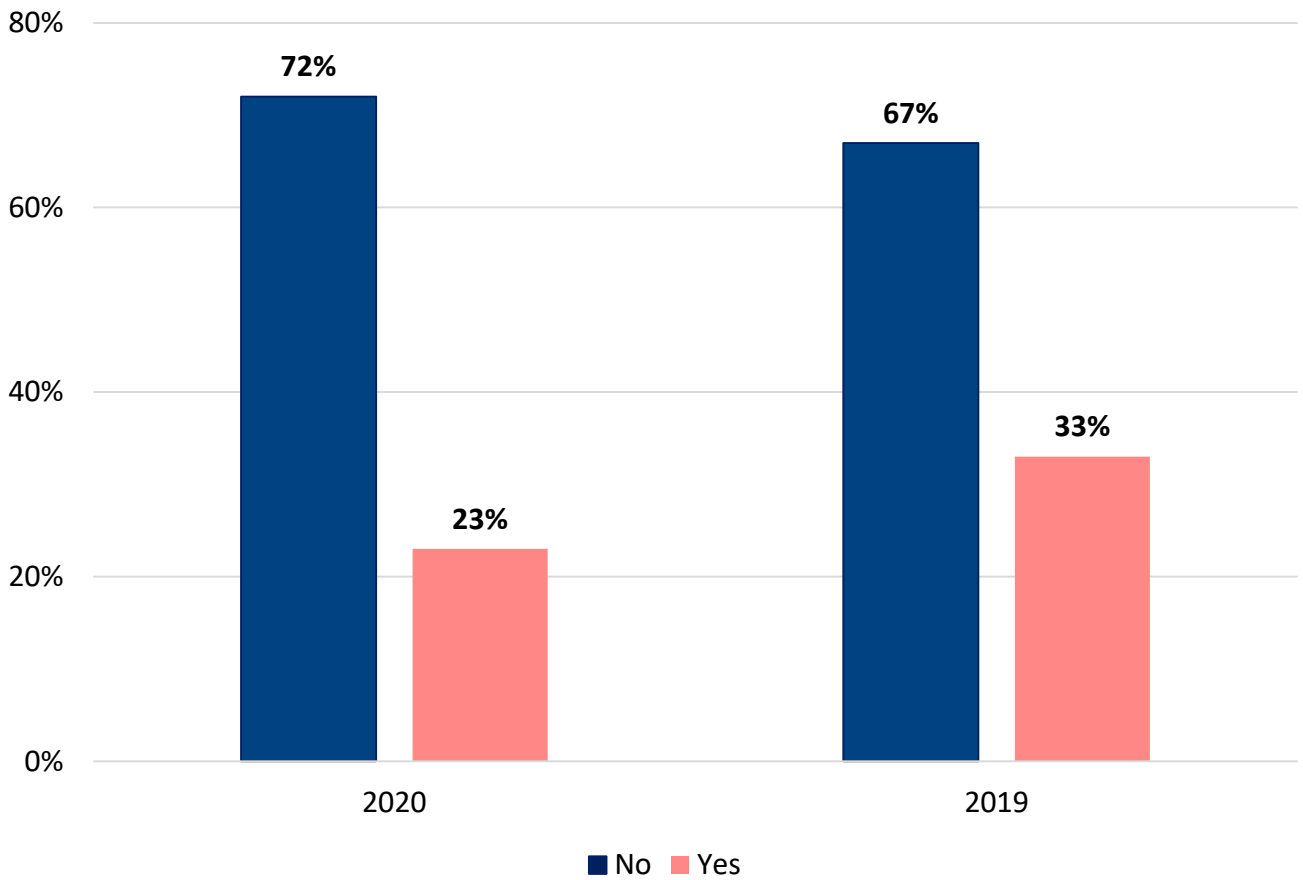
Access these resources and more at [www.nar.realtor/safety](http://www.nar.realtor/safety).

For further questions about the REALTOR® Safety Program, please e-mail [safety@nar.realtor](mailto:safety@nar.realtor).



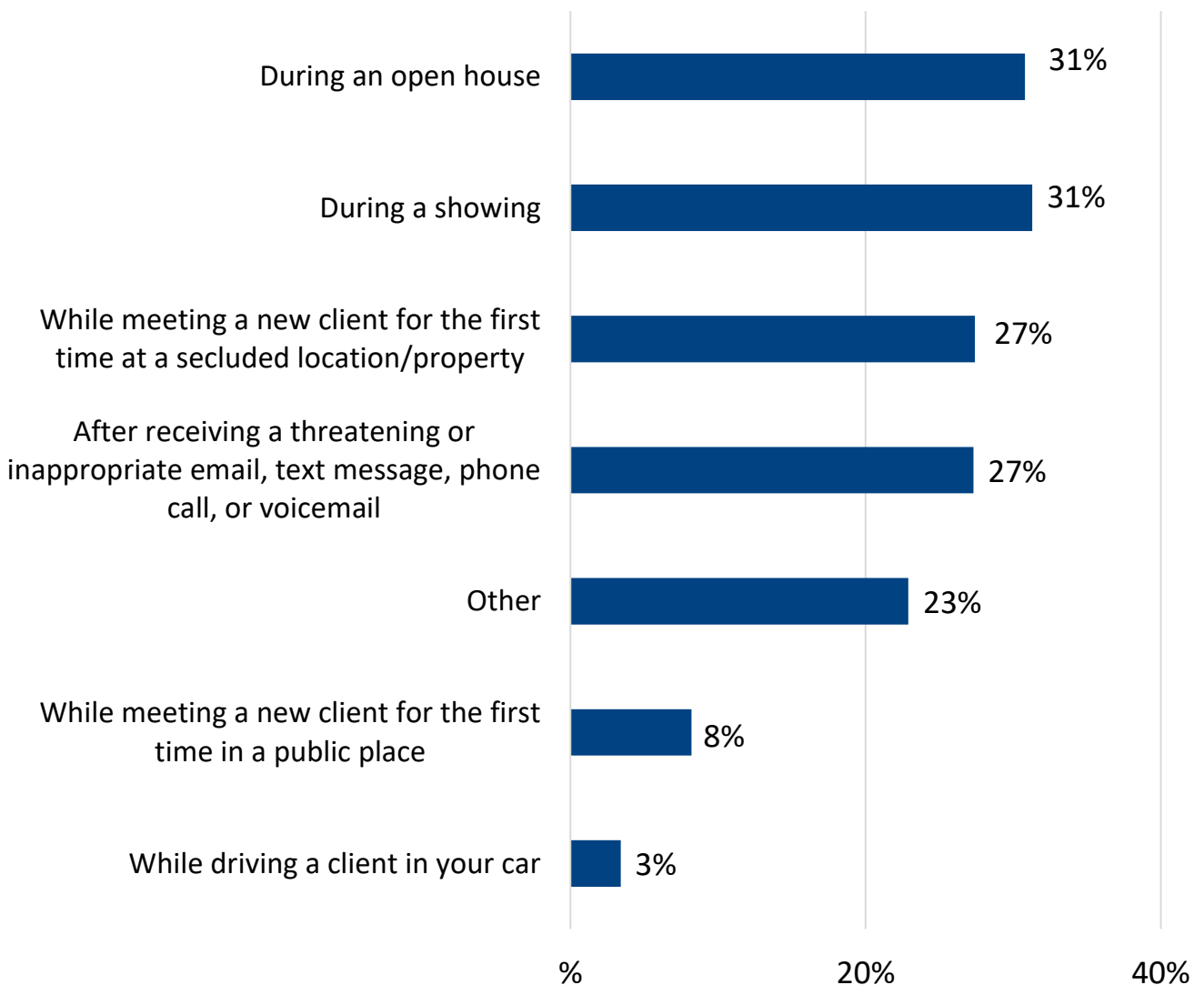
# REALTOR® Experienced a Situation That Made Them Fear for Their Personal Safety or Safety of Their Personal Information

REALTORS® were more likely to say they had not experienced a situation that made them fear for their personal safety or the safety of their personal information in 2020 (72%).



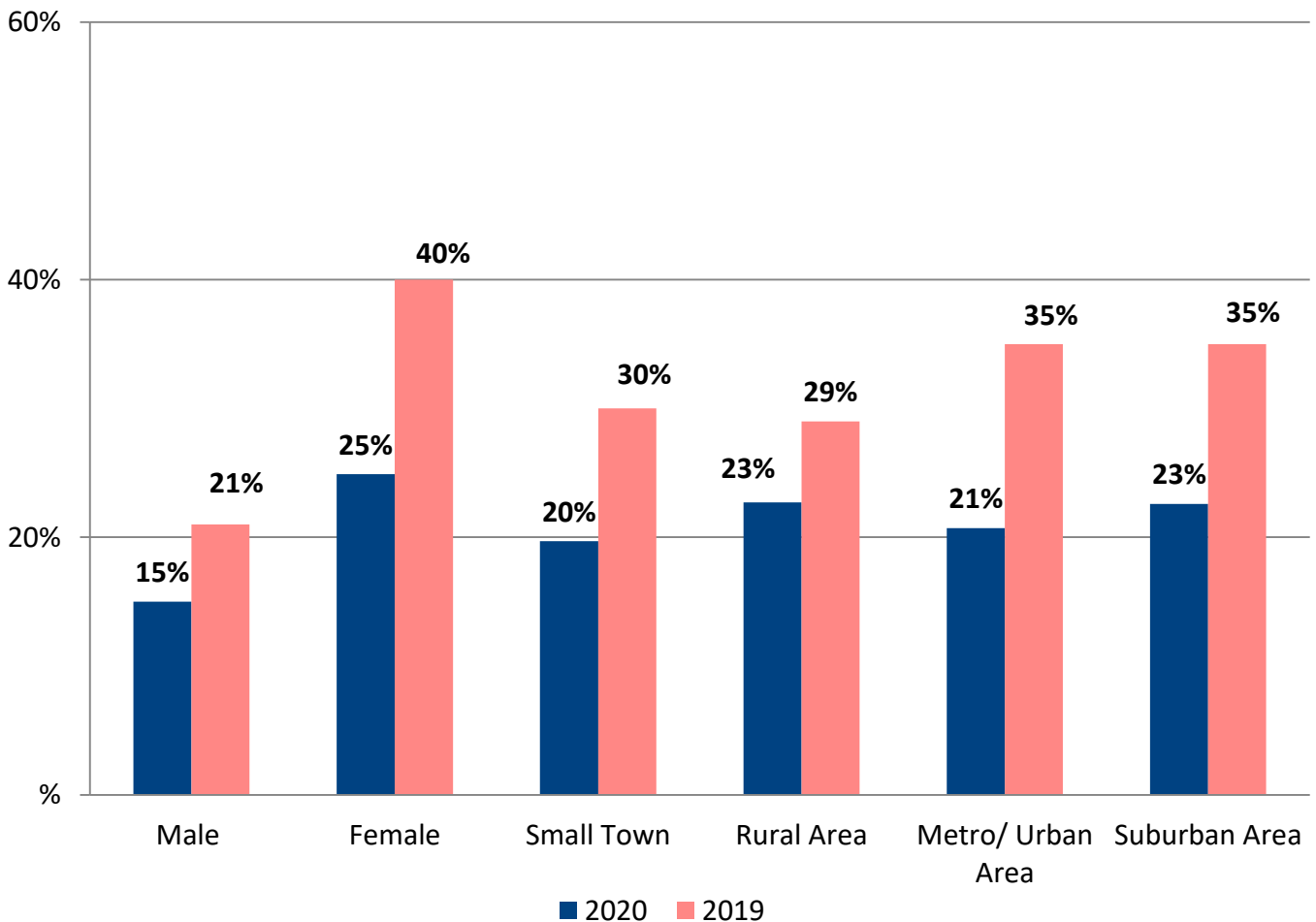
# Situation in Which REALTOR® Feared for Their Personal Safety

REALTORS® reported feeling unsafe during an open house and showings (31%).



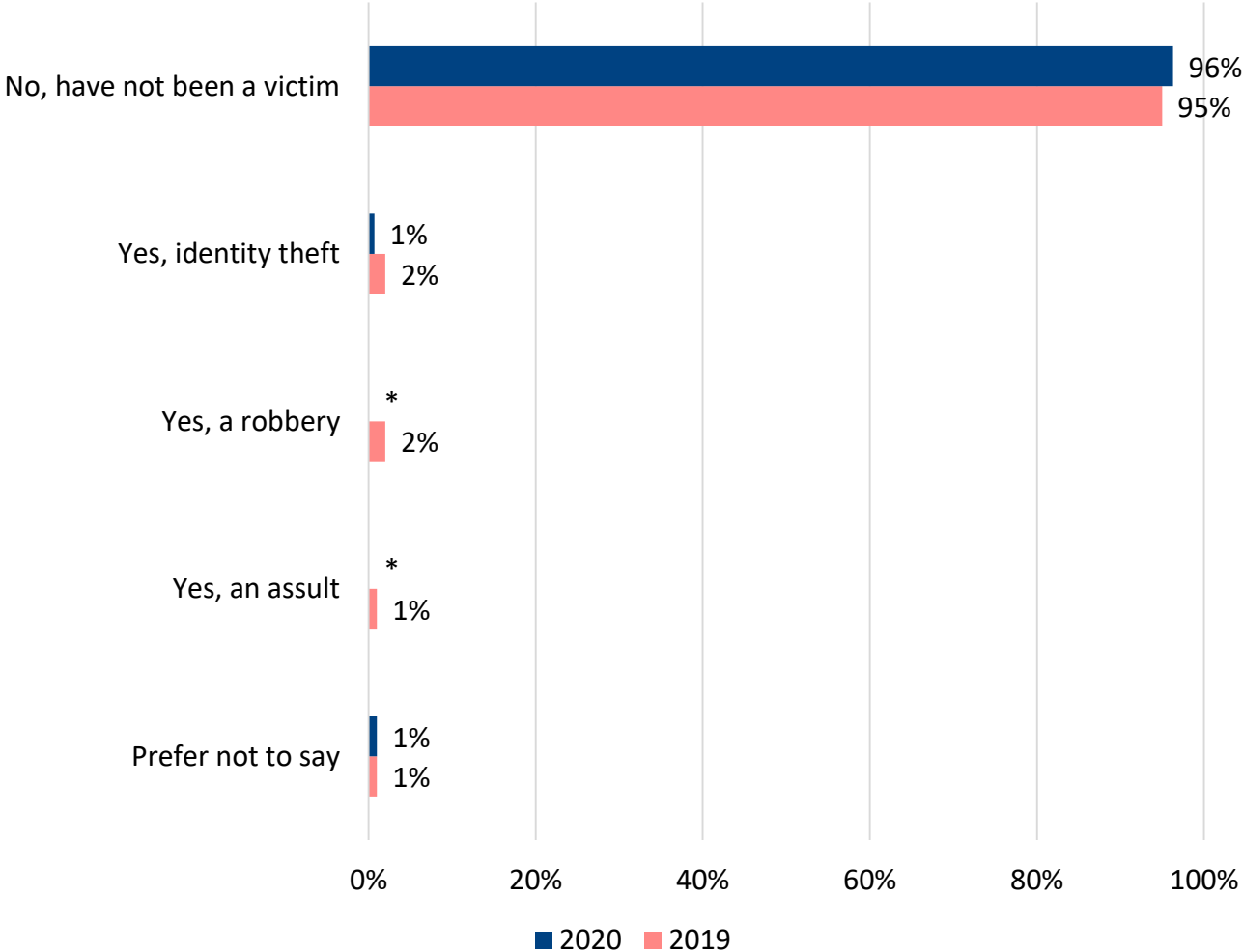
# REALTOR® Experienced a Situation That Made Them Fear for Their Personal Safety or Safety of Their Personal Information

As in 2019, this was more common among women and real estate professionals in suburban or metro/urban areas.



