

2022

Member Safety Commercial Report

National Association
of REALTORS®



NATIONAL
ASSOCIATION OF
REALTORS®

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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.

For further questions about the REALTOR® Safety Program, please e-mail safety@nar.realtor.

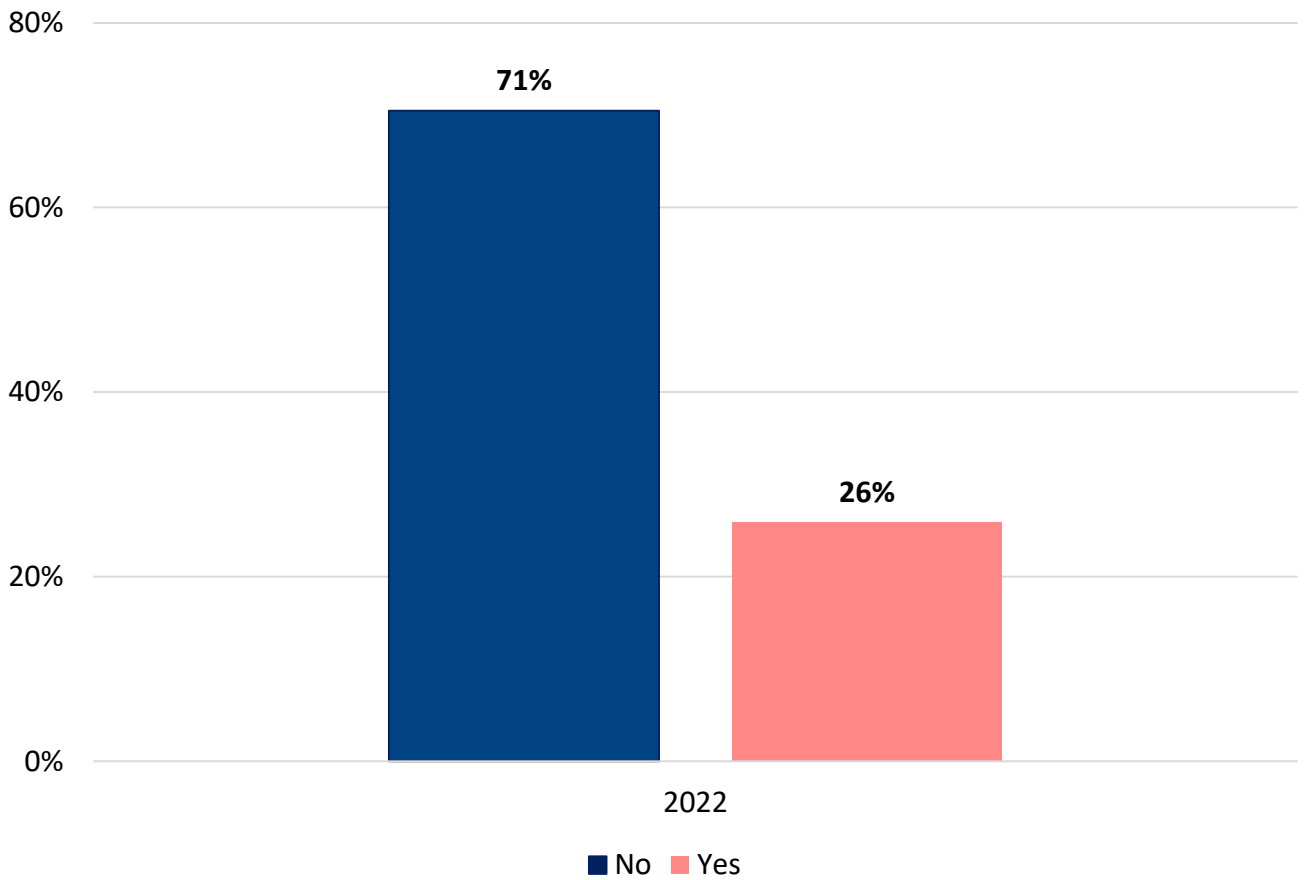


Proactive Procedures for Safety

- The typical commercial respondent meets prospective clients whom they've never met before either at their office or in a neutral location fifty-eight percent of the time.
- Sixty-six percent have personal safety protocols in place that they follow with every client. This is more likely among females (75 percent) than among males (59 percent).
- Forty-five percent of commercial REALTORS® said that they have participated in a self-defense class.
- Fifty percent of men and 59 percent of women carry a self-defense weapon or tool.
- Among those who participated in a REALTOR® Safety course, 76 percent said they feel more prepared for unknown situations after taking a REALTOR® Safety course.

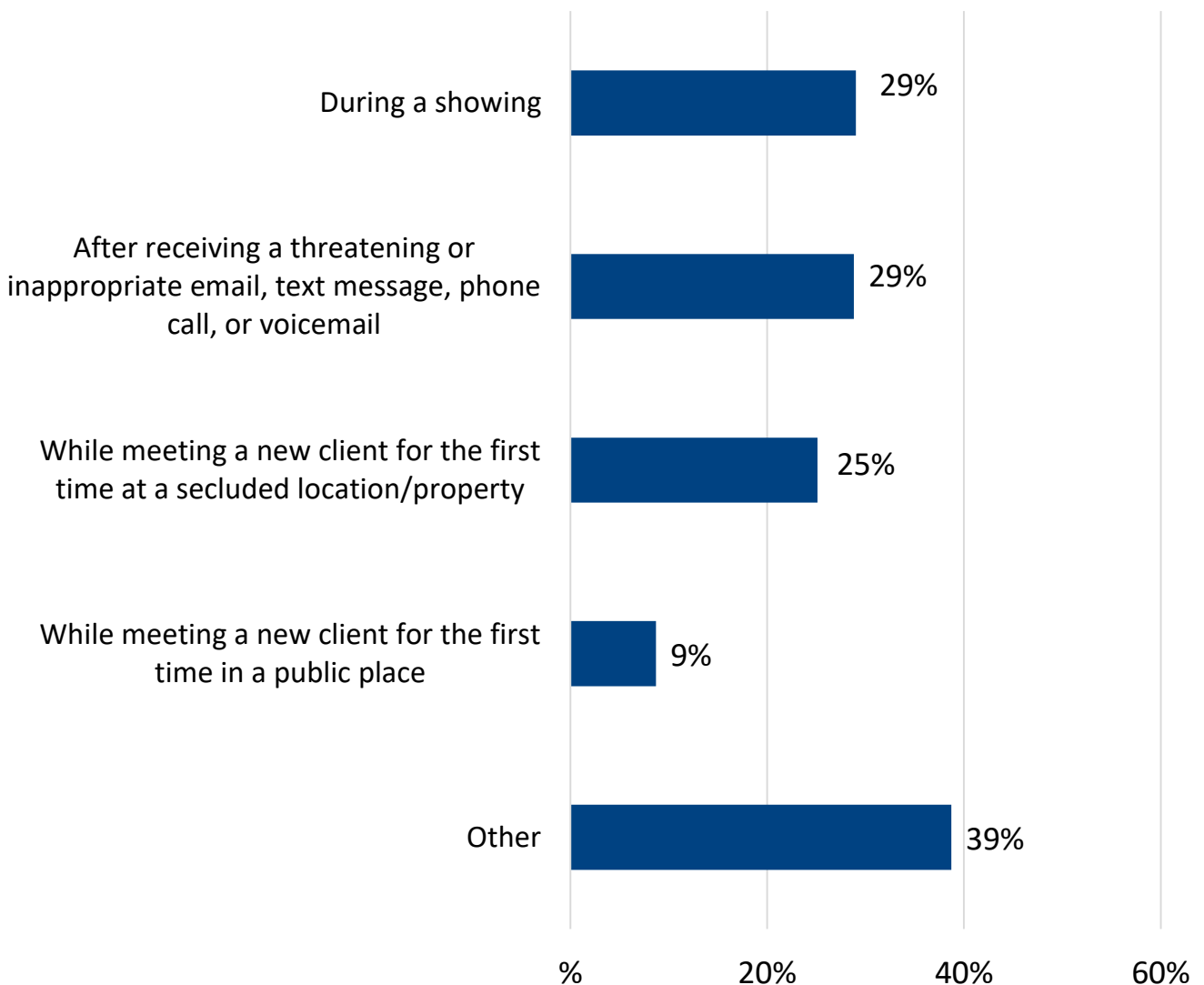
REALTOR® Experienced a Situation That Made Them Fear for Their Personal Safety or Safety of Their Personal Information

Commercial REALTORS® were less likely to have experienced a situation that made them fear for their personal safety or the safety of their personal information in 2022 (26%).



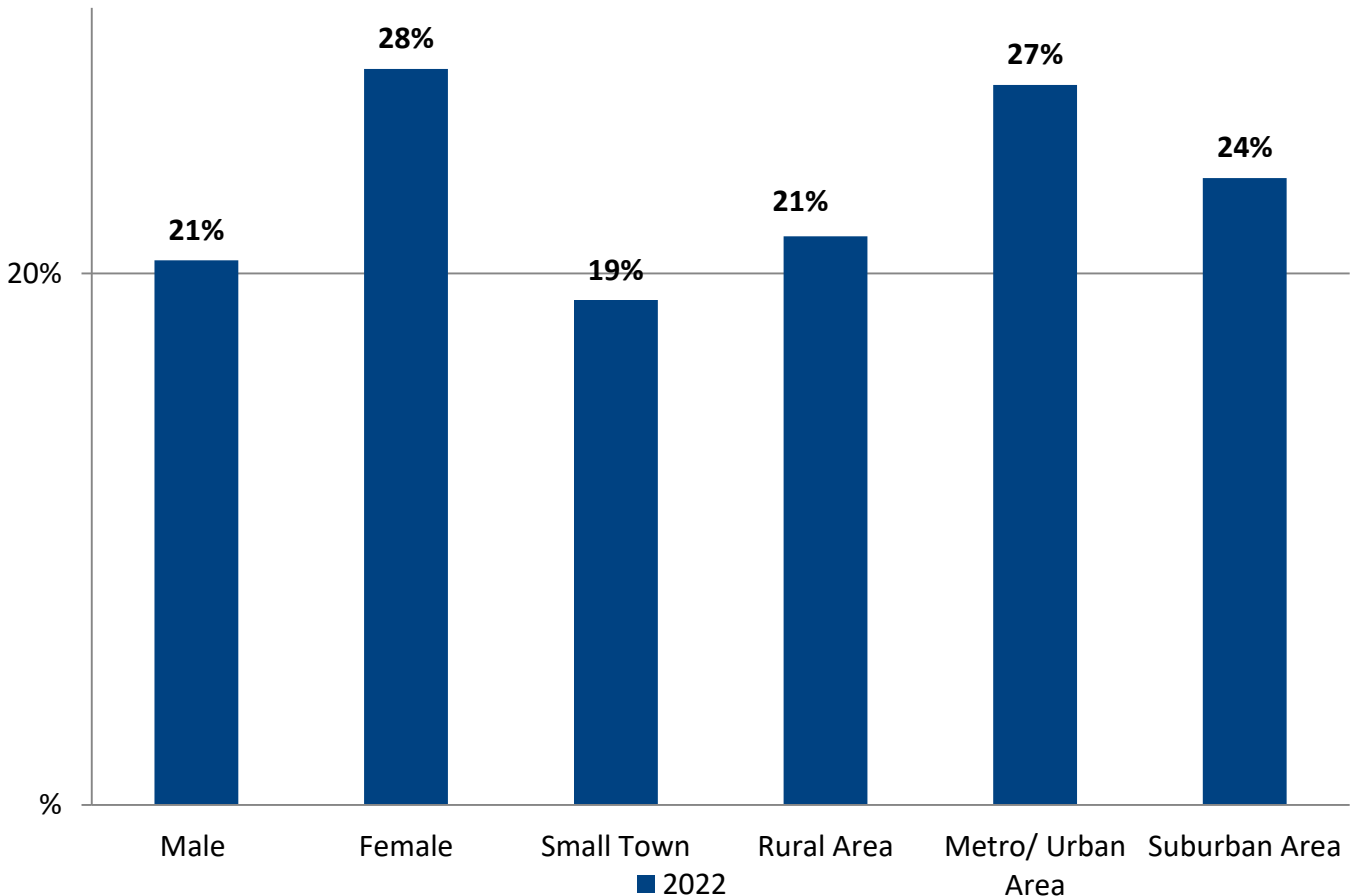
Situation in Which REALTOR® Feared for Their Personal Safety

Commercial REALTORS® most often reported feeling unsafe during a showing (29%) and after receiving a threatening or inappropriate email, text message, phone call, or voicemail (29%).



