

Beta Buddy

Know in advance who are you going to call when...

- ...your instincts tell you to get help
- ...you're just a little nervous
- ...you need help at an open house

Get a buddy
and program his or her number
into your speed dial

**Be on the
SAFE
SIDE**

Car Safety

Always have your keys with you

Park in a well lit area

Don't get blocked in

Beware of dead-end streets

Keep your car in good running
condition

Consider using separate cars

**If you must take one car,
you drive**

Be on the
SAFE
SIDE

Danger

is not always **easy** to identify

Gut feelings
Hesitation
Unexplained Fear
Apprehension

*These are signals that
something isn't right.*

Pay attention and
trust
your instincts!

Be on the
SAFE
SIDE

Dress for Safety

Don't wear expensive jewelry

Always wear your cell phone

Dress for the weather

Only carry what minimal cash
or credit cards you need

Wear shoes you can
run in

Be on the
SAFE
SIDE

Fight or Flight?

Yell “fire” to get attention

Run and call 9-1-1 when you can

Get some self-defense training

If you strike, it
mean, it

Be on the
SAFE
SIDE

Distress

Have a
code

**Have a prearranged
distress signal:**

Example: *“I’m at the Jones house and I need the Red file right away.”*

**Share and practice your
distress code with:**

your office
colleagues
family
friends

Use it
anytime
you feel uneasy.

Be on the
SAFE
SIDE

Keep a cell phone at your side

Leave your phone on

Program into speed-dial:

- 911
- buddy
- office

Create and share a distress signal

Keep a fully-charged phone

Your phone can be your
best friend
in a bad situation

Be on the
SAFE
SIDE

Know Who you are dealing with

When you have new clients:

Meet them in the office

Verify their identities

- Get their car make and license number
- Photocopy their driver's license
- Complete the Client I.D. Form

**A serious client
will not hesitate
to share this information**

**Be on the
SAFE
SIDE**

Let them **lead** the way

Plan your escape routes in advance

Leave doors open

Avoid attics and basements

Walk behind your clients

Stay by the door

Follow your **instincts** when showing a home

Be on the
SAFE
SIDE

Open house. safety tips

Don't advertise a listing as vacant

Establish escape routes from each level

Call the office or a buddy hourly

Keep your keys and cell phone with you

Park where you can get out quickly

Notify neighbors in advance

Is it possible to
bring
someone with you?

Be on the
SAFE
SIDE



Personal Marketing

Your marketing materials should be
polished and professional

Limit the amount of personal information
you share

Use your cell number not your home phone

Use your office address rather than your
home address

Avoid glamour shots
Your personal
safety
is too important

Be on the
SAFE
SIDE

Tell someone

Who you are with

Where you are going

When you will be back

Be on the
SAFE
SIDE