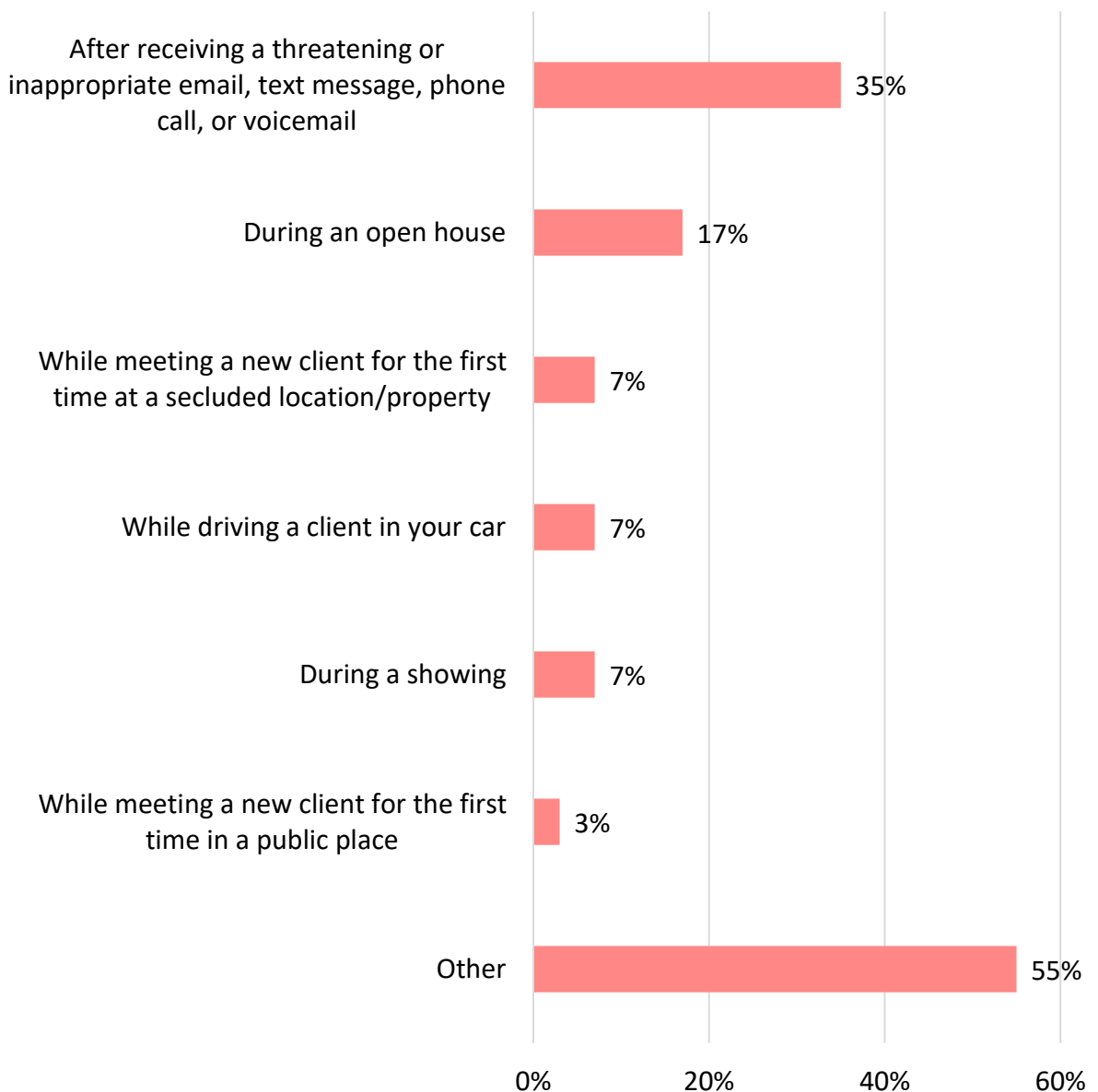
# REALTOR® Was a Victim of a Crime (Violent or Not) While Working as a Real Estate Professional

REALTORS® were slightly more likely in 2020 than in 2019 to say they had not been a victim of a crime while working as a real estate professional.



# Where/When the Crime Occurred

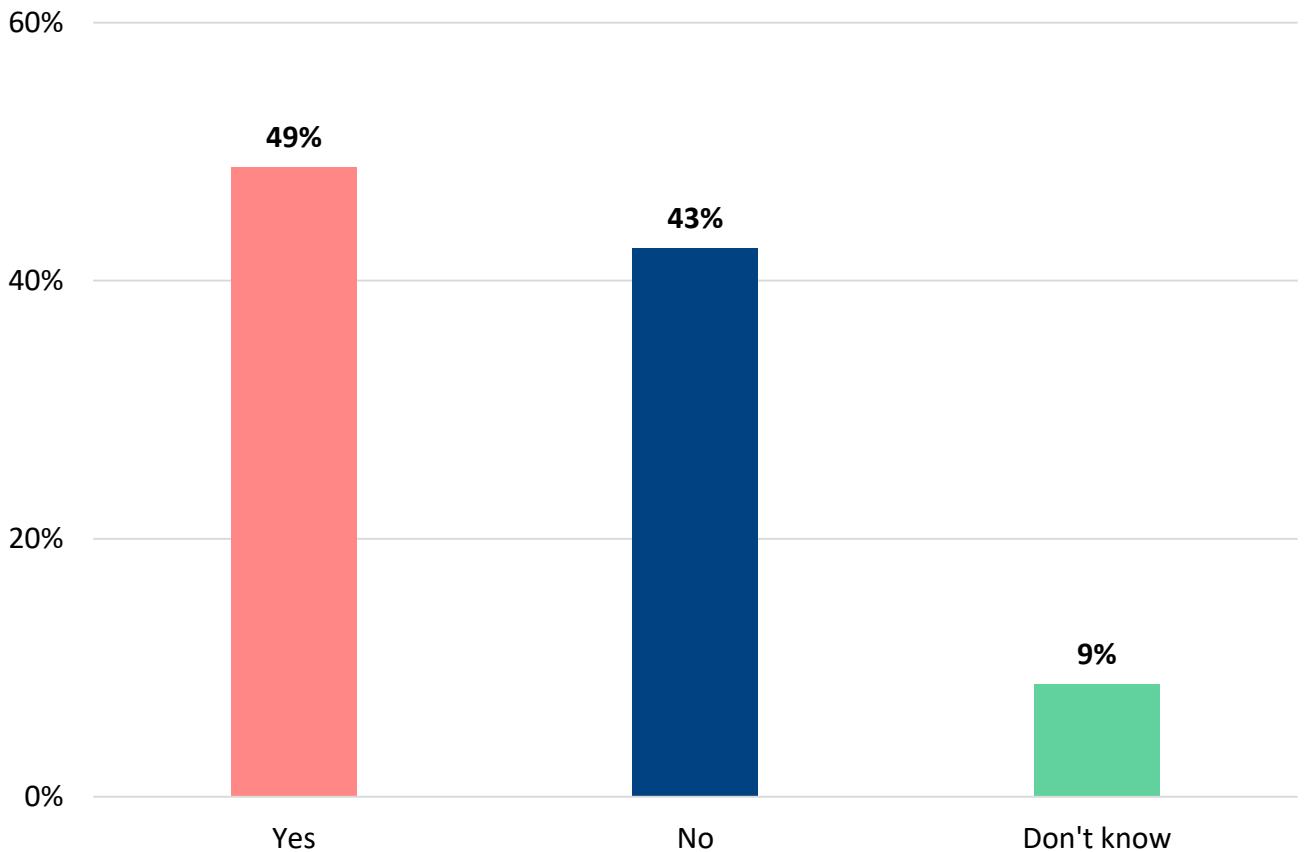
REALTORS® were likely to encounter crimes after receiving a threatening or inappropriate email, text message, phone call, or voicemail (35%) or during an open house (17%).





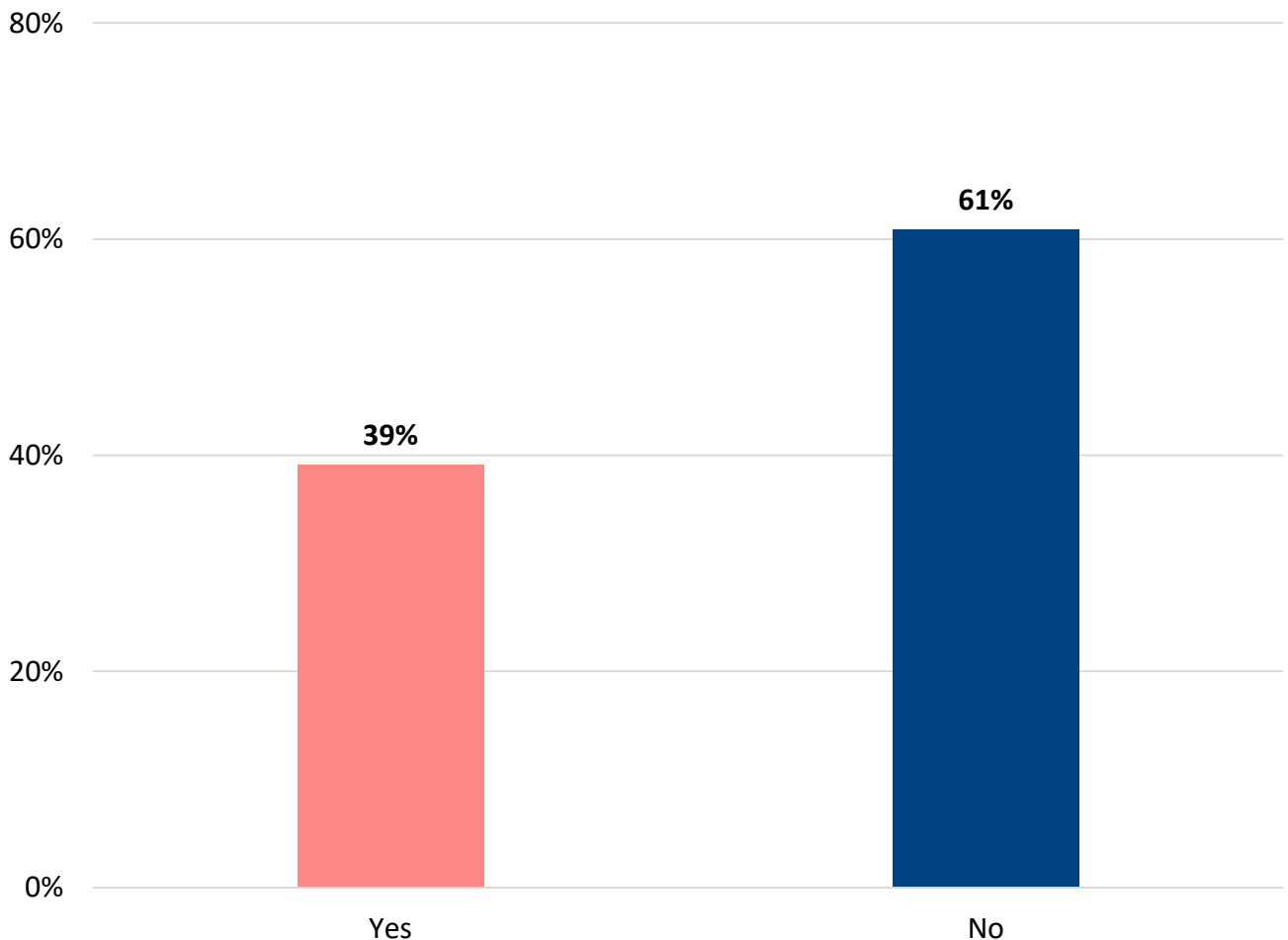
# Prior to This Survey, REALTOR® Was Aware That Crimes Committed Against Real Estate Professionals are Mostly Predatory in Nature as Opposed to Random Acts of Violence

Forty-nine percent of REALTORS® were likely aware of the predatory nature of crimes committed against real estate professionals .