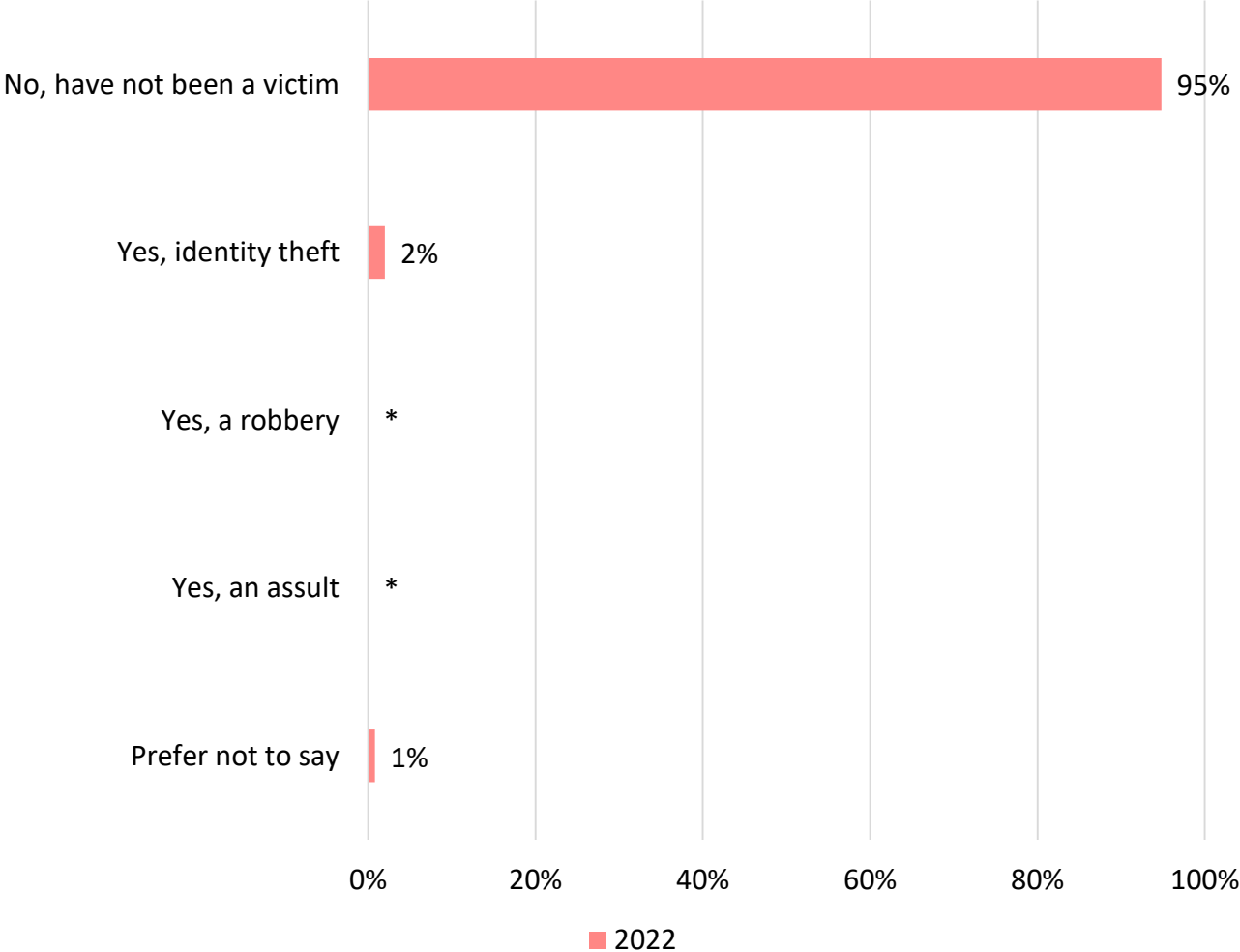
REALTOR® Experienced a Situation That Made Them Fear for Their Personal Safety or Safety of Their Personal Information

In 2022 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

Ninety-five percent of commercial REALTORS® had not been a victim of a crime while working as a real estate professional.

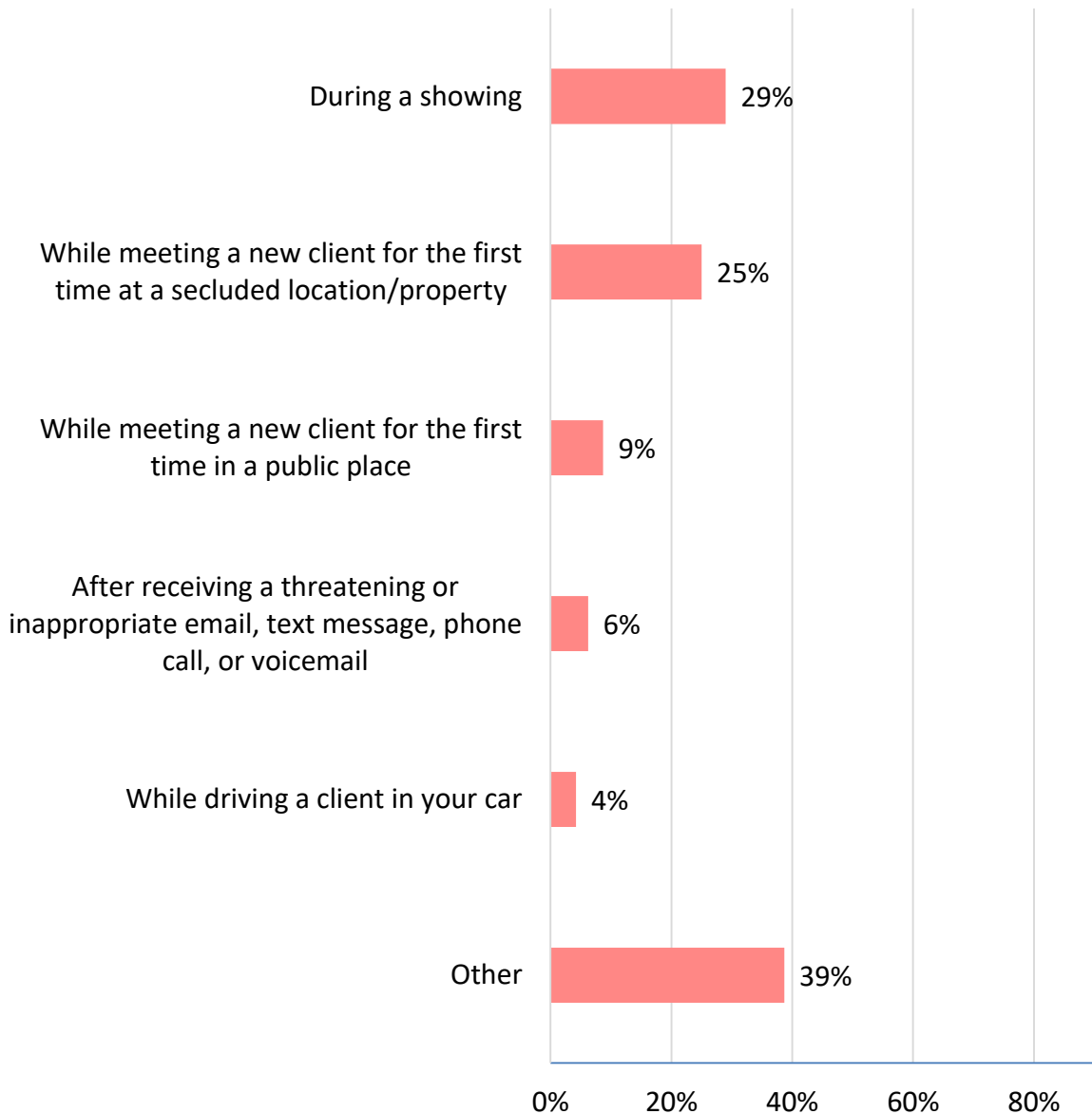


*- Less than 1%



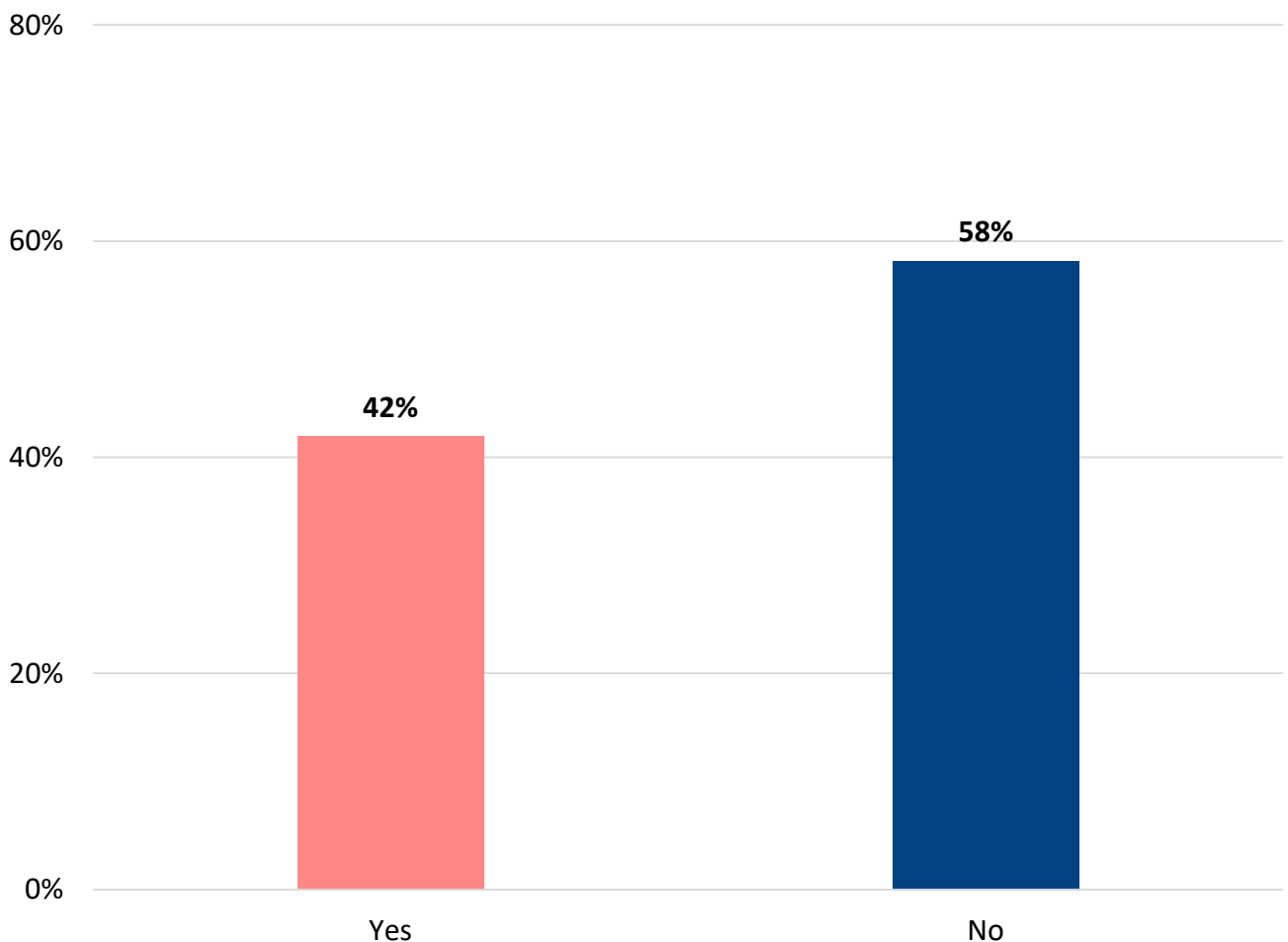
Where/When the Crime Occurred

Commercial REALTORS® were likely to encounter crimes during a showing (29%) or while meeting a new client for the first time at a secluded location/property (25%).