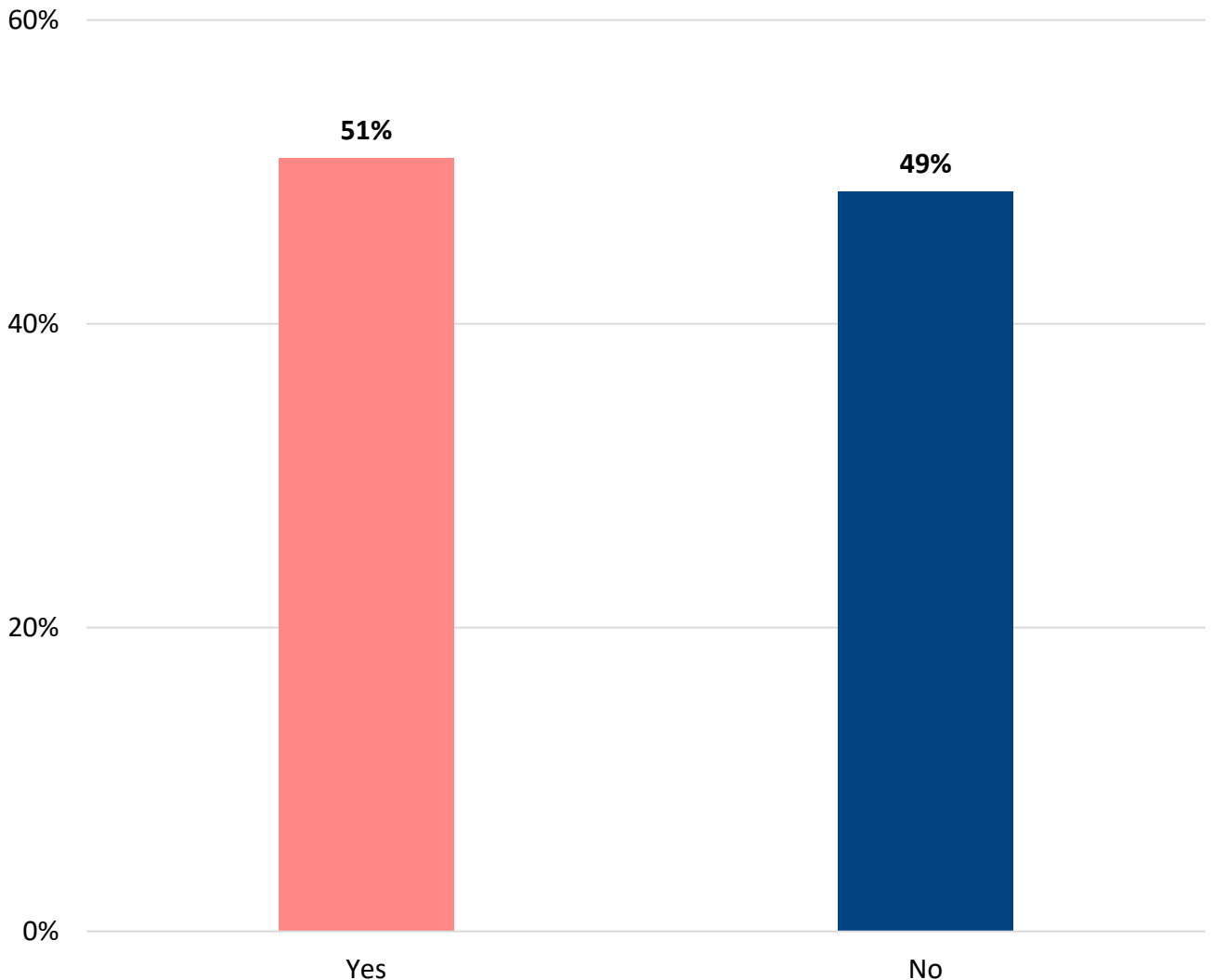
# Over the Past 12 Months, REALTOR® Has Met a New or Prospective Client Alone at a Secluded Location/Property

Thirty-nine percent of REALTORS® said that they had met a new or prospective client alone at a secluded location or property. REALTORS® said that they typically meet new clients alone in a secluded property 25% of the time.



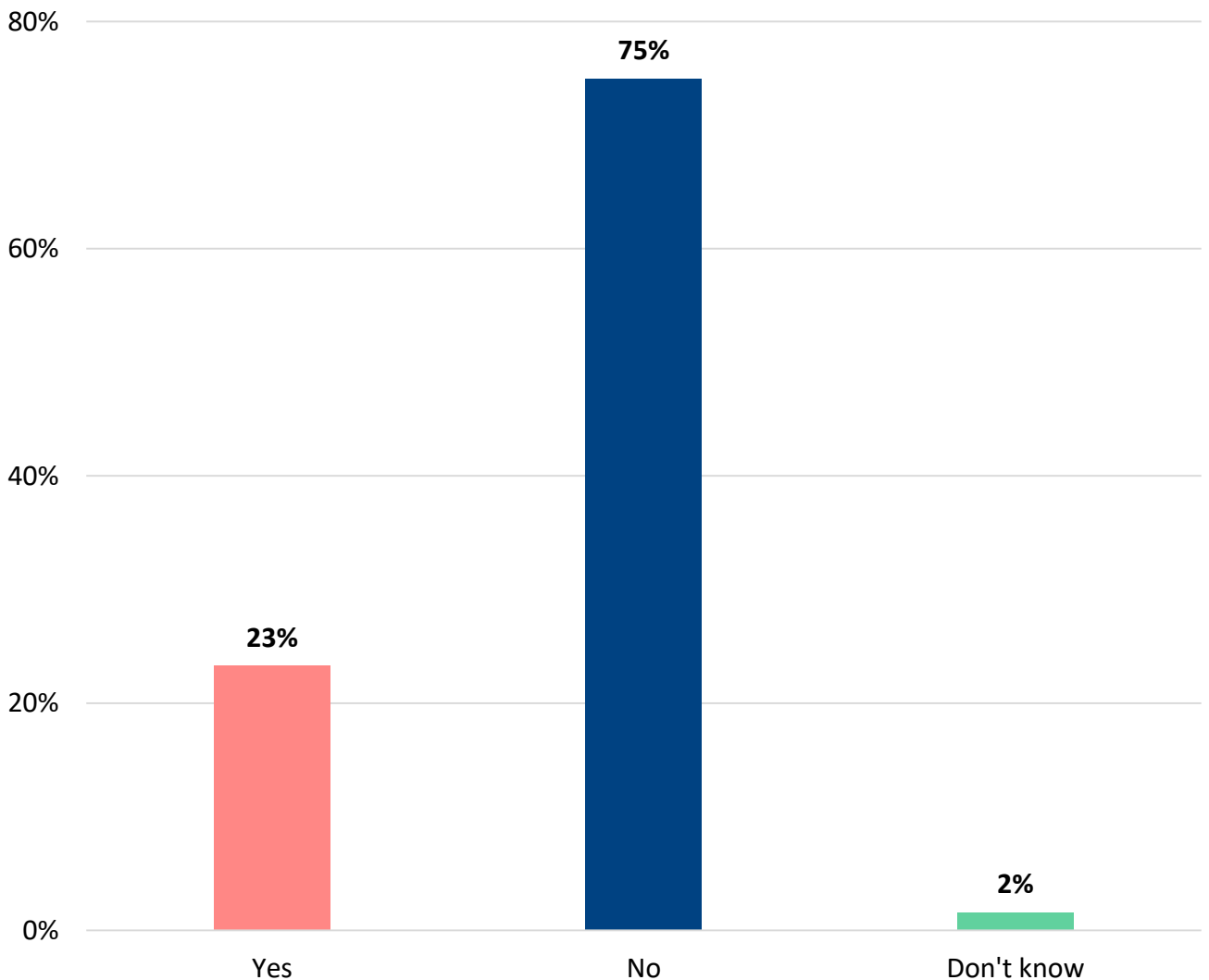
# Over the past 12 months, REALTOR® Has Hosted an Open House Alone

Fifty-one percent of REALTORS® hosted an open house alone in 2020.



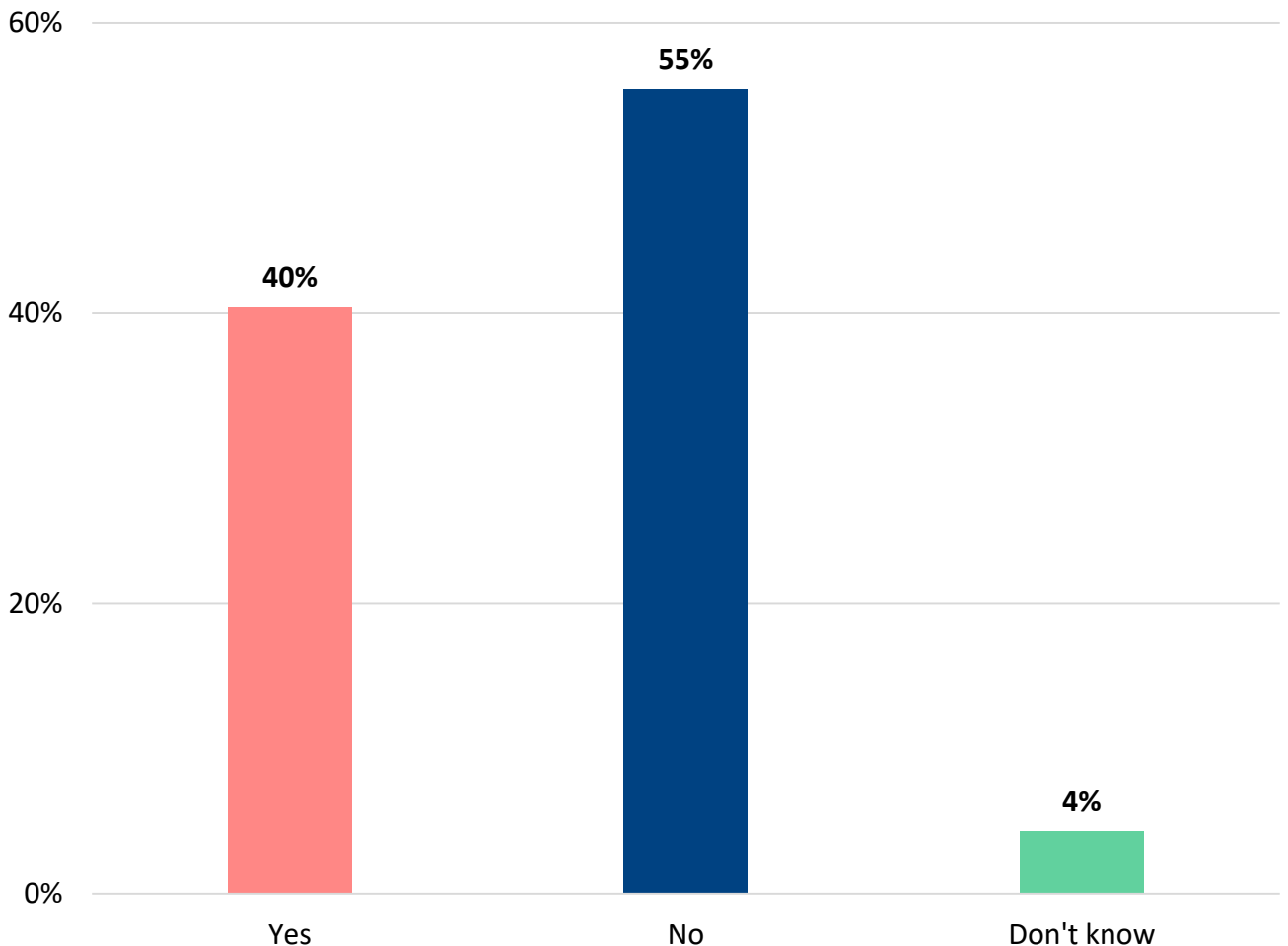
# Over the Past 12 Months, REALTOR® Has Felt Unsafe While Hosting an Open House Alone

Twenty-three percent of REALTORS® felt unsafe while hosting an open house alone.



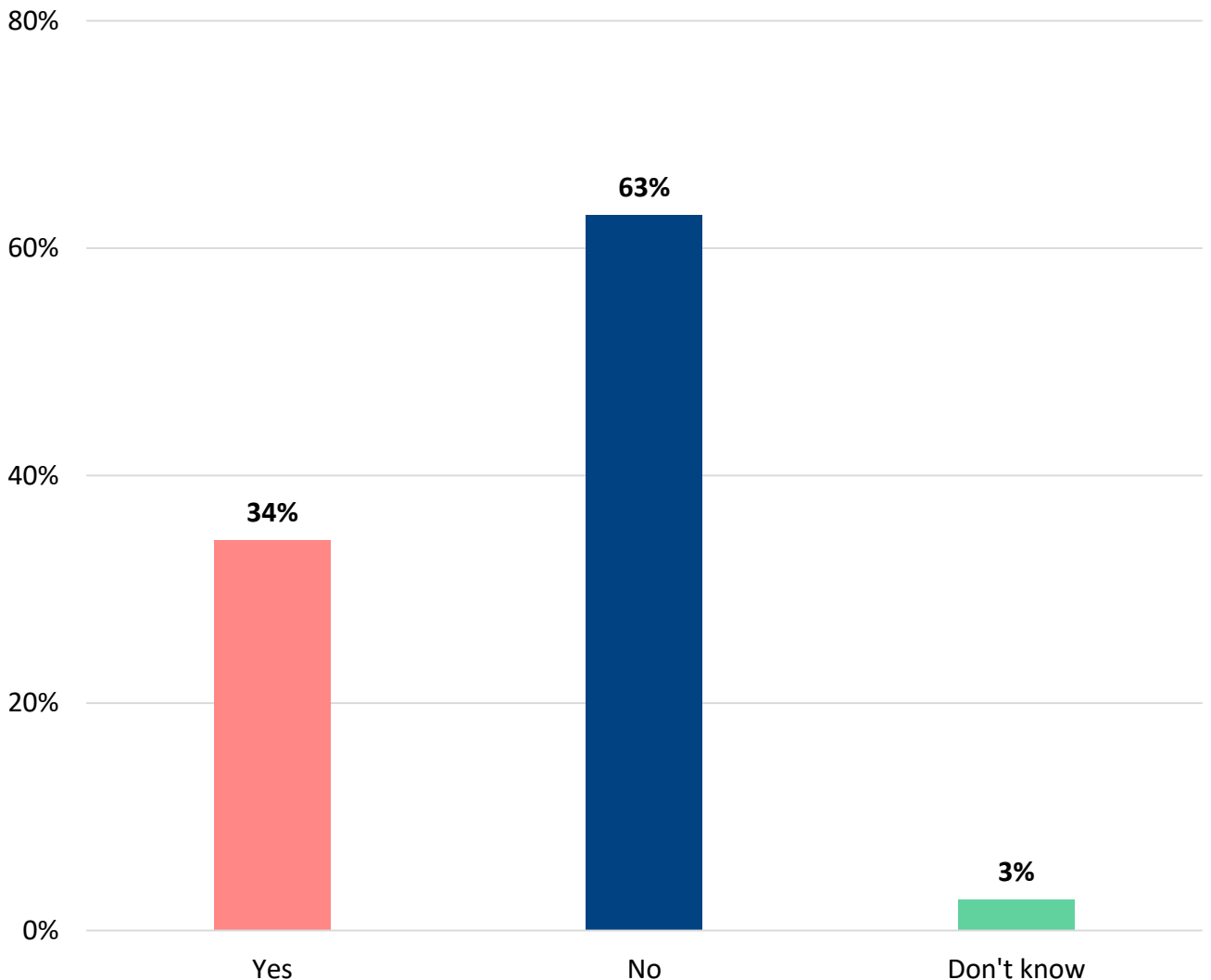
# Over the Past 12 Months, REALTOR® Has Shown Vacant Properties in Areas with Poor or No Phone Coverage

Forty percent of REALTORS® show vacant properties in areas with poor or no phone coverage.



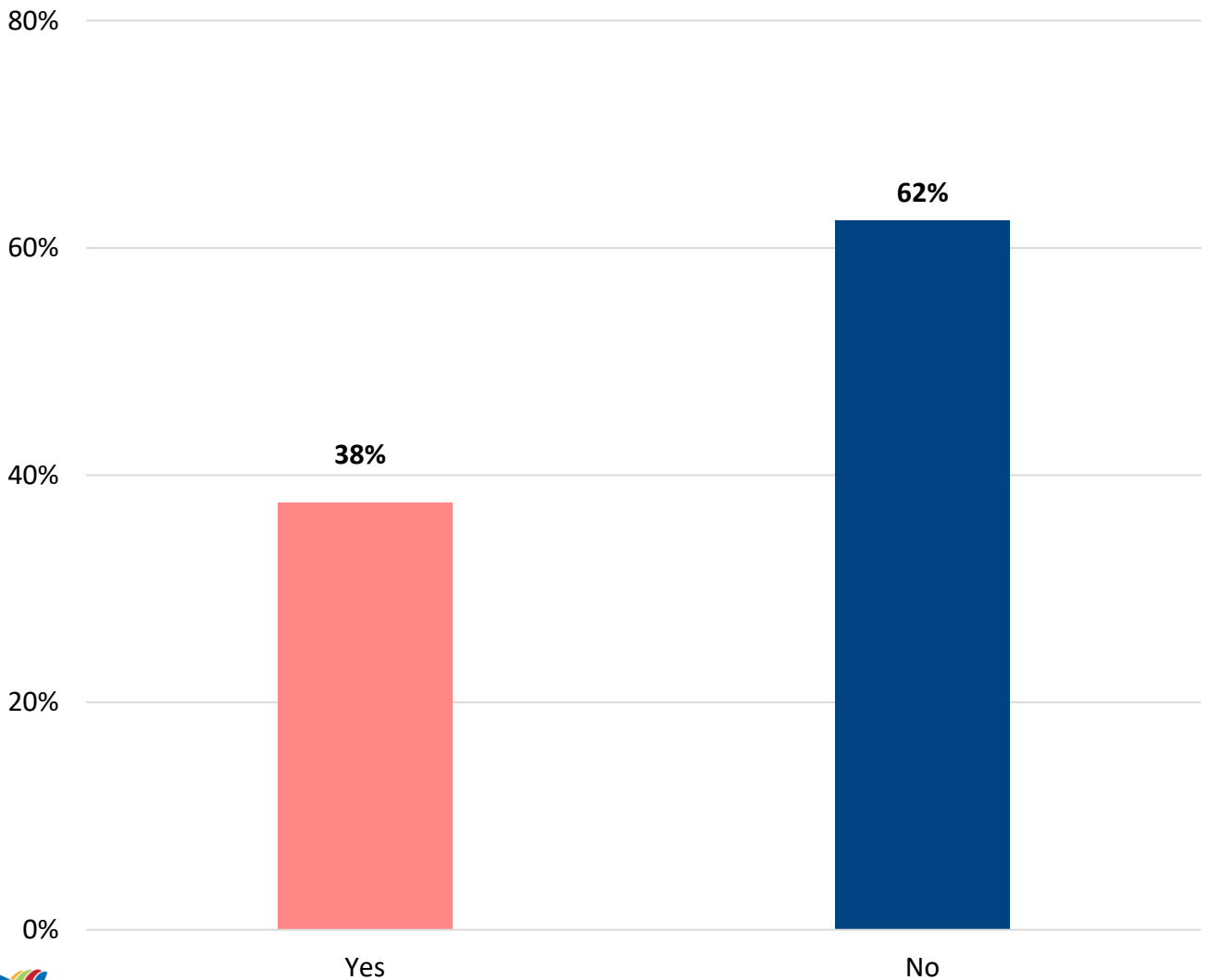
# Over the Past 12 Months, REALTOR® Has Felt Unsafe While Showing Vacant Properties in Areas with Poor or No Phone Coverage

Thirty-four percent of REALTORS® felt unsafe while showing vacant properties in areas with poor or no phone coverage.



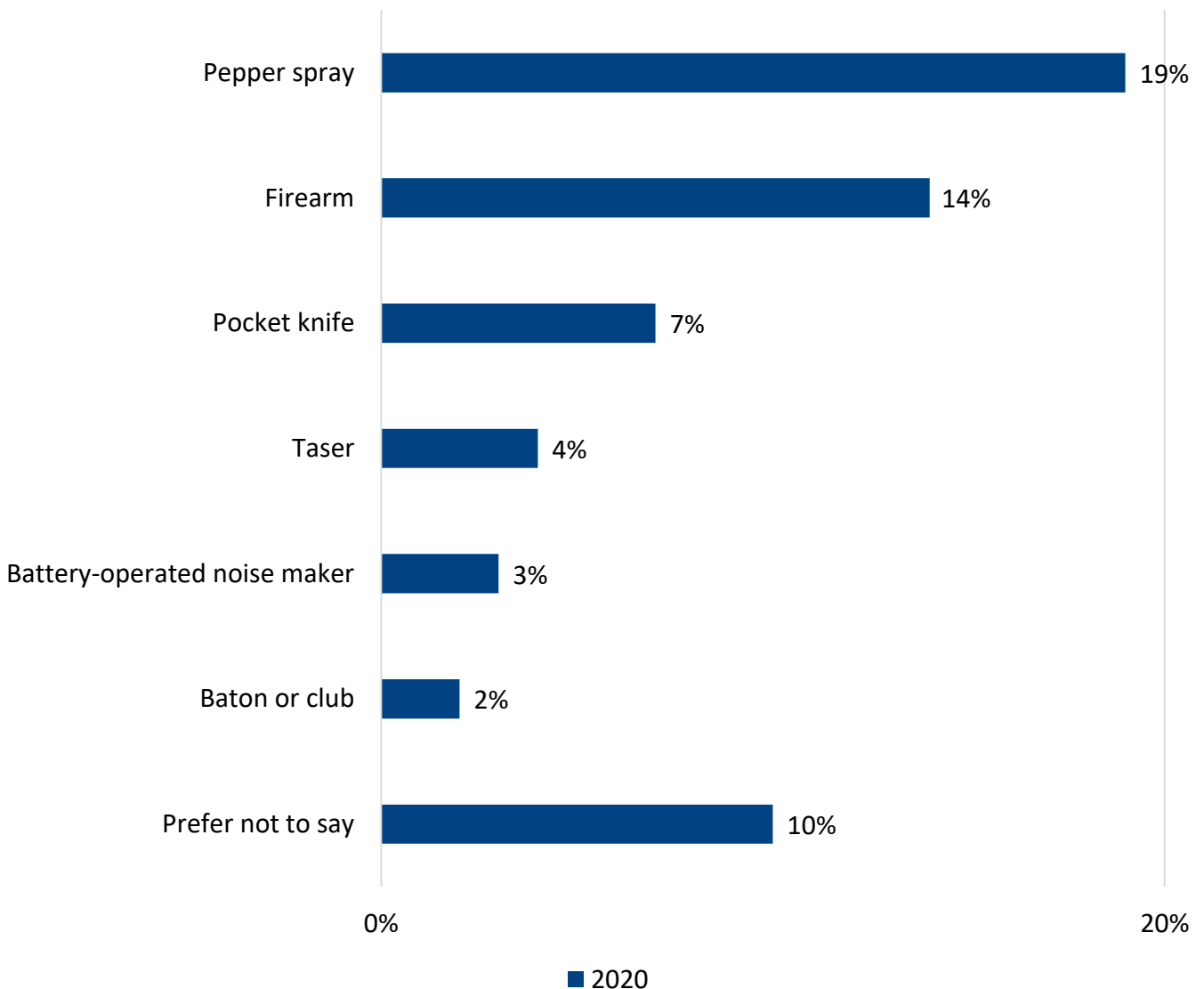
# REALTOR® Has Participated in a Self-Defense Class

Thirty-eight percent of REALTORS® said that they have participated in a self-defense class.



# Self-Defense Weapons

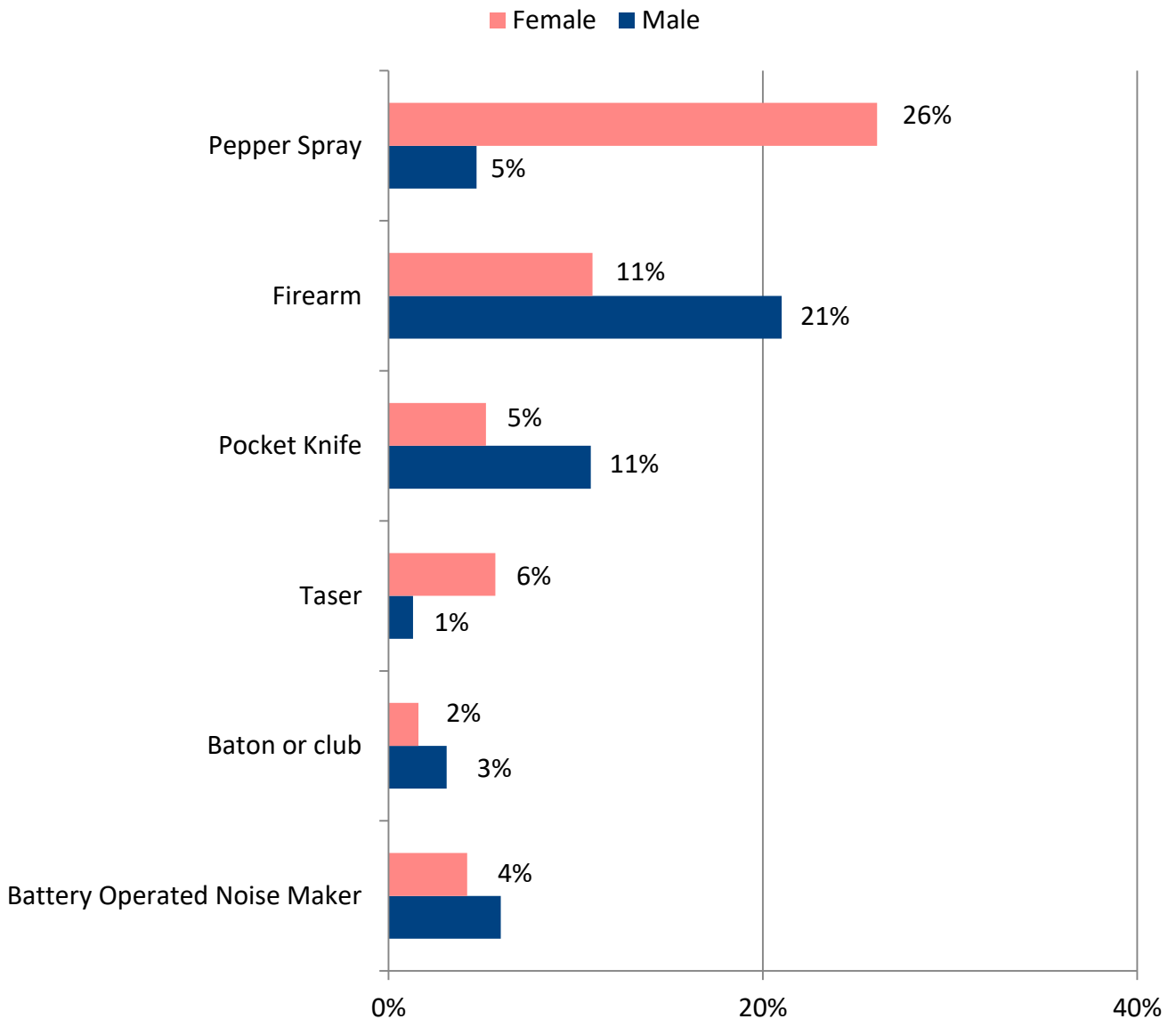
Forty-nine percent of members choose to carry self-defense weapons, up slightly from 44% in 2019. The most common self-defense weapons carried are:





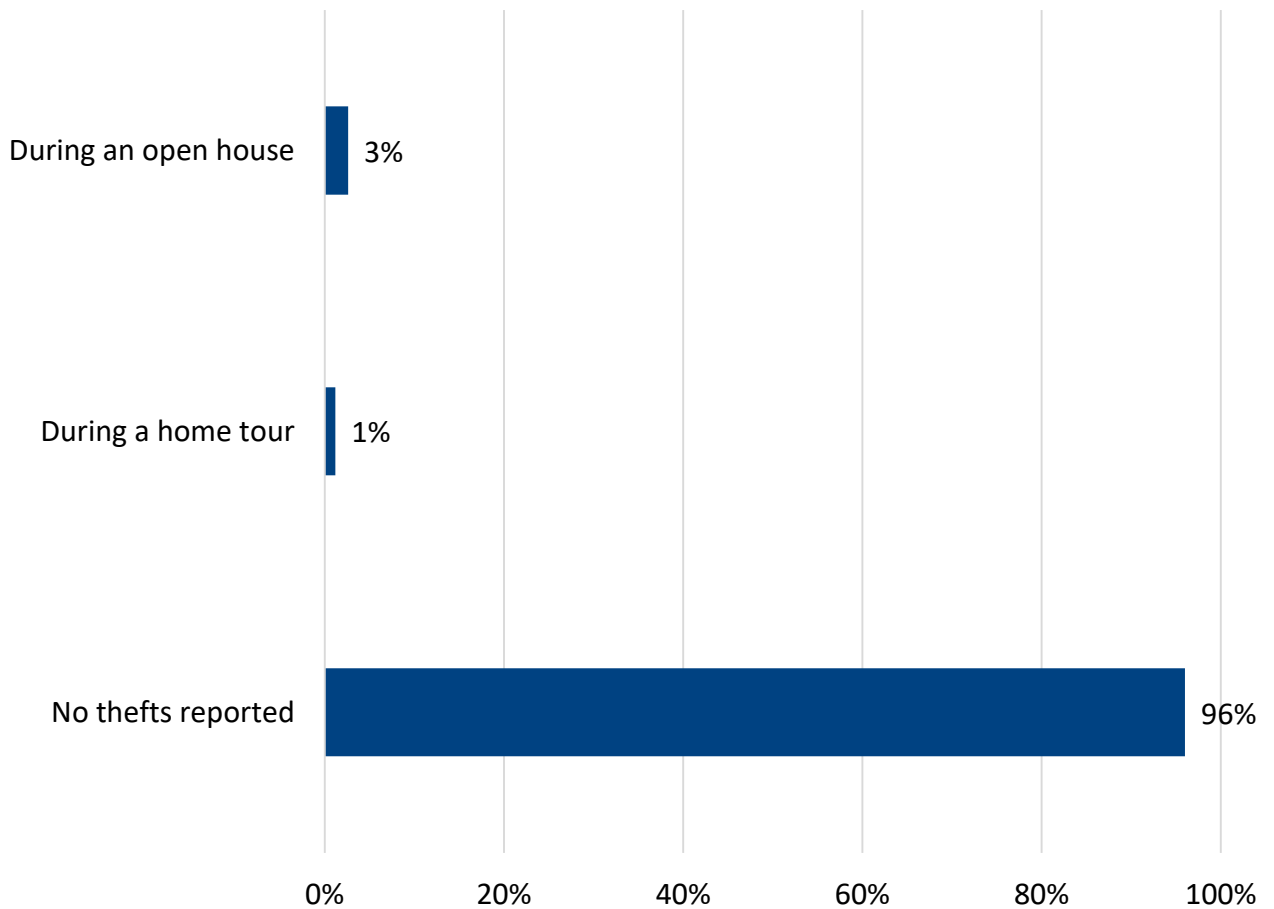
# Self-Defense Weapons

Forty-six percent of men and 50% of women carry a self-defense weapon or tool, down from 45% of men and up from 49% of women in 2019.