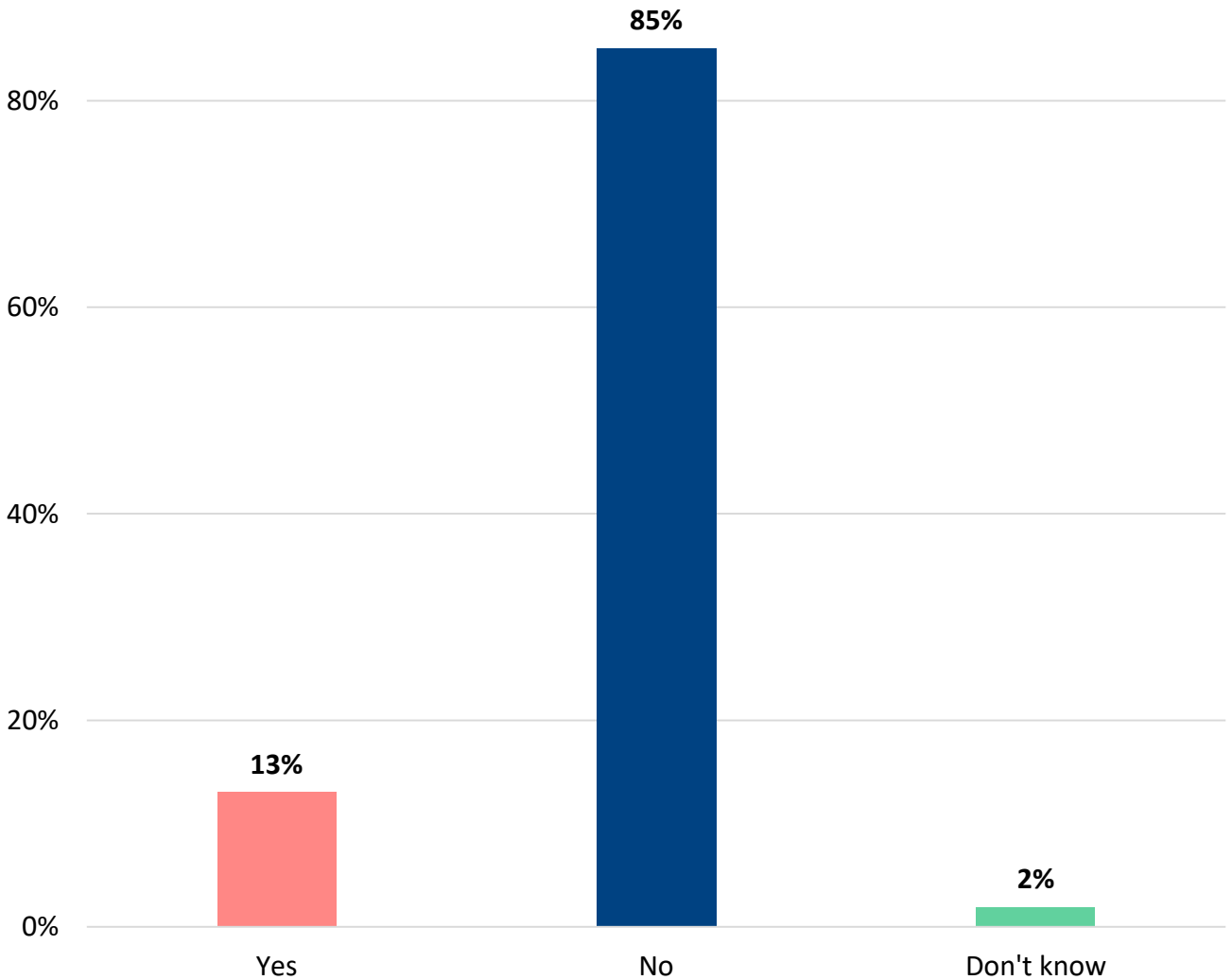
Over the Past 12 Months, REALTOR® Has Met a New or Prospective Client Alone at a Secluded Location/Property

Forty-two percent of commercial REALTORS® said that they had met a new or prospective client alone at a secluded location or property.



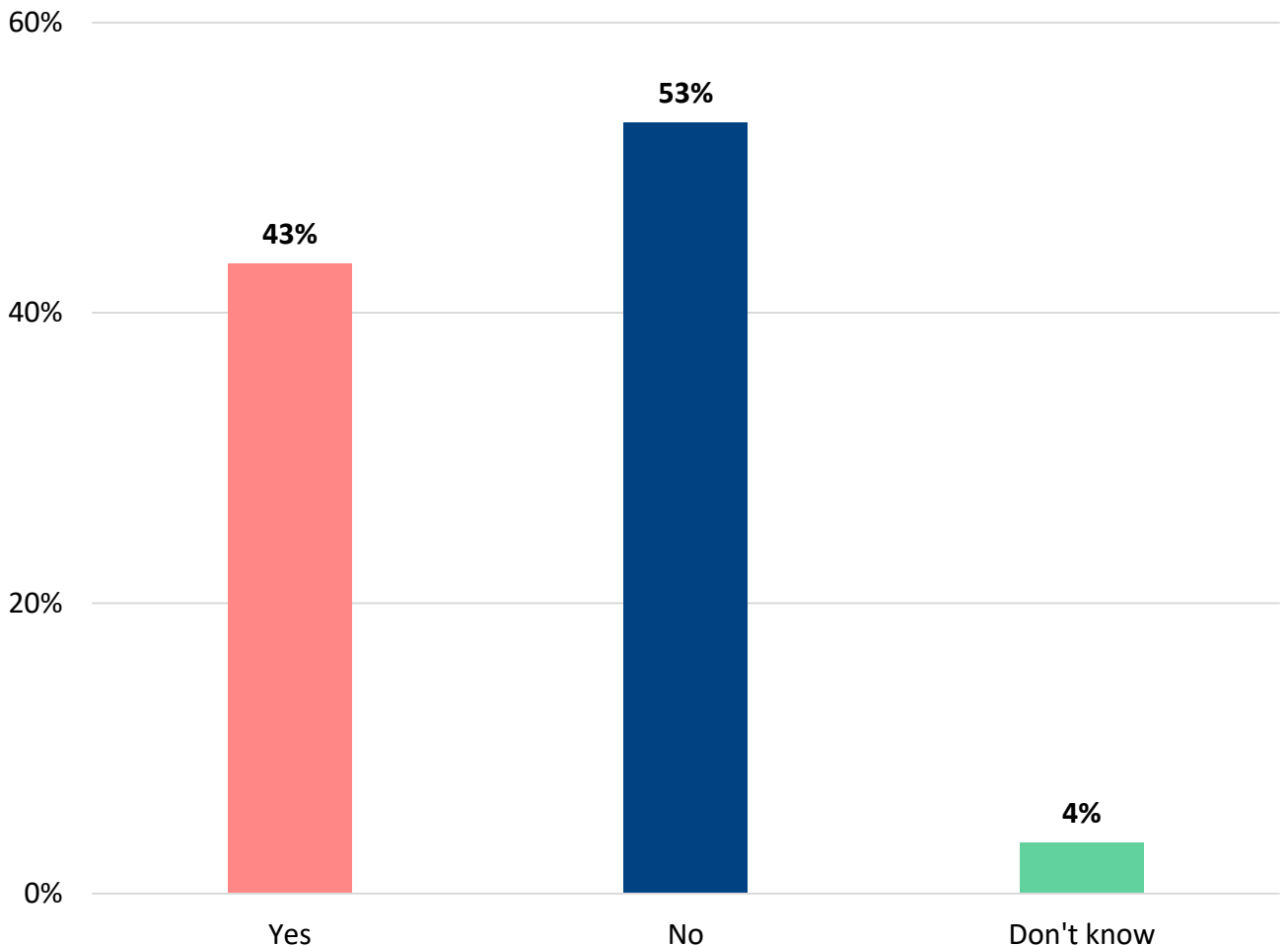
Over The Past 12 Months, Has Felt Unsafe While Hosting A Showing Alone

Thirteen percent of REALTORS® felt unsafe while hosting a showing alone.



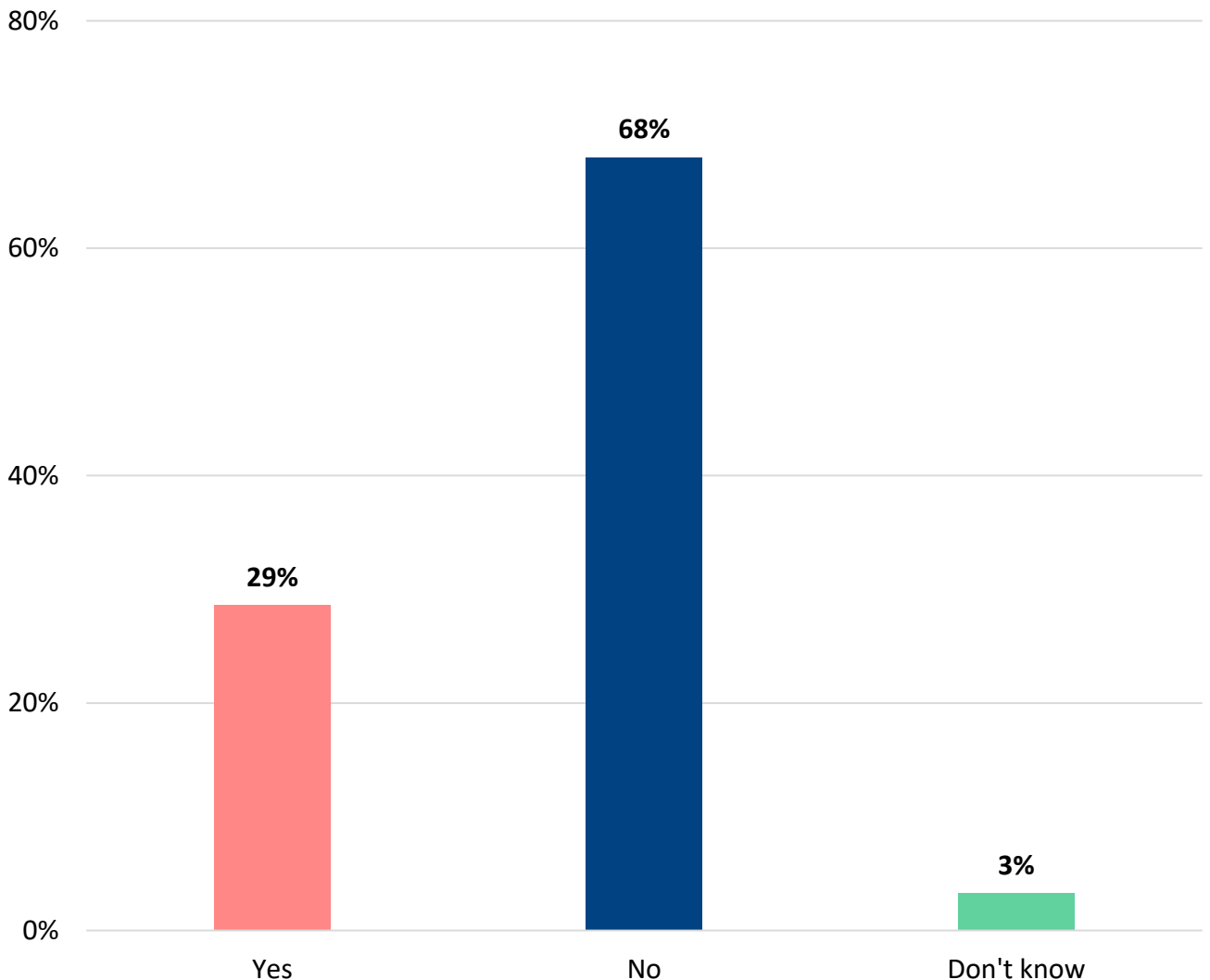
Over the Past 12 Months, REALTOR® Has Shown Vacant Properties in Areas with Poor or No Phone Coverage

Forty-three percent of commercial REALTORS® have shown vacant properties in areas with poor or no phone coverage in the past 12 months.