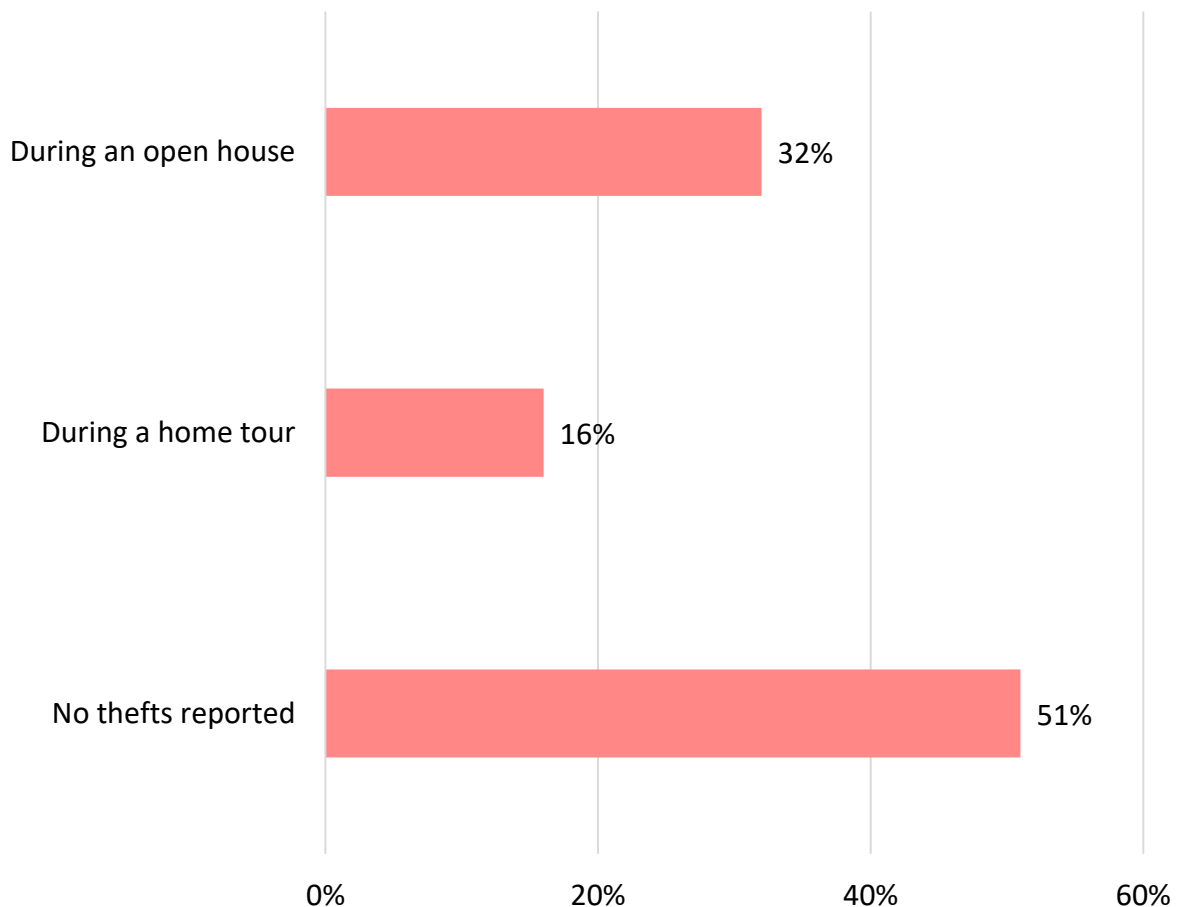
# Theft of Prescription Drugs

Ninety-six percent of members clients' did not report any thefts of prescription drugs from their home. Three percent reported a theft during an open house, and 2% during a home tour.



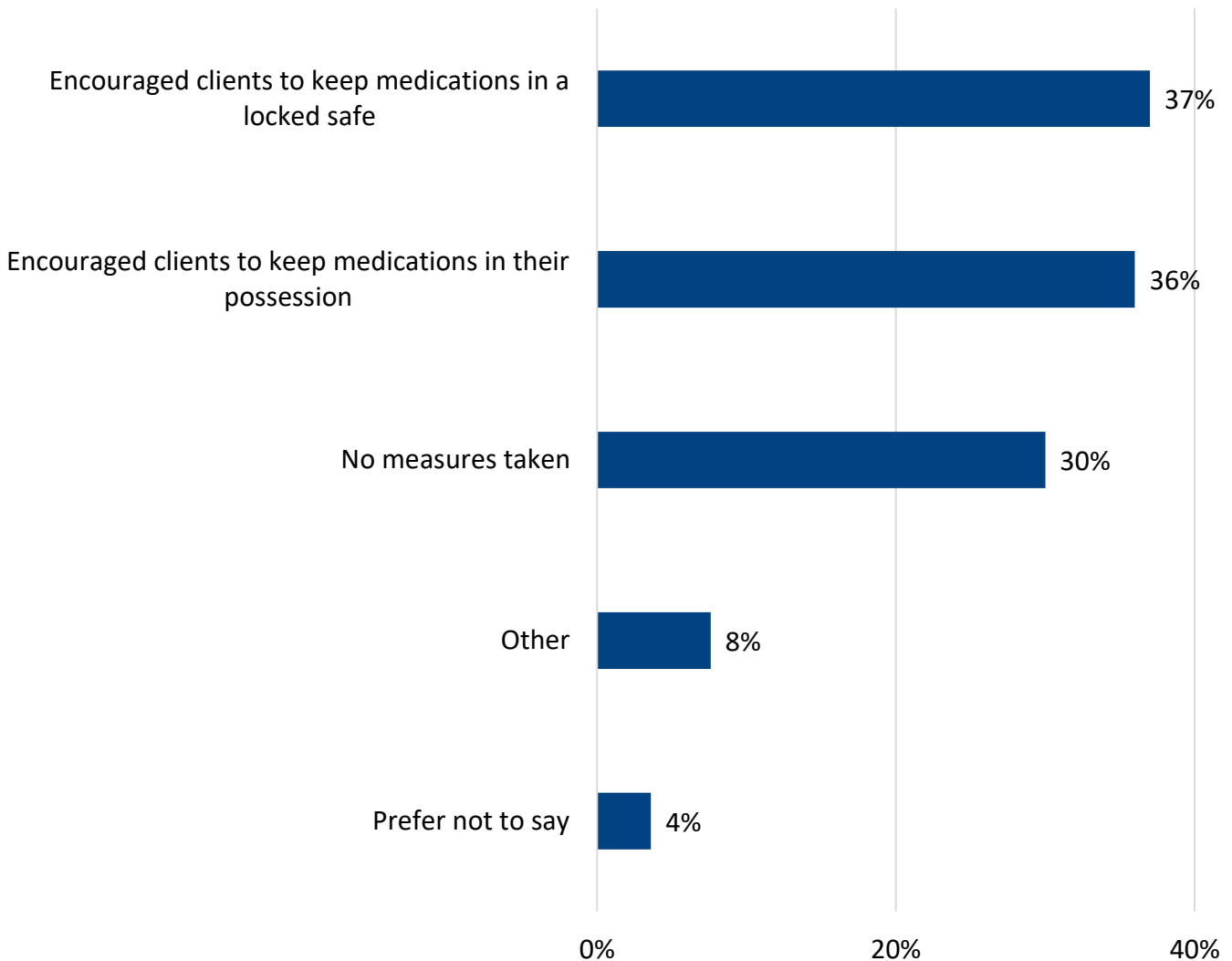
# Theft of Opioid Prescription Drugs

Fifty-one percent of members clients' did not report any thefts of opioid prescription drugs from their home. Thirty-two percent reported a theft during an open house, and 16% during a home tour.



# Measures to Safeguard Clients' Medications From Theft

Thirty-seven percent of REALTORS® said they have encouraged clients to keep medications in their possession, and 36% have encouraged clients to keep their medications in a locked safe.



# Use of Smart Phone Safety Apps

Fifty-eight percent of members use a smart phone safety app to track whereabouts and alert colleagues in case of an emergency, up from 53% in 2019. The most commonly used app listed are similar to those in 2019.

Most Commonly Used Smart Phone Apps:	
Find My iPhone feature	36%
GPS Phone Track for Android	7
SentriKey (TM) Real Estate App: Agent Safety Feature	8
Forewarn	5
HomeSnap Pro	3

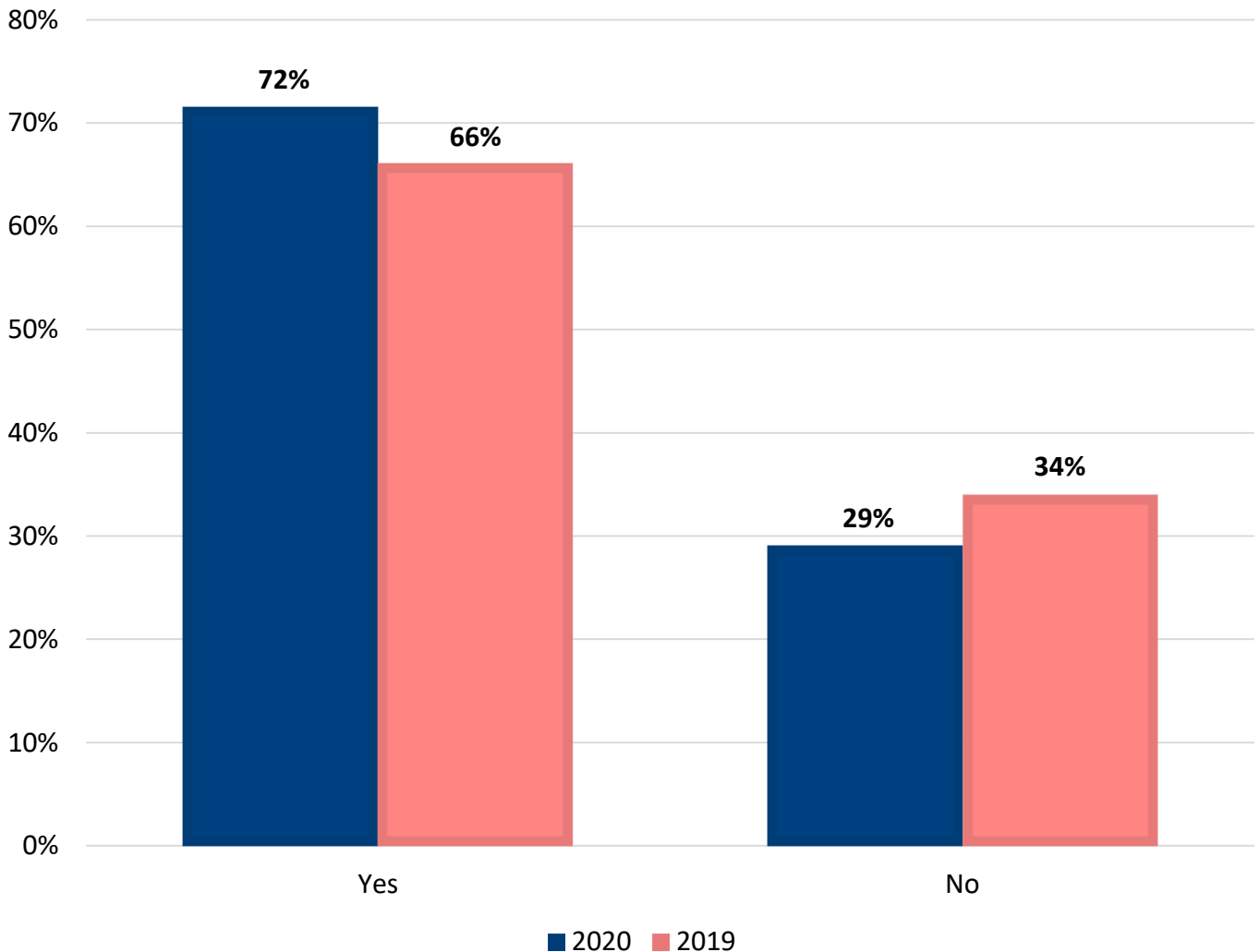
**Other less commonly used apps mentioned: Guard Llama, KATANA Safety, Kleard, Lifeline Response, People Smart, PROtect, SafeShowings, See Something Send Something, Sprint Safe & Found, Wearsafe.**

As a safety precaution, many members listed notifying a spouse, friend, or family member of their location before showing a home. Females are more likely to use apps or a safety notification procedures at 64% compared to 47% for males.

# Personal Safety Protocols

Seventy-two percent of REALTORS® said that they have personal safety protocols in place that they follow with every client.

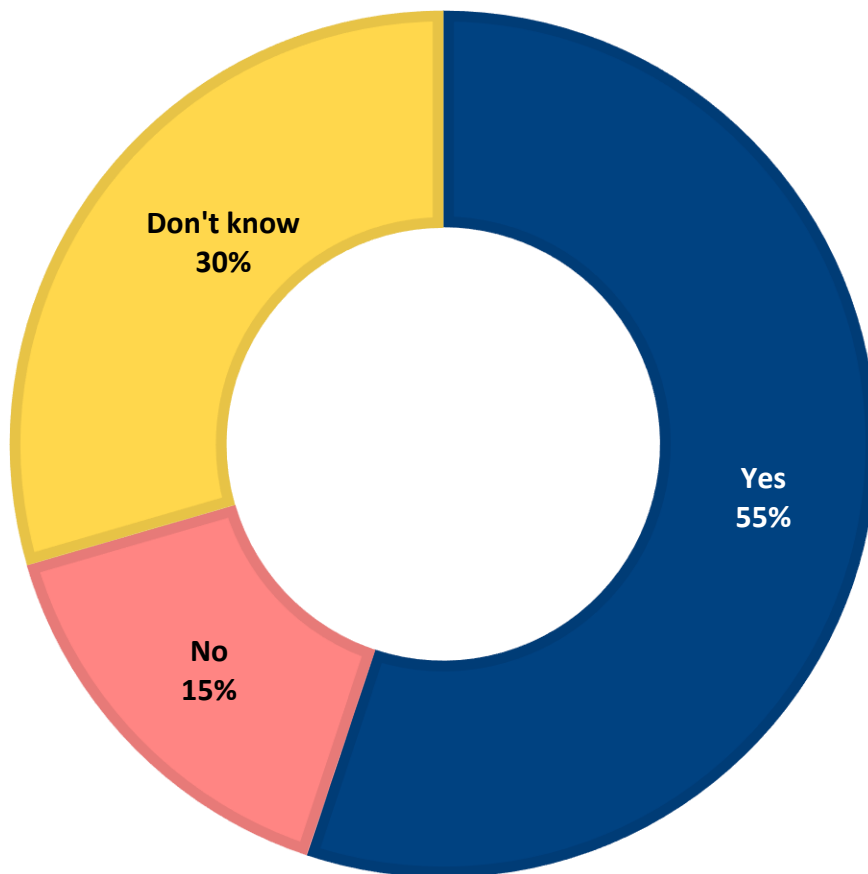
## REALTORS® Has Personal Safety Protocols in Place to Follow with Every Client:



# Standard Procedures for Agent Safety

Fifty-five percent of REALTORS® said that their brokerage has these procedures in place.

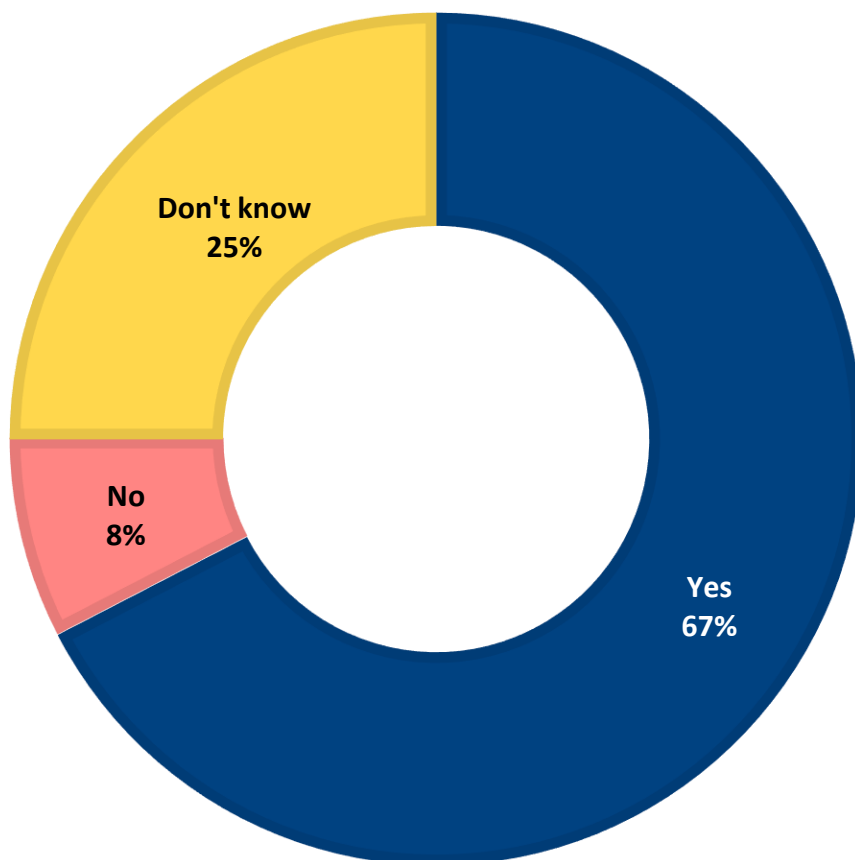
## Real Estate Brokerage Has Standard Procedures for Agent Safety:



# Standard Procedures for Client Data and Information Safety

Sixty-seven percent of REALTORS® said that their offices have these procedures in place.

**Real Estate Office has Standard Procedures for Safeguarding and Proper Disposal of Client Data and Client Information:**

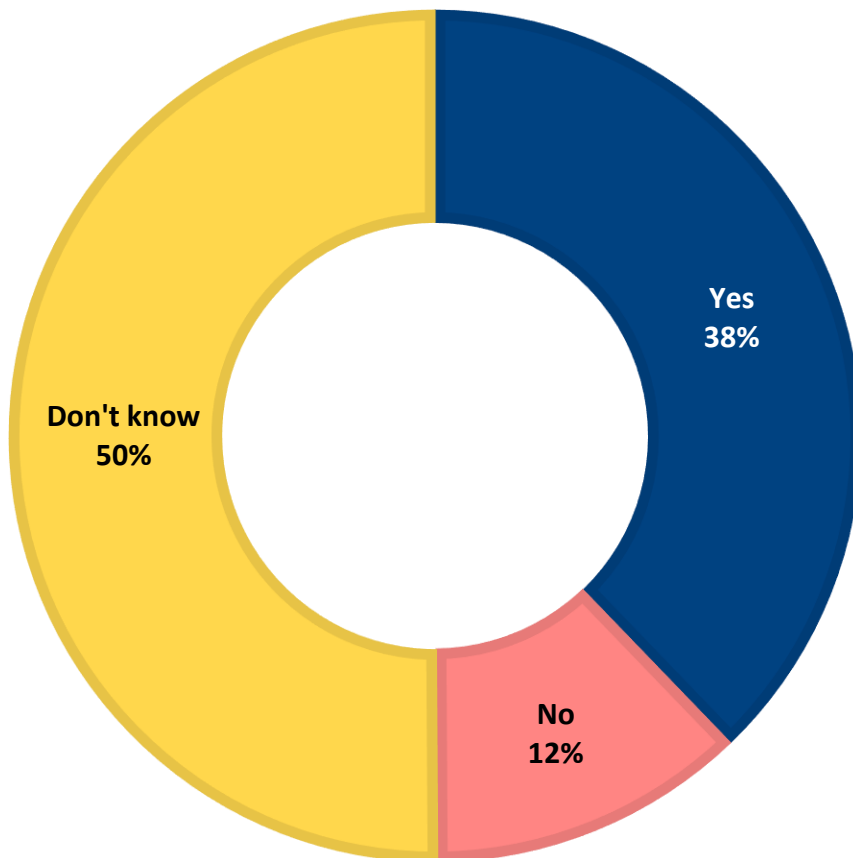




# Local REALTOR® Association Safety Training

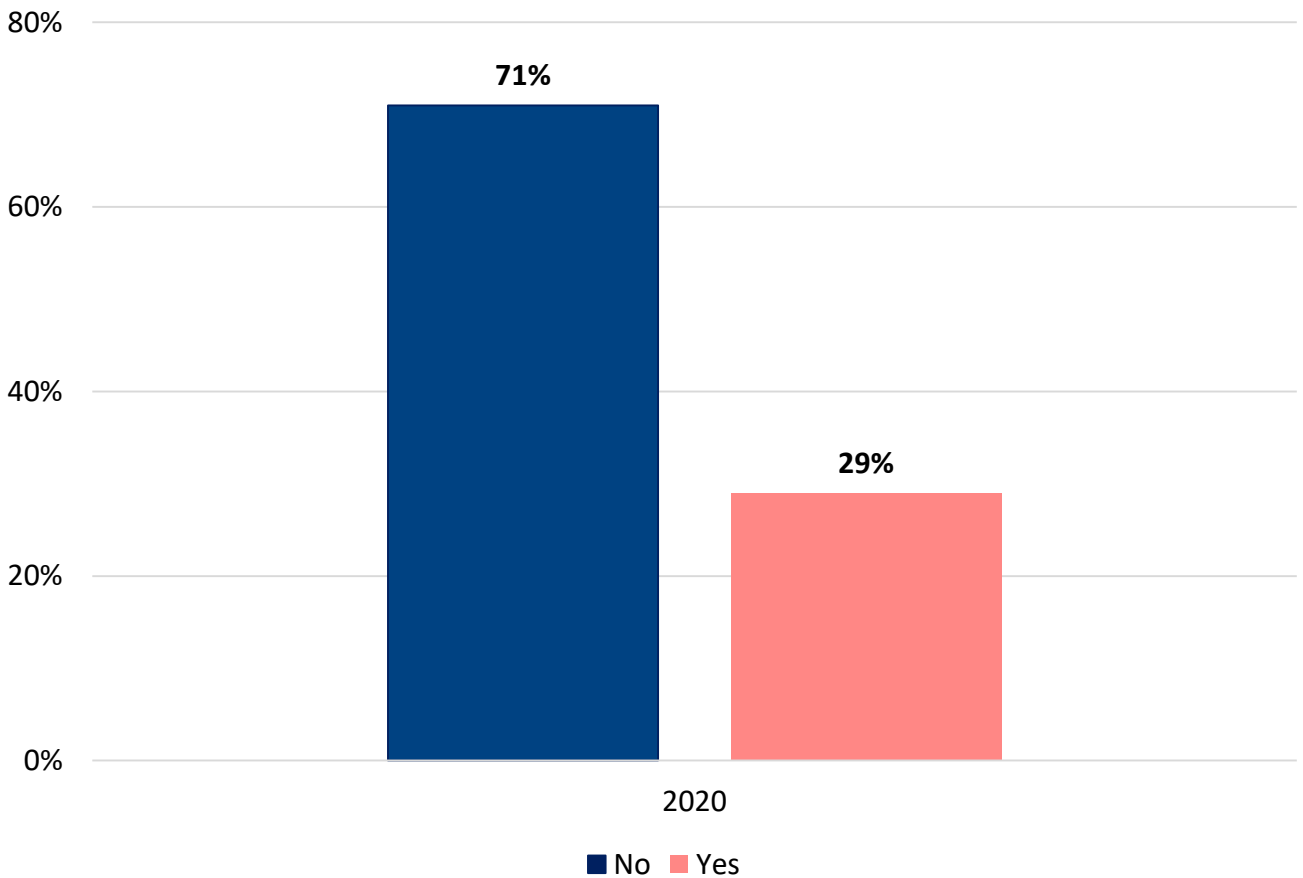
Thirty-eight percent of REALTORS® said that their local REALTOR® Association includes safety training as part of new member orientation.

## Local REALTOR® Association Includes Safety Training as Part of New Member Orientation:



# REALTOR® Has Attended a REALTOR® Safety Course

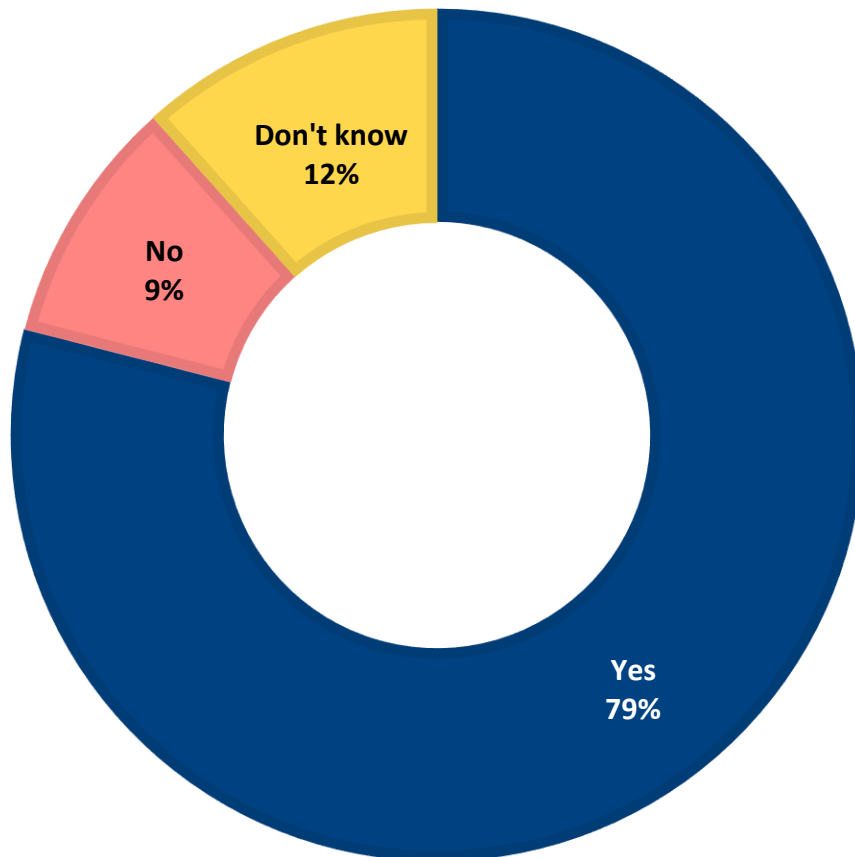
Twenty-nine percent of REALTORS® have attended a REALTOR® Safety course in 2020, down slightly from 2019.