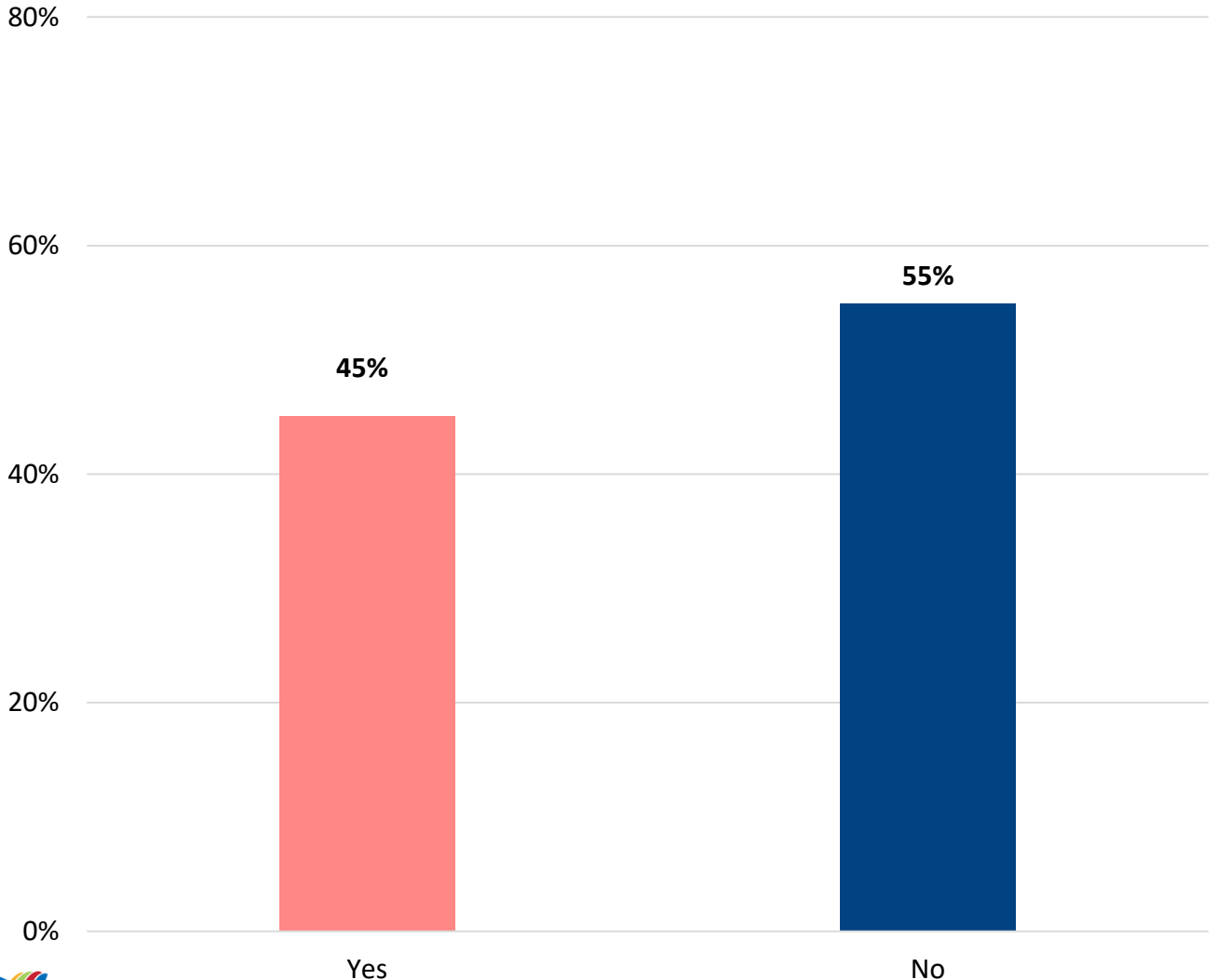
Over the Past 12 Months, REALTOR® Has Felt Unsafe While Showing Vacant Properties in Areas with Poor or No Phone Coverage

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



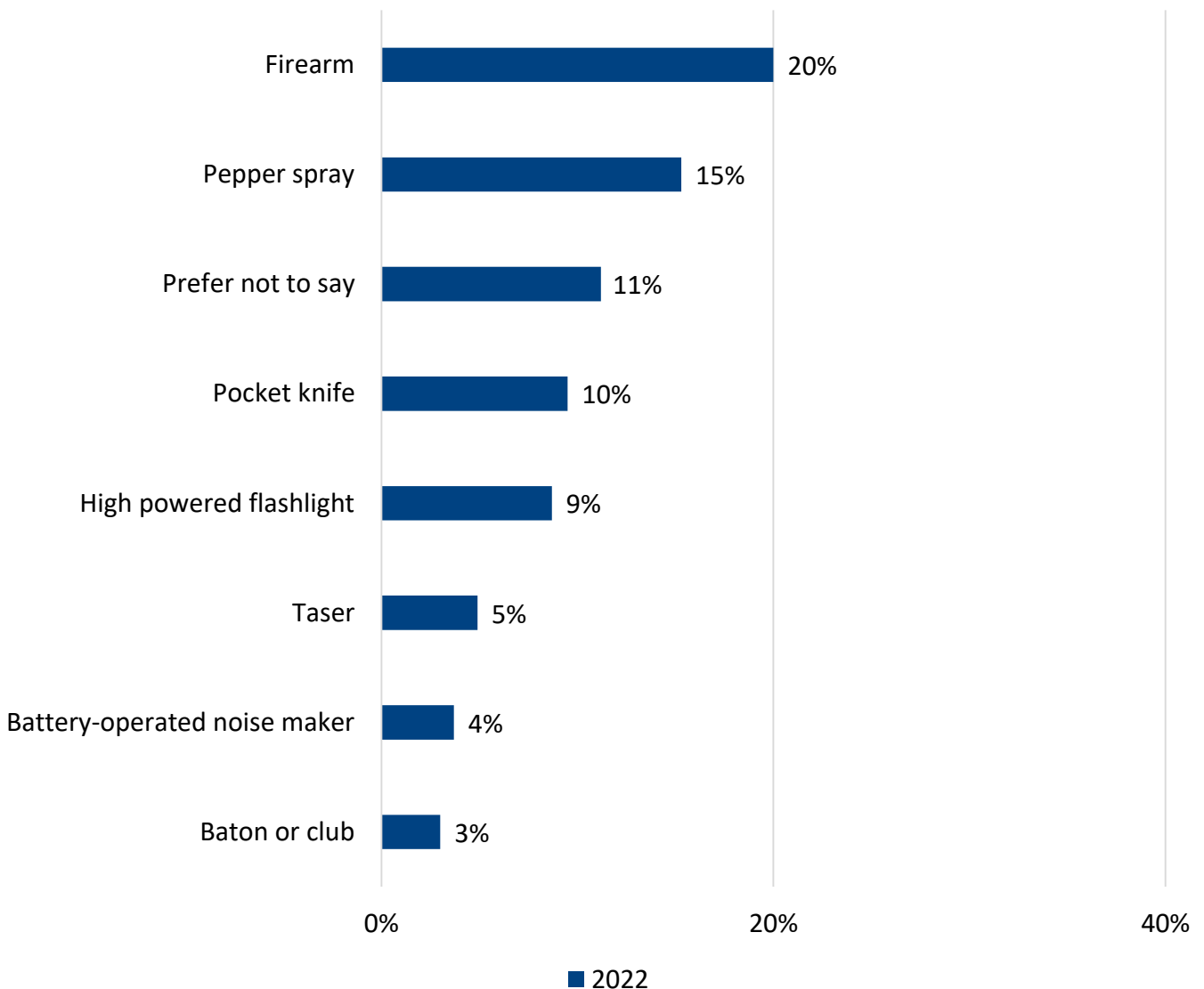
REALTOR® Has Participated in a Self-Defense Class

Forty-five percent of commercial REALTORS® said that they have participated in a self-defense class.



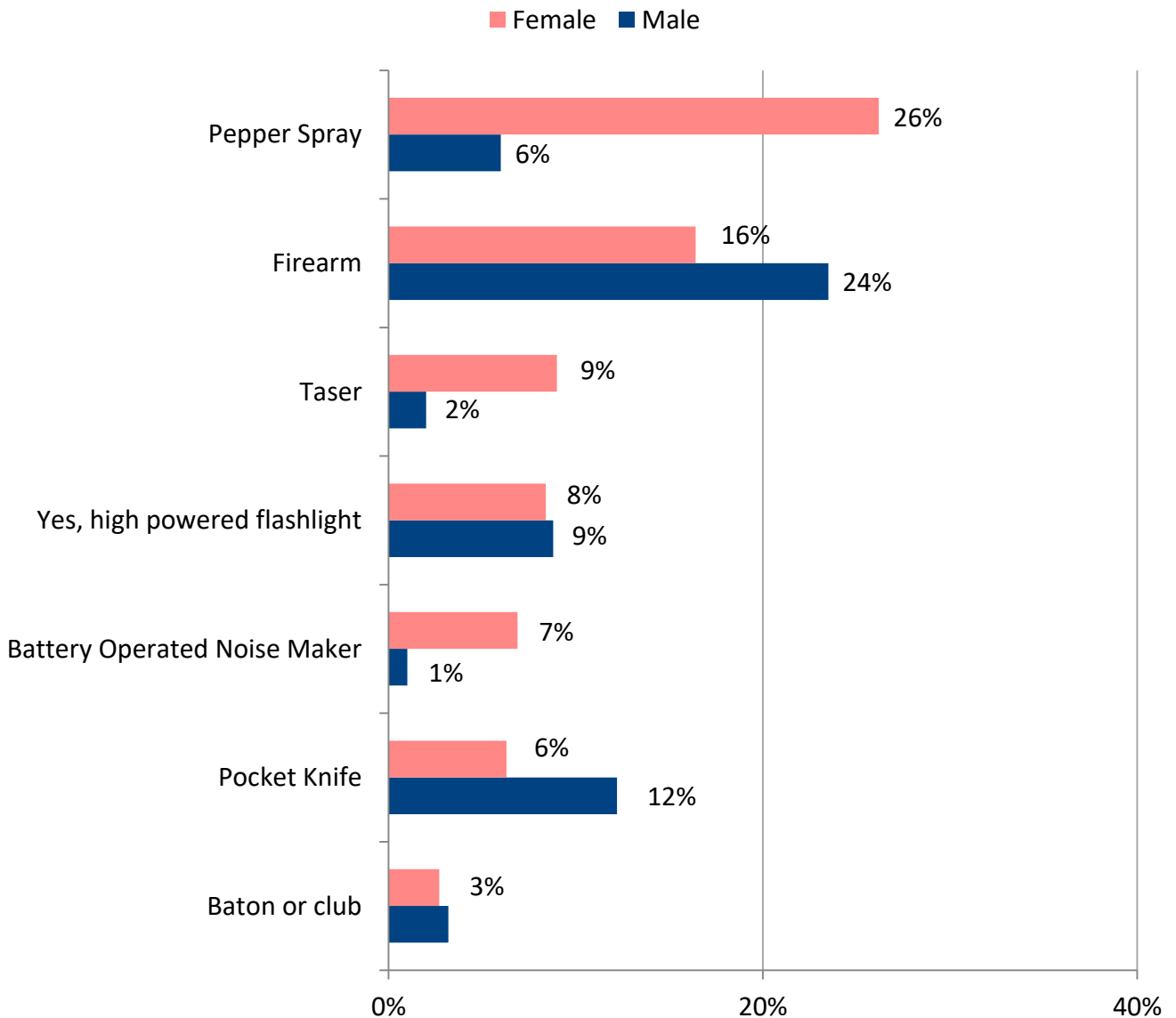
Self-Defense Weapons

Fifty-four percent of commercial members choose to carry self-defense weapons. The most common self-defense weapons carried are:



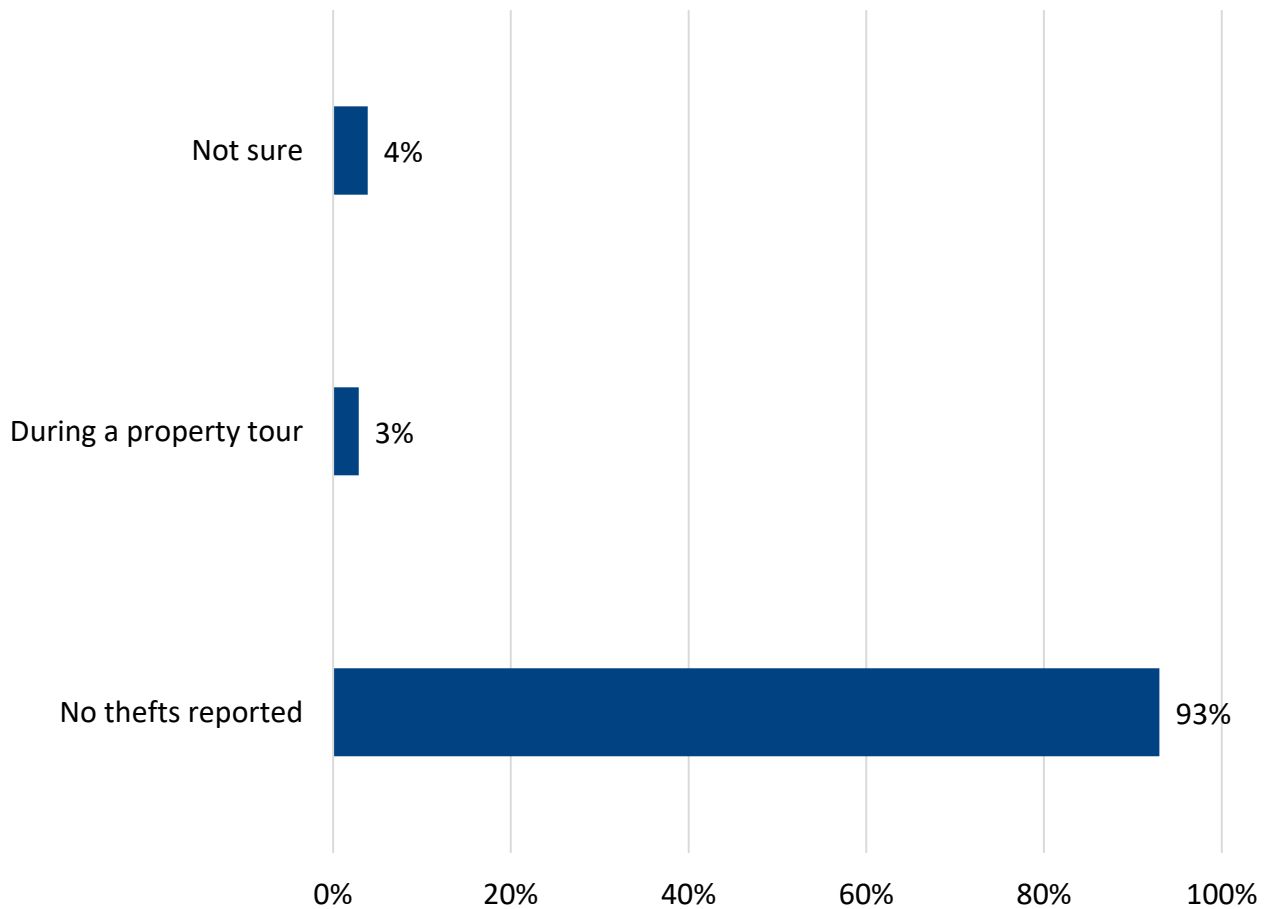
Self-Defense Weapons

Fifty percent of men and 59 percent of women carry a self-defense weapon or tool.



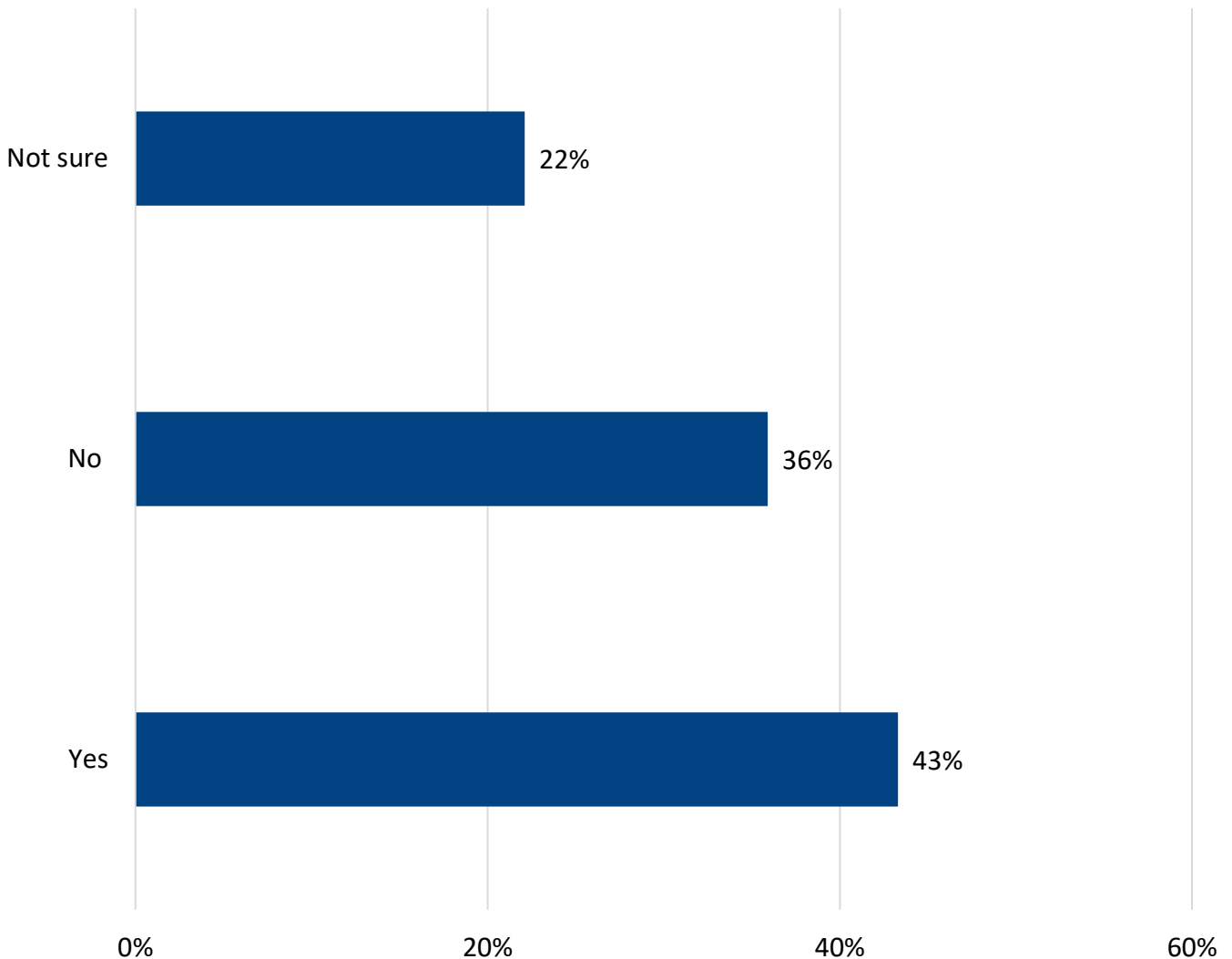
Theft of Personal Items

Ninety-three percent of commercial members' clients did not report any thefts of prescription drugs from their home. Three percent reported a theft during a property tour.



Measures to Safeguard Clients' Personal Items From Theft

Forty-three percent of commercial REALTORS® said they have measures to safeguard clients' personal items from theft.



Use of Smart Phone Safety Apps

Fifty-nine percent of commercial members use a smartphone safety app to track whereabouts and alert colleagues in case of an emergency. The most commonly used apps listed are similar to those in 2021.

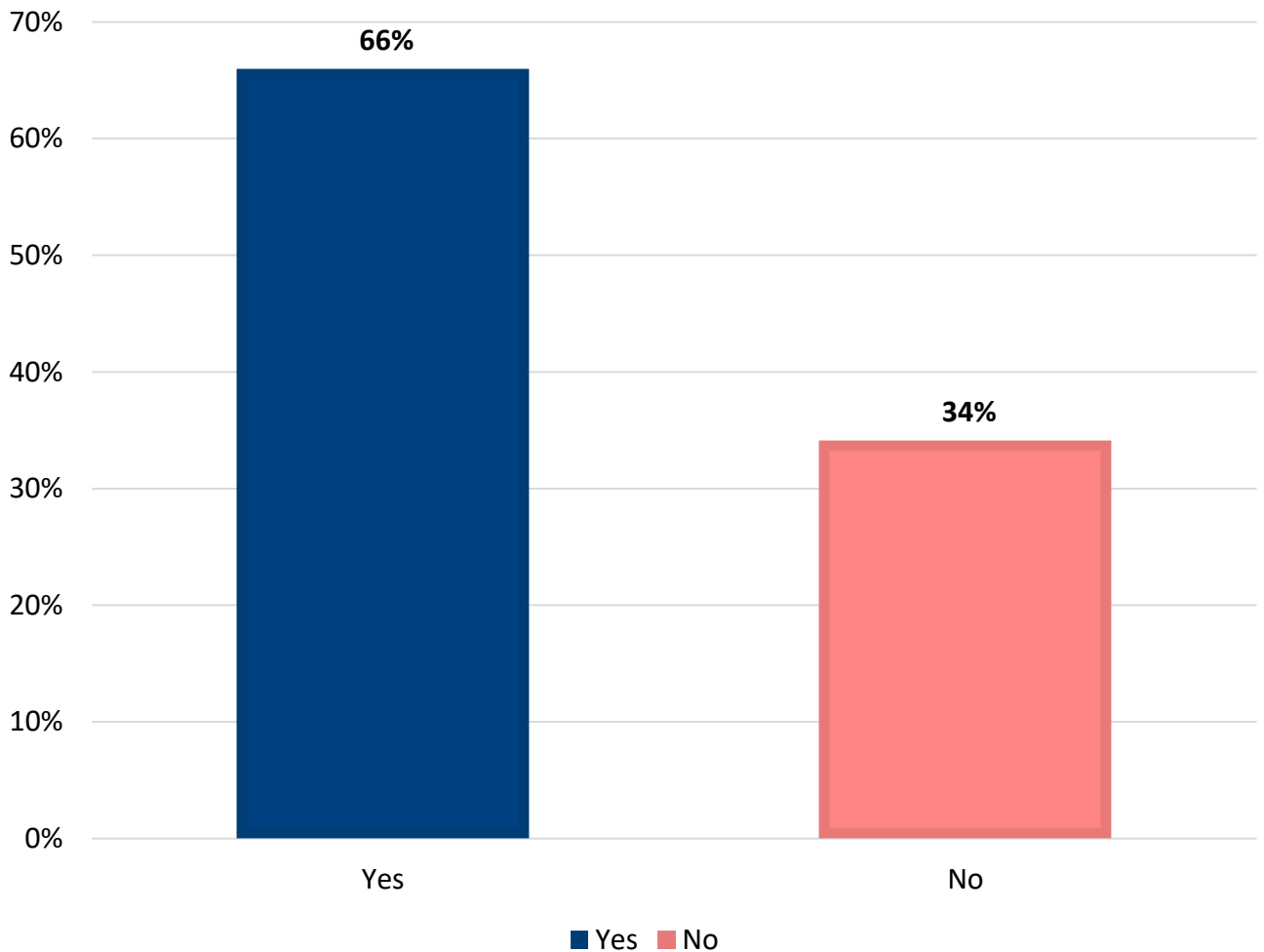
Most Commonly Used Smart Phone Apps:	
Find My iPhone feature	36%
GPS Phone Track for Android	11
SentriKey (TM) Real Estate App: Agent Safety Feature	8
Forewarn	9
HomeSnap Pro	4

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 70 percent compared to 51 percent for males.