# REALTOR® Feels More Prepared After Taking A REALTOR® Safety Course

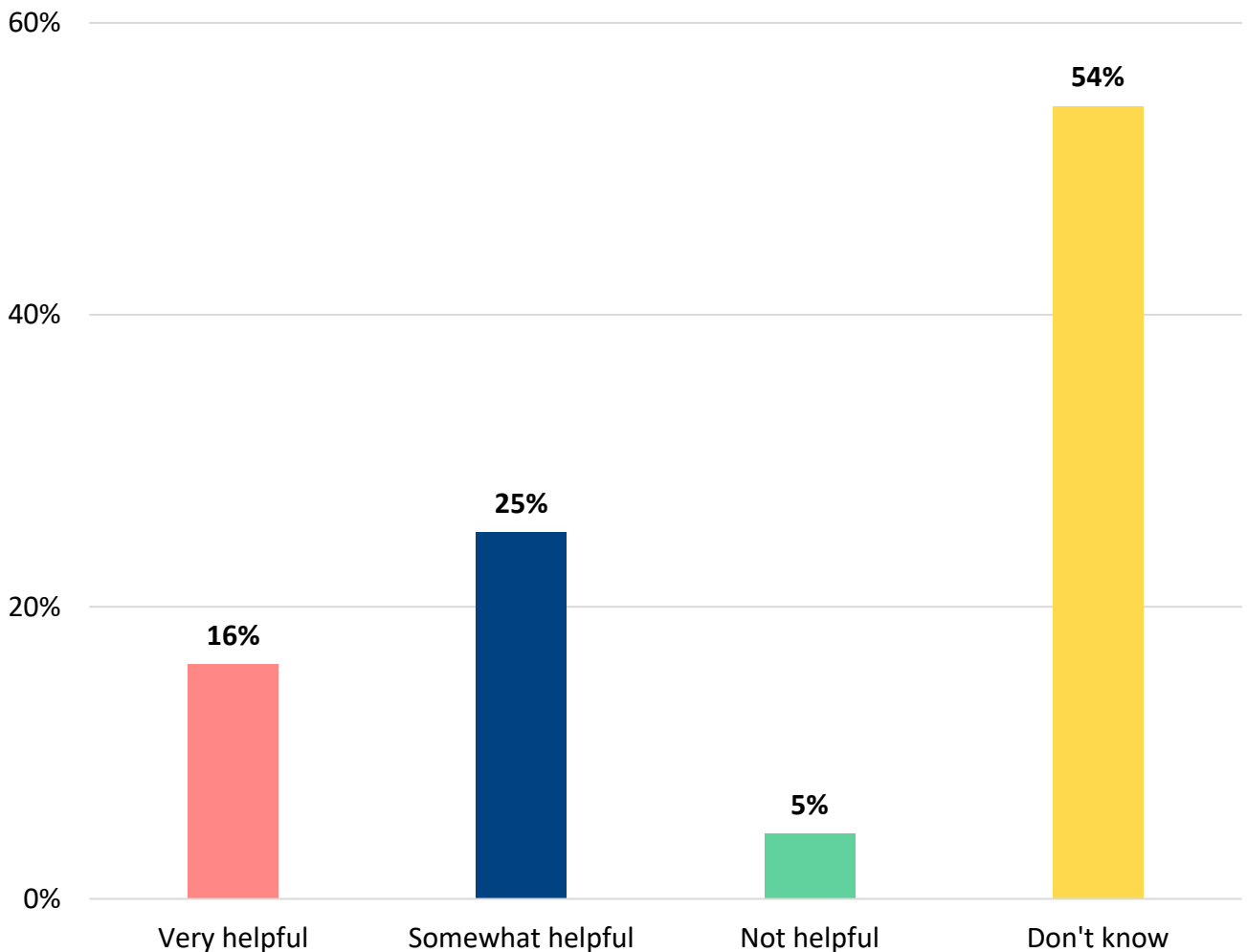
Seventy-nine percent of REALTORS® said that they feel more prepared for unknown situations after taking a REALTOR® Safety course.

## REALTOR® Feels More Prepared for Unknown Situations After Taking A REALTOR® Safety Course:



# Weekly Safety Tips Posted on NAR's Social Media Accounts Helpful

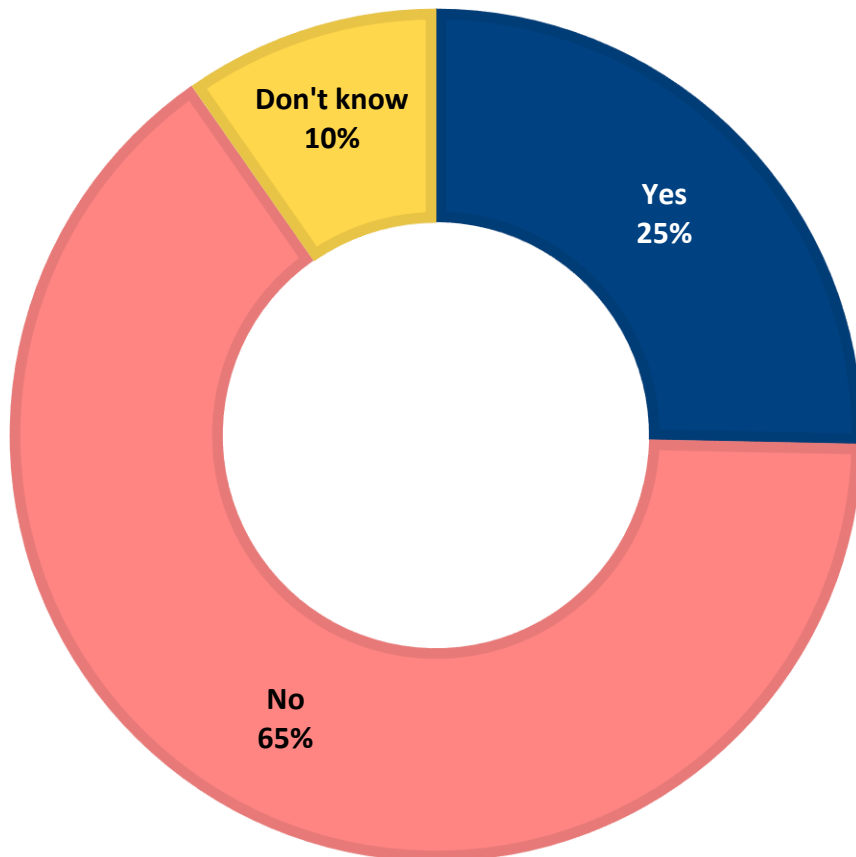
Forty-one percent of REALTORS® said that the weekly safety tips posted on NAR's social media accounts were very or somewhat helpful.



# REALTOR® is Aware of REALTOR® Safety Program

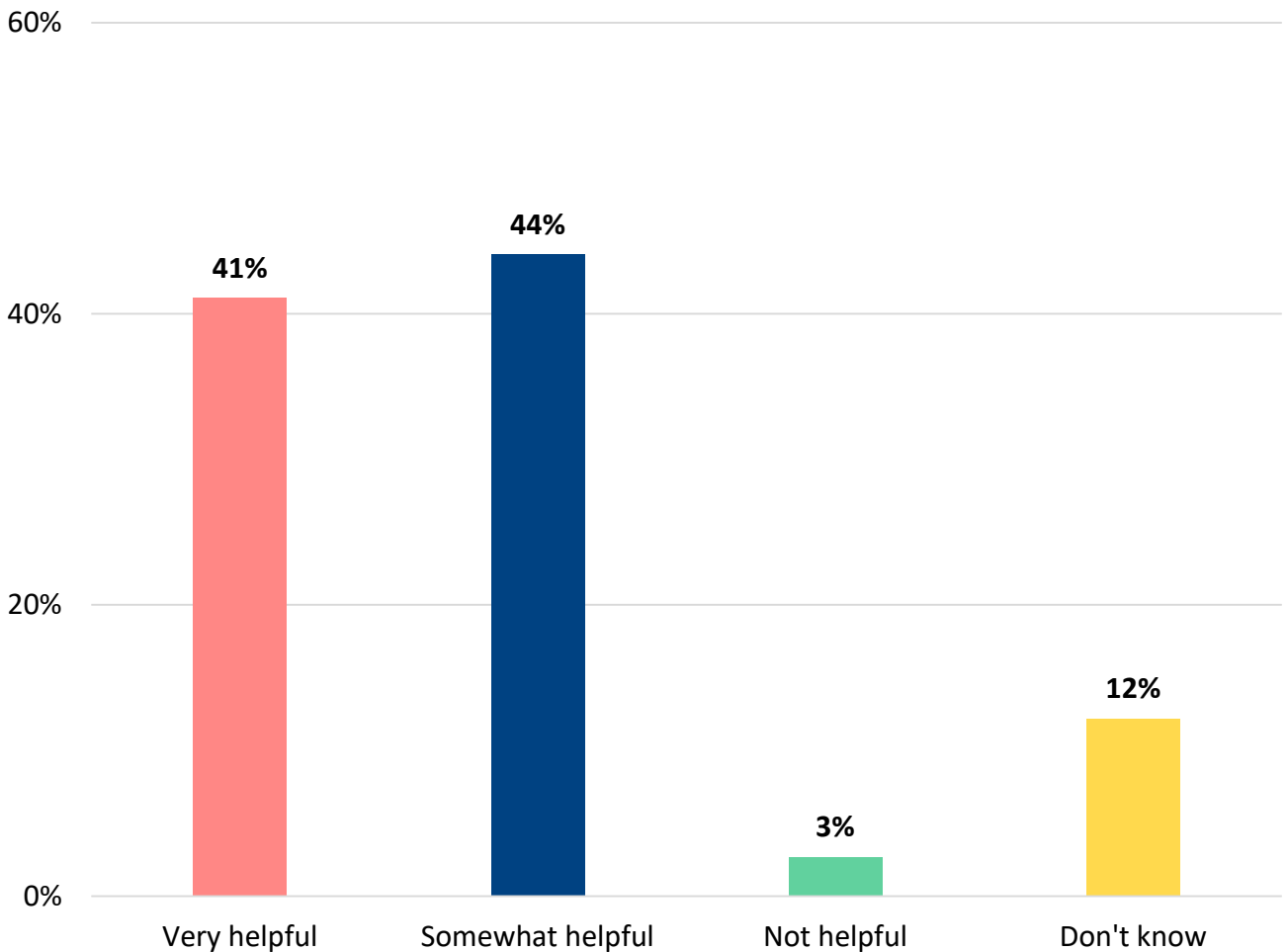
Twenty-five percent of REALTORS® said that were aware of the REALTOR® Safety Program.

**REALTOR® is Aware of REALTOR® Safety Program:**



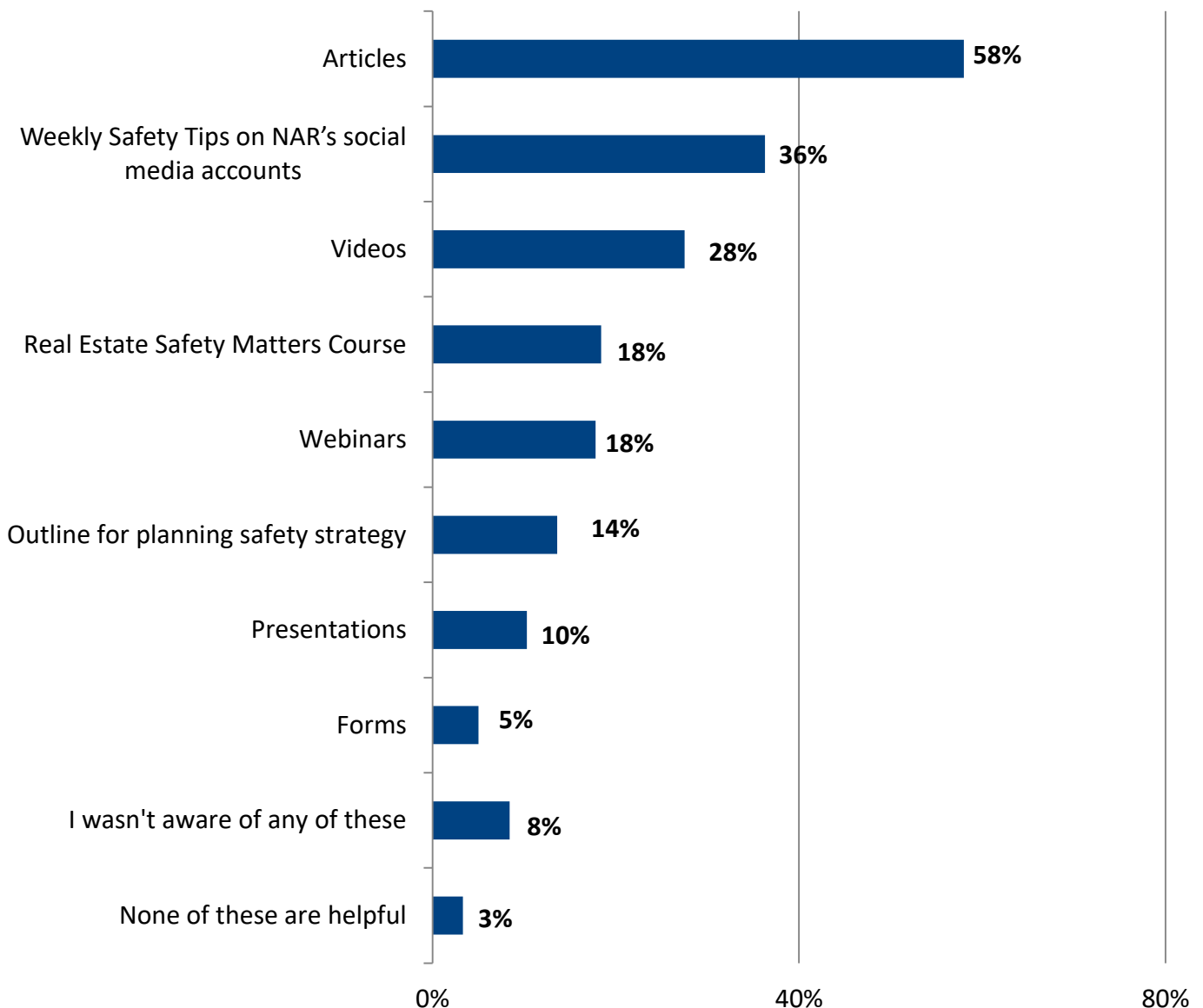
# Safety Tips and Information available in the REALTOR® Safety Program Helpful

Eighty-five percent of REALTORS® said that the safety tips and information available in the REALTOR® Safety Program were very or somewhat helpful.



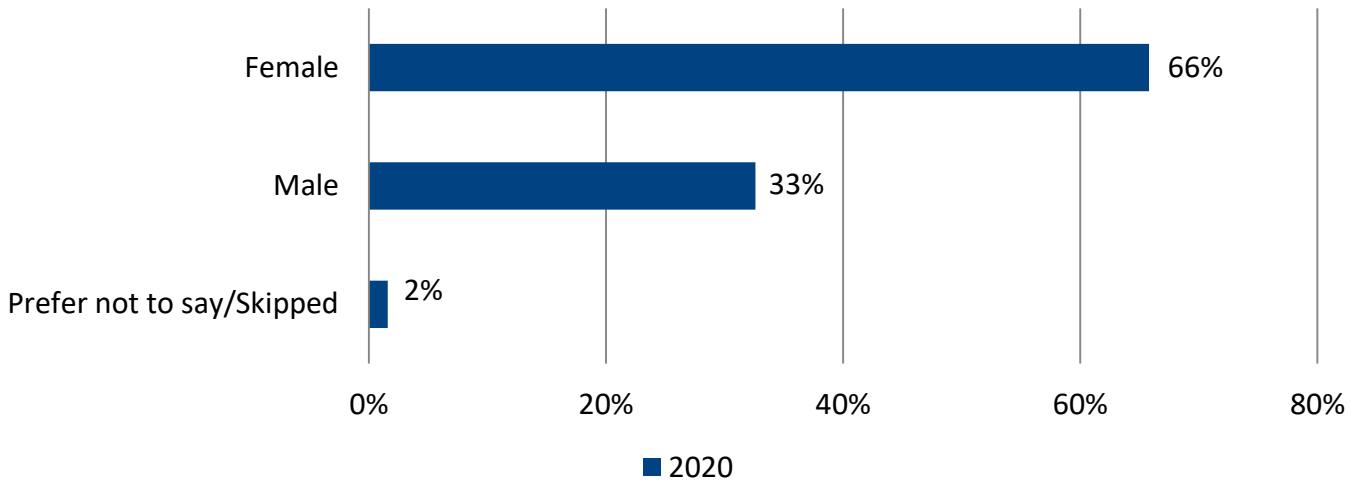
# REALTOR® Safety Program Resources

## Most Useful REALTOR® Safety Program Resources

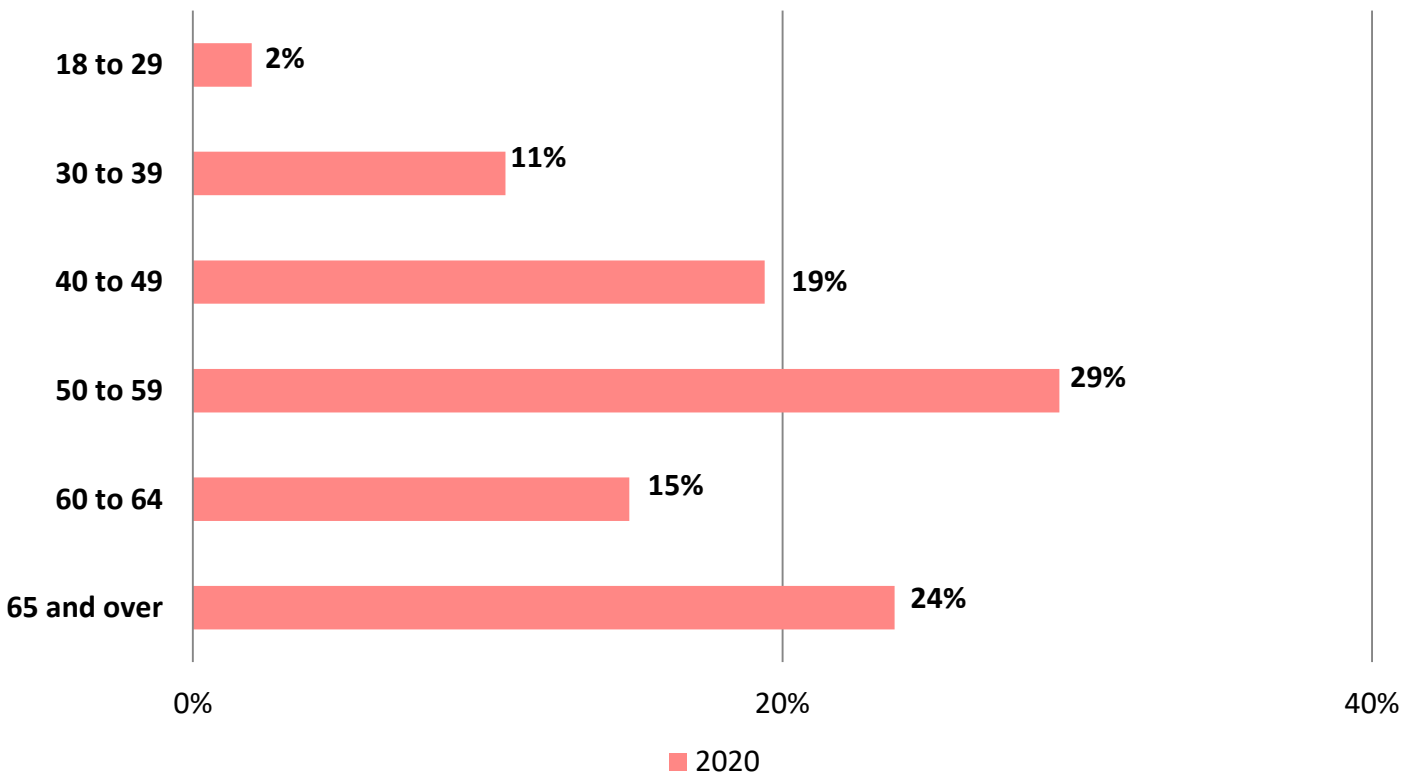


# Demographics

## Gender



## Age



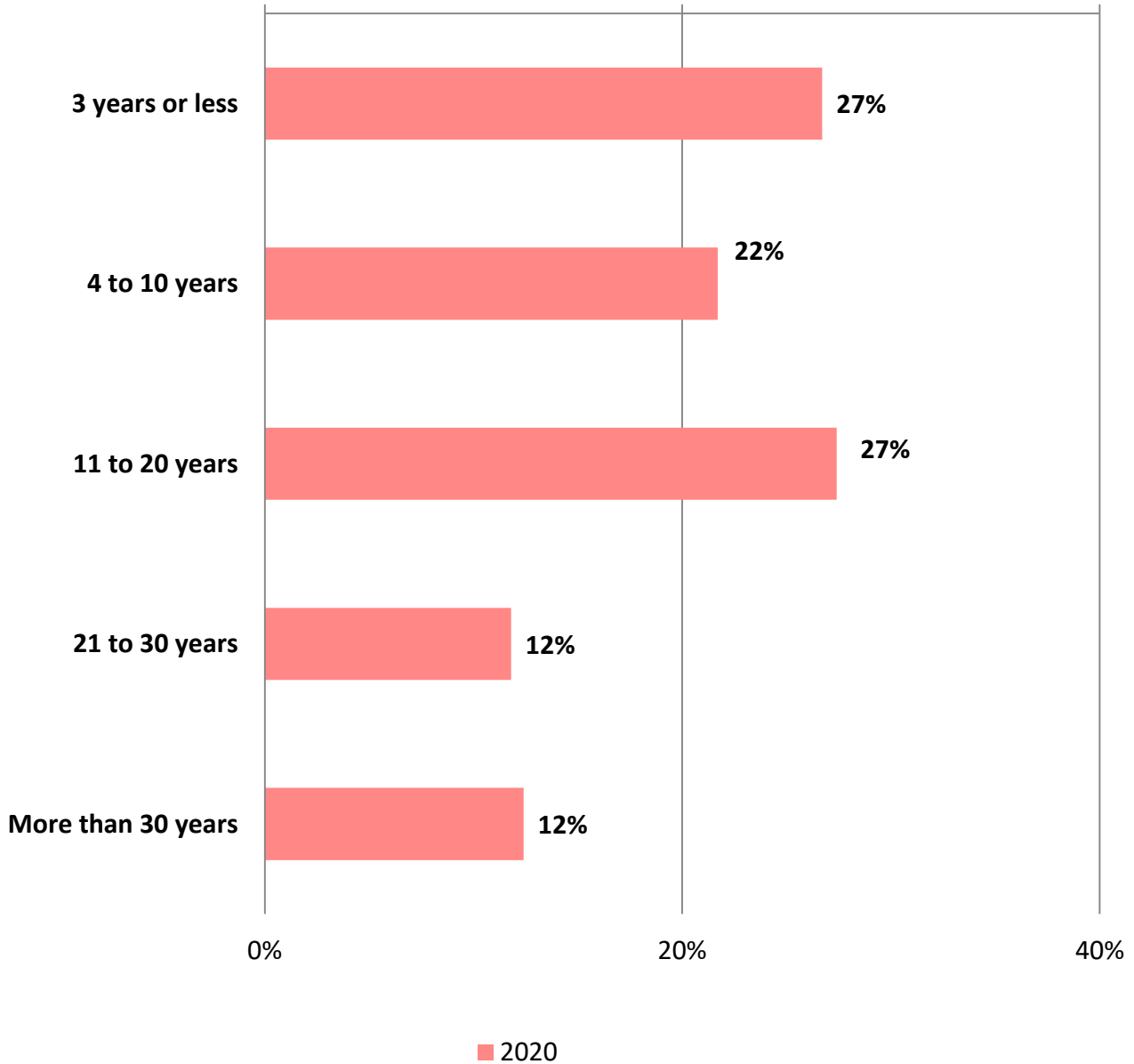
\*According to NAR's 2020 Member Profile, 66% of REALTORS® are female. 2020 respondents are slightly older and more likely to be female than the typical REALTOR®.





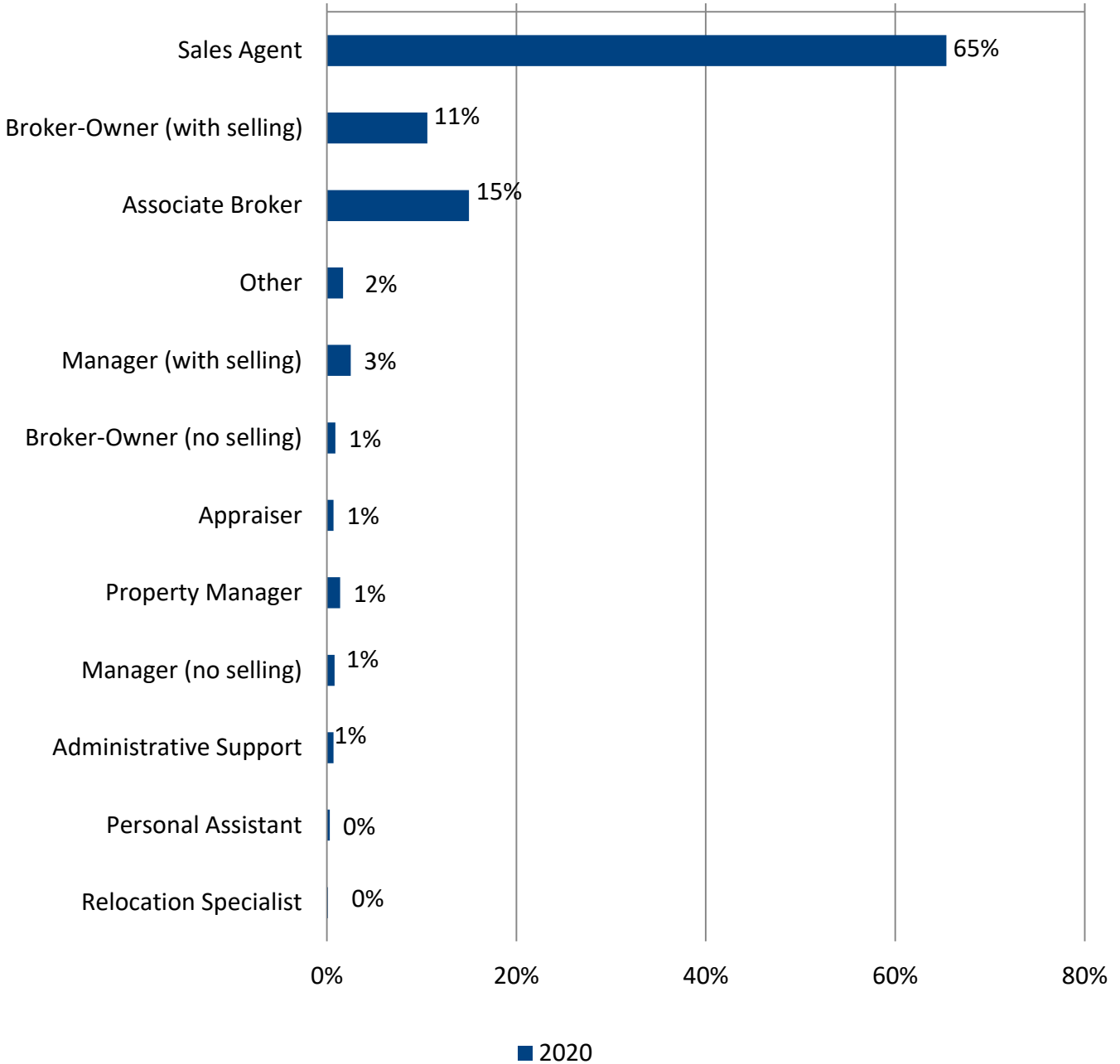
# Demographics

## Years in Real Estate



# Demographics

## Function in Real Estate\*



\*According to NAR's 2020 Member Profile, 65% of REALTORS® are Sales Agents.

# Proactive Procedures for Safety

- The typical respondent meets prospective clients whom they've never met before either at their office or in a neutral location 61% of the time.
- Seventy-two percent have personal safety protocols in place that they follow with every client. This is more likely among females (75%) than among males (64%).
- Thirty-eight percent of members have participated in a self-defense class, down slightly from 2019.
- Twenty-nine percent have participated in a REALTOR® safety course, similar to 2019. Females (33%) are more likely to have done so than males (21%), and those in urban/metro areas are less likely than members in other areas to have done so (26%).
- Among those who participated in a REALTOR® safety course, 79% feel more prepared for unknown situations after taking the course (similar to 79% in 2019).

# NAR REALTOR® Safety Program

- Forty-four percent found the NAR weekly safety tips posted on NAR's social media accounts somewhat or very helpful. Fifty-nine percent said they were unsure.
- Twenty-five percent were aware of NAR's REALTOR® Safety Program. This is unchanged from 2019.
- Among those aware of the program, 85% found the safety tips and information available in the REALTOR® Safety Program somewhat or very helpful. This is similar to 2019.
- When asked what additional tools or resources from their National, State, or Local Associations would help them stay safe on the job, the suggestions given most often were self-defense classes, safety courses, and more awareness.

# Methodology

The survey was sent to 45,019 REALTOR® members. There were 3,007 respondents for a response rate of 6.7%. At the 95% confidence level the margin of error is plus-or-minus 1.79%.



The National Association of REALTORS® is America's largest trade association, representing more than 1.4 million members, including NAR's institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

The term REALTOR® is a 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.

Working for America's property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

#### **NATIONAL ASSOCIATION OF REALTORS® RESEARCH GROUP**

The Mission of the NATIONAL ASSOCIATION OF REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

To find out about other products from NAR's Research Group, visit <https://www.nar.realtor/research-and-statistics>.

#### **NATIONAL ASSOCIATION OF REALTORS®**

Research Group

500 New Jersey Avenue, NW

Washington, DC 20001

202-383-7518

[data@realtors.org](mailto:data@realtors.org)