Personal Safety Protocols

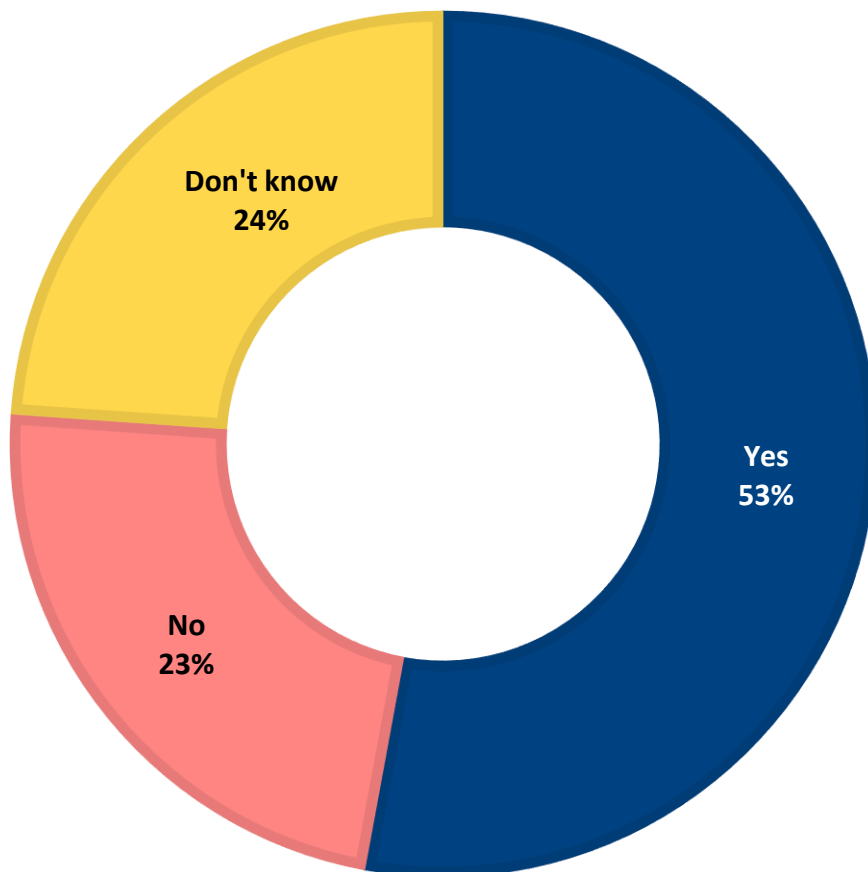
Sixty-six percent of commercial REALTORS® said that they have personal safety protocols in place that they follow with every client.



Standard Procedures for Agent Safety

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

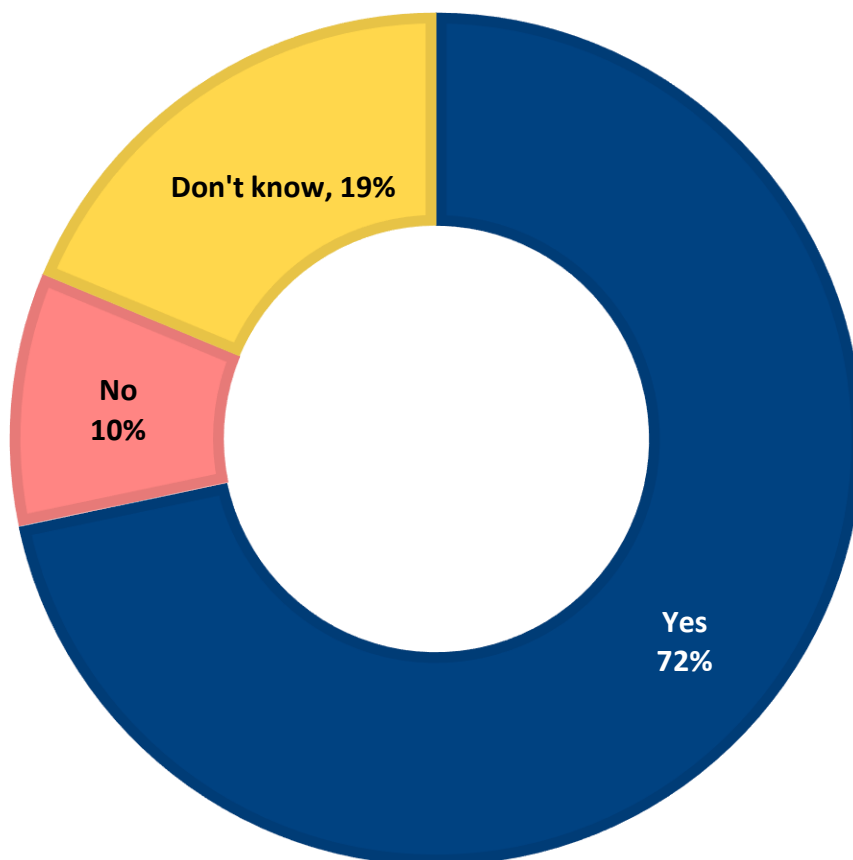
Real Estate Brokerage Has Standard Procedures for Agent Safety:



Standard Procedures for Client Data and Information Safety

Seventy-two percent of commercial REALTORS® said that their offices have these procedures in place.

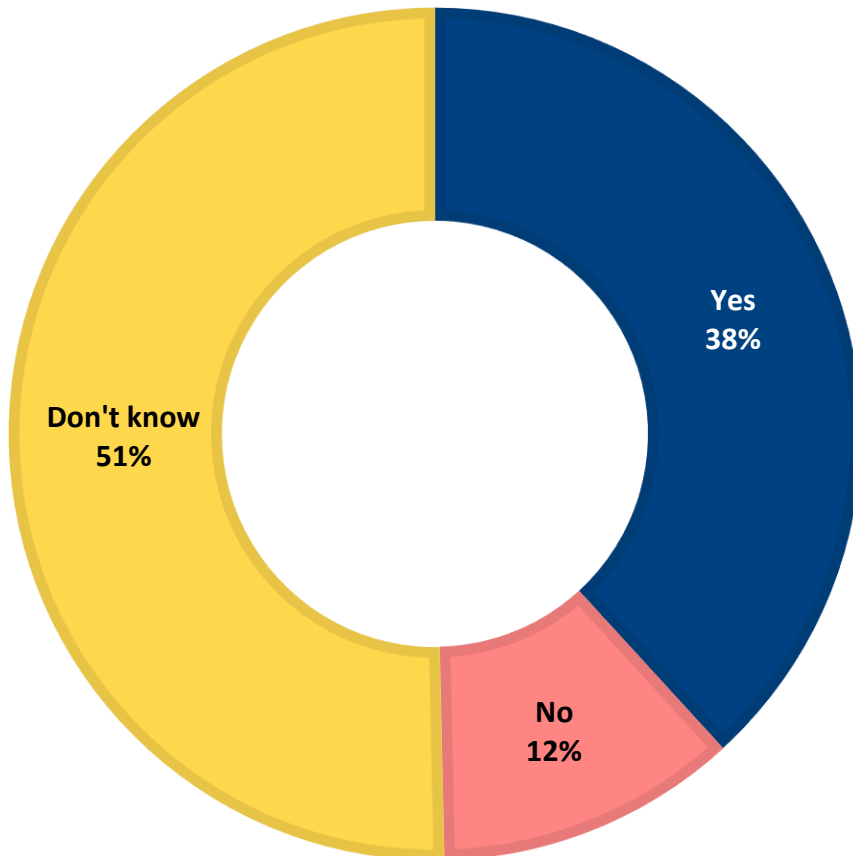
Real Estate Office has Standard Procedures for Safeguarding and Proper Disposal of Client Data and Client Information:



Local REALTOR® Association Safety Training

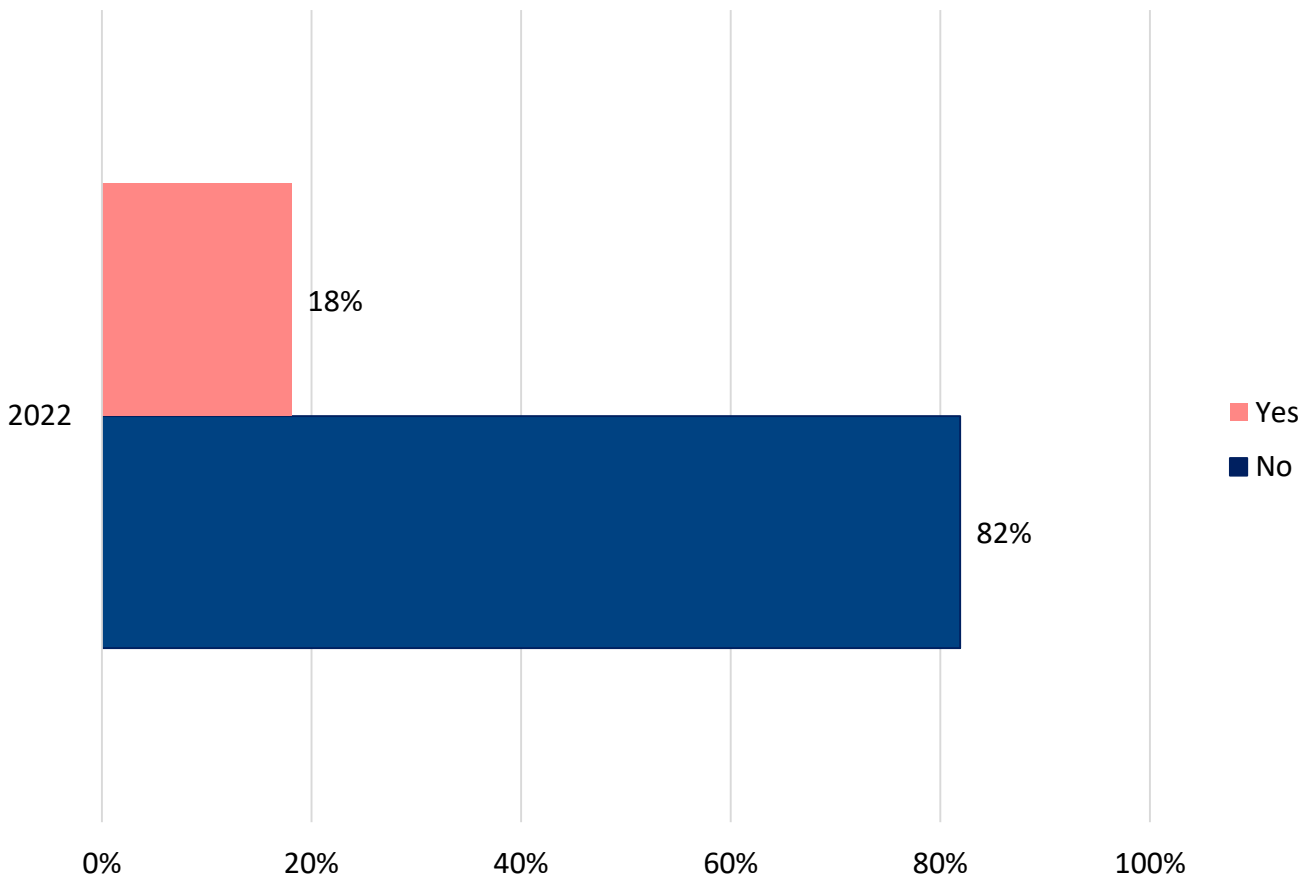
Thirty-eight percent of commercial REALTORS® said that their local REALTOR® Association includes safety training as part of new member orientation.

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



REALTOR® Has Attended a REALTOR® Safety Course

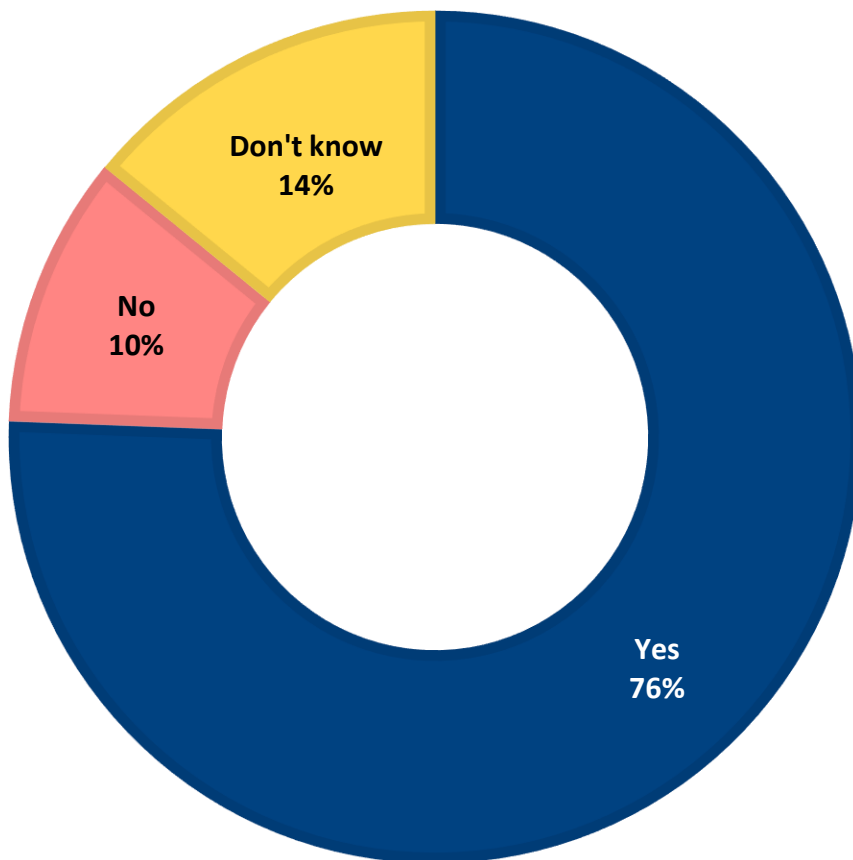
Eighteen percent of commercial REALTORS® have attended a REALTOR® Safety course in 2022.



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

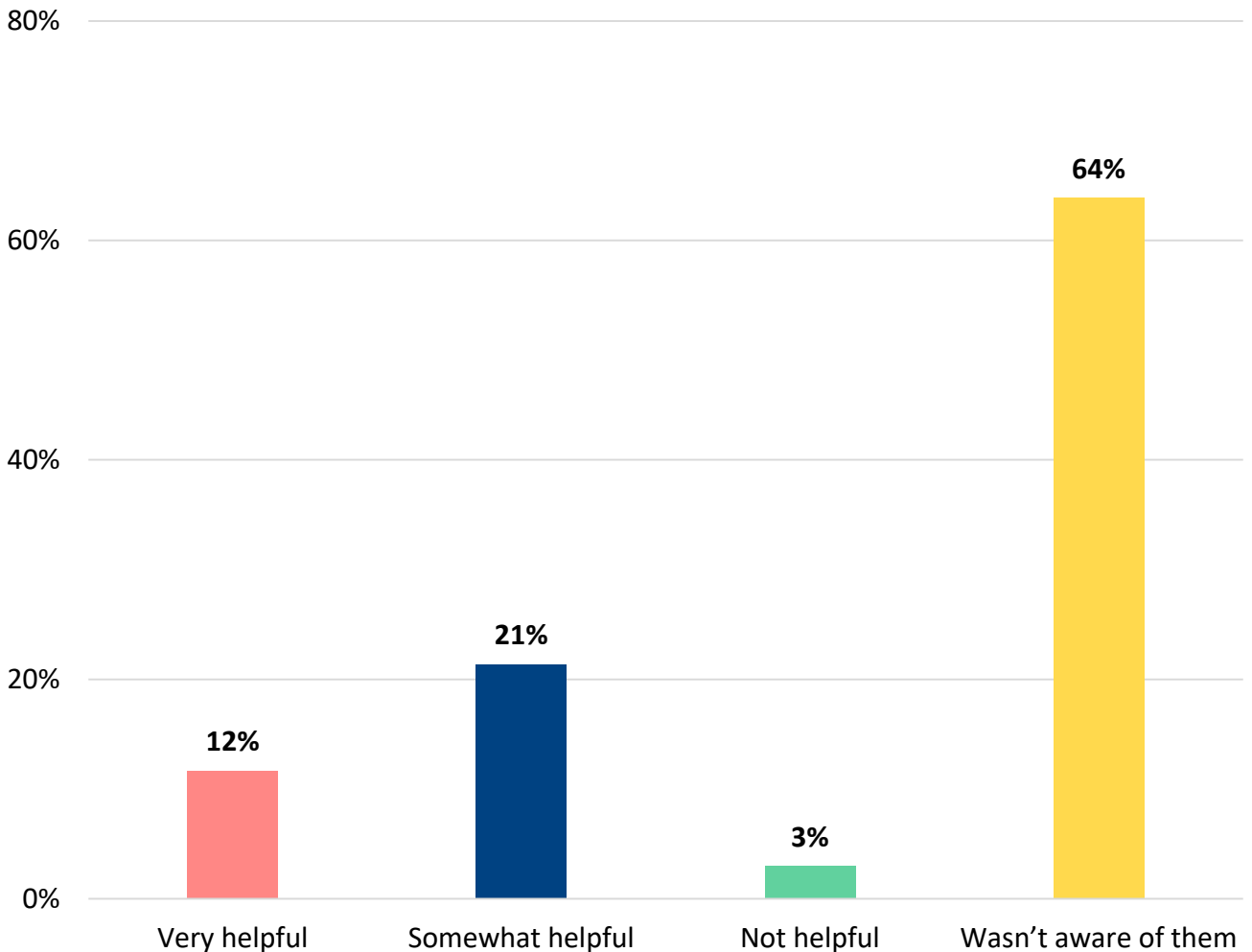
Seventy-six percent of commercial REALTORS® said that they feel more prepared for unknown situations after taking a REALTOR® Safety course.

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



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

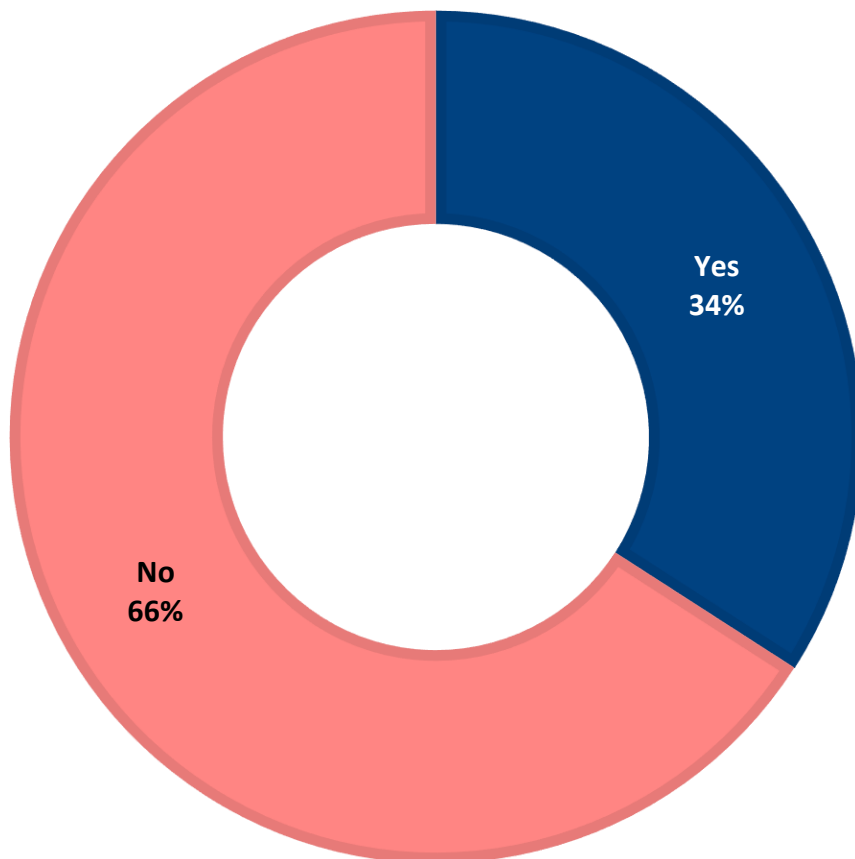
Thirty-three percent of commercial REALTORS® said that the weekly safety tips posted on NAR's social media accounts were very or somewhat helpful.



REALTOR® is Aware of REALTOR® Safety Program

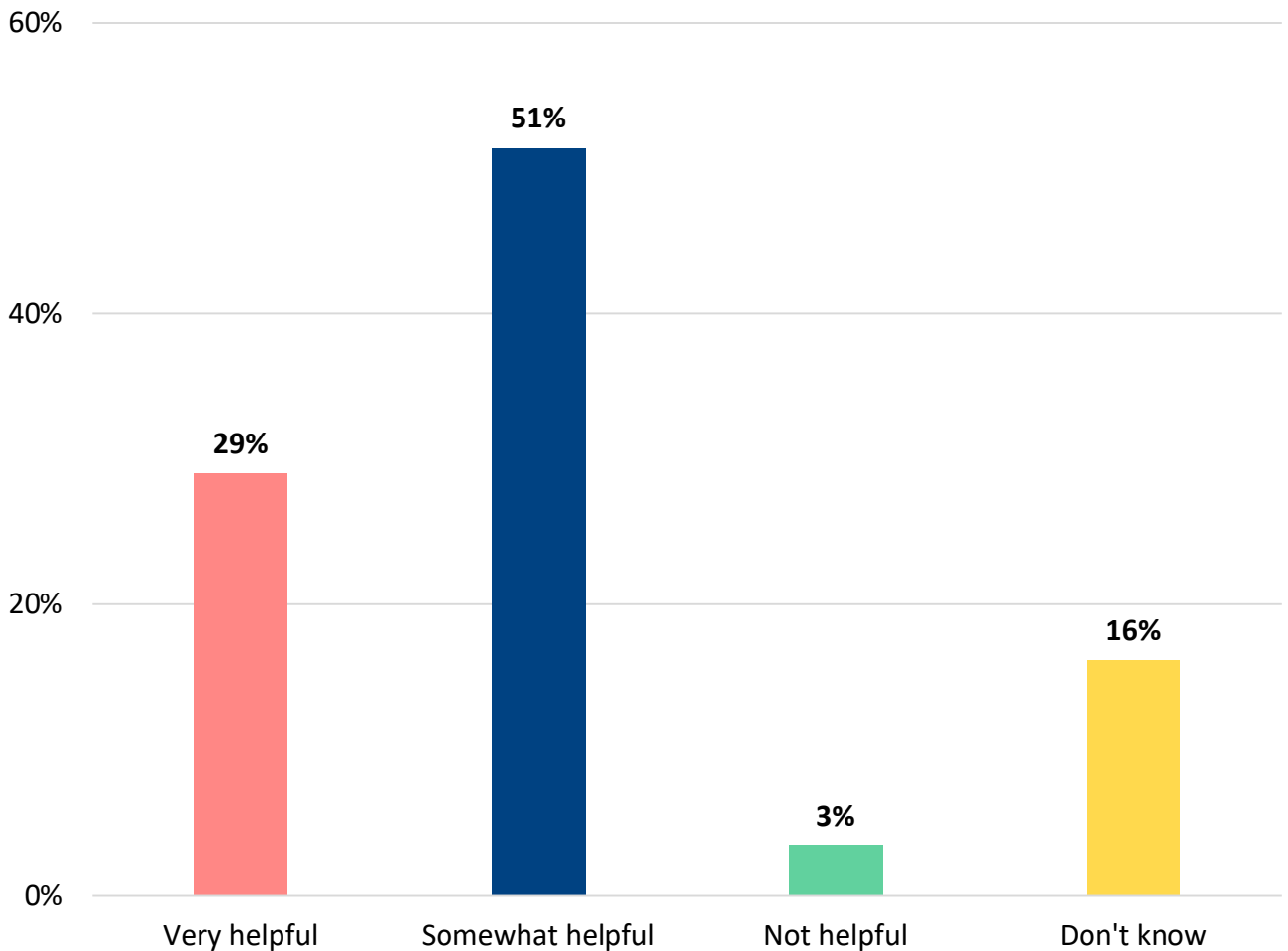
Thirty-four percent of commercial REALTORS® said they were aware of the REALTOR® Safety Program.

REALTOR® is Aware of REALTOR® Safety Program:



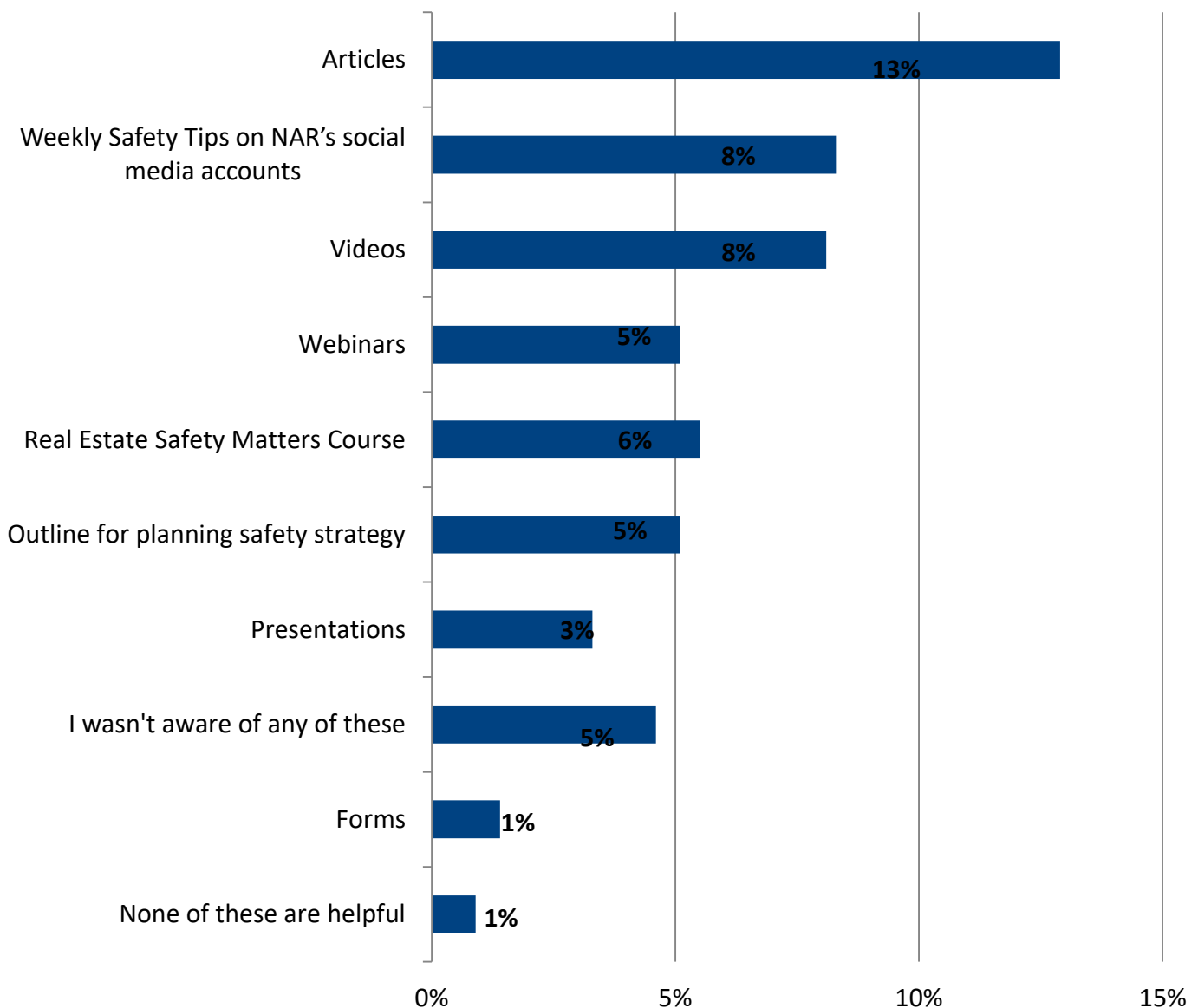
Safety Tips and Information Available in the REALTOR® Safety Program Helpful

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



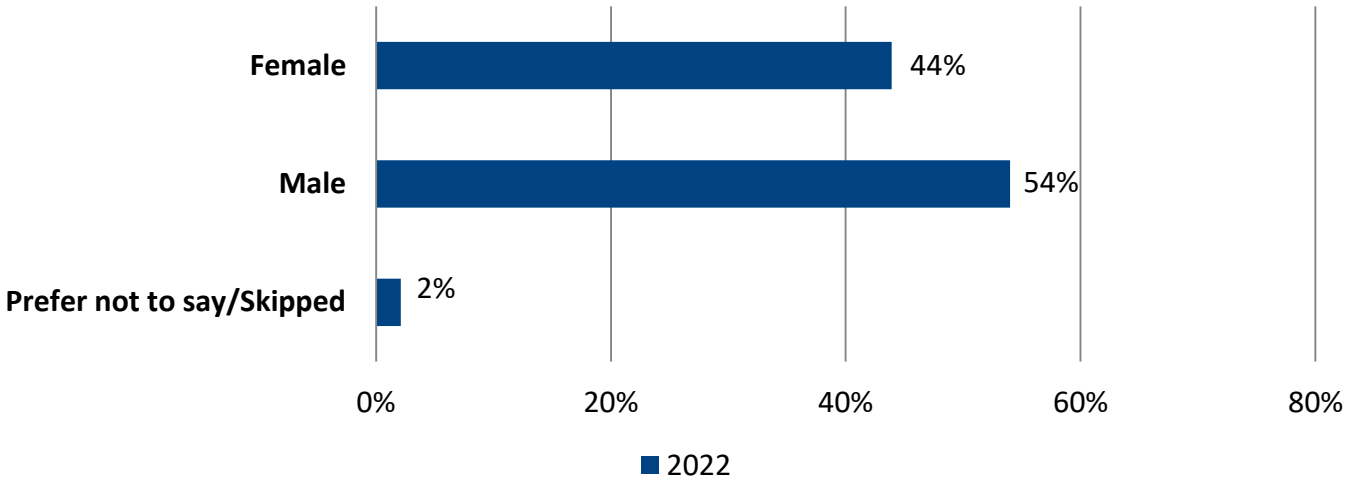
REALTOR® Safety Program Resources

Most Useful REALTOR® Safety Program Resources

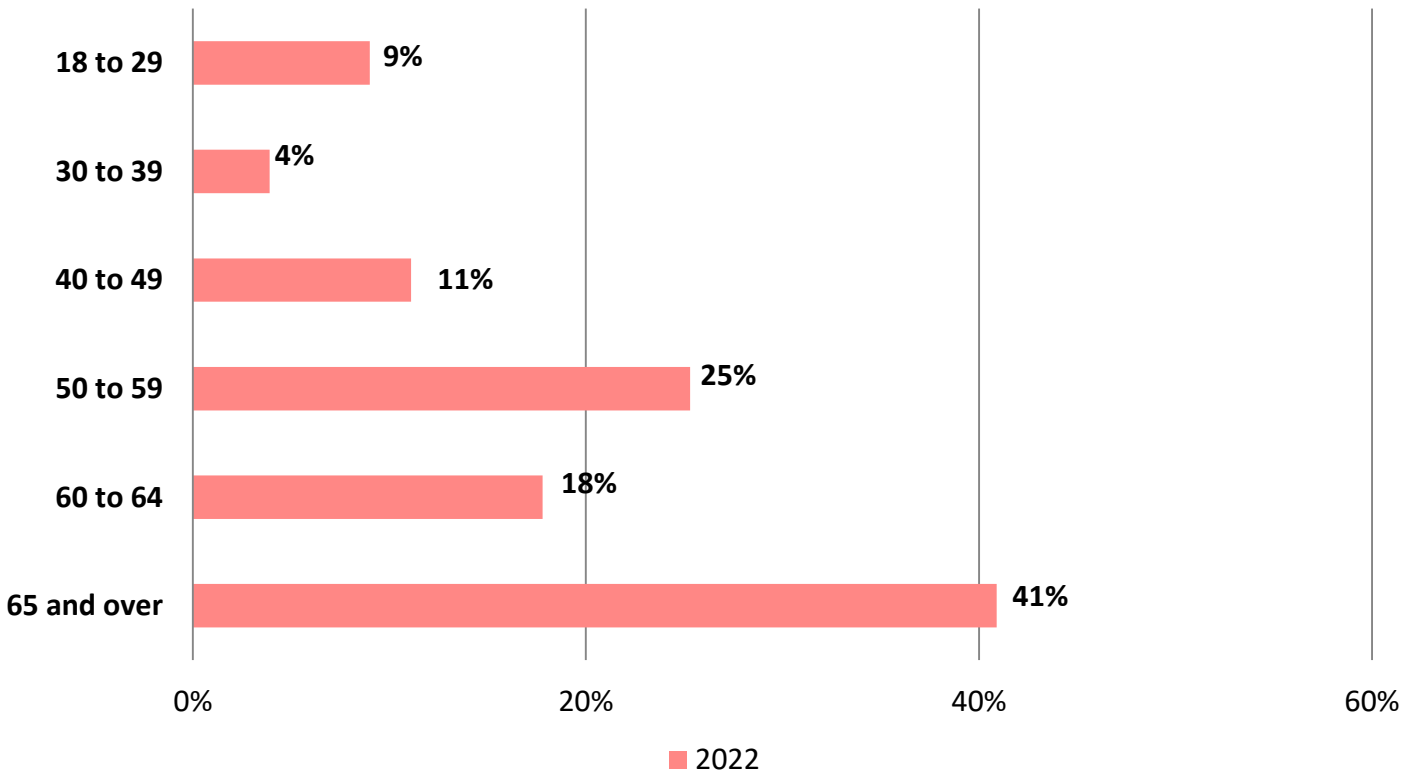


Demographics

Gender



Age

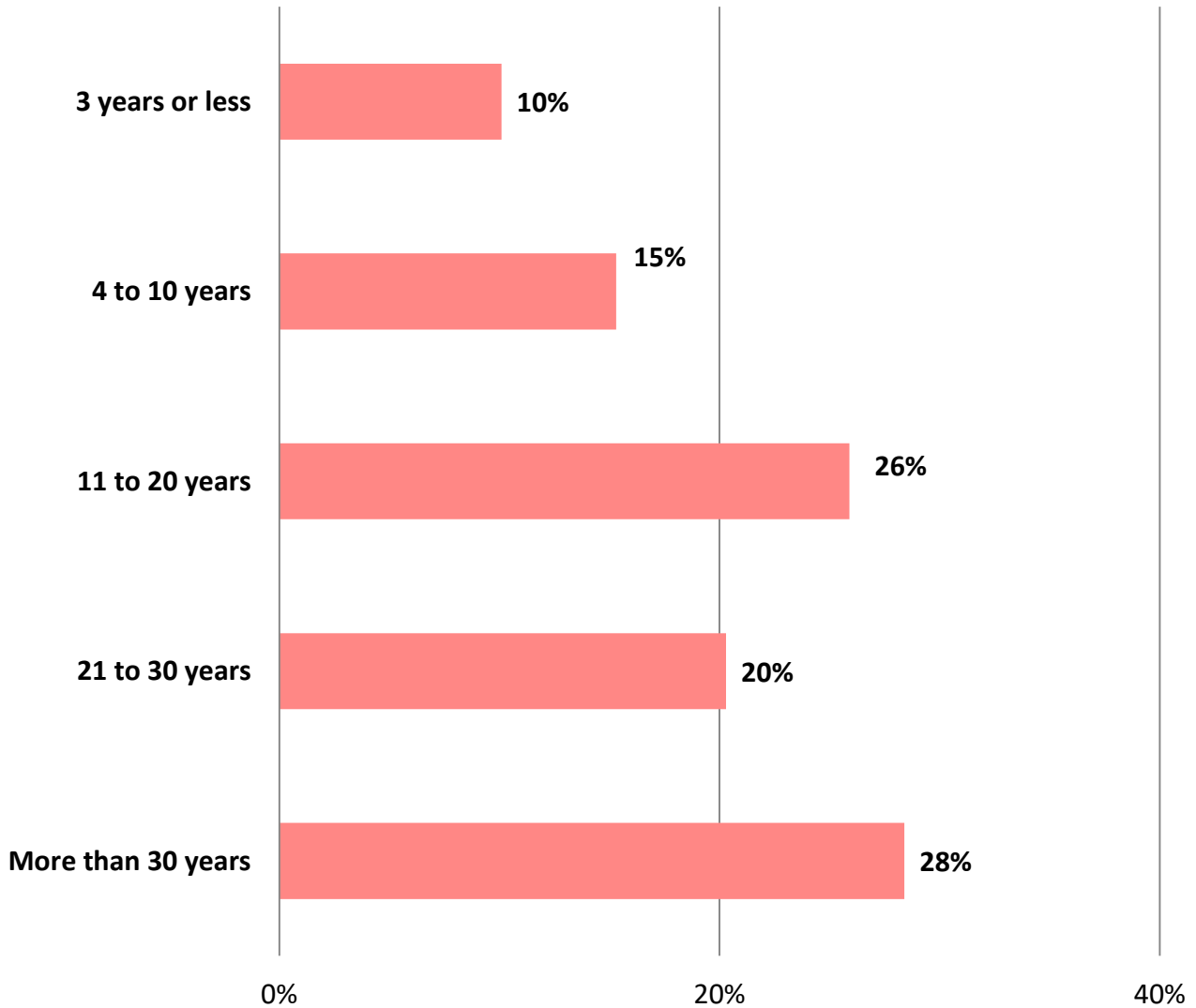


*According to NAR's 2022 Member Profile, 66% of REALTORS® are female. 2022 respondents are slightly older and more likely to be female than the typical REALTOR®.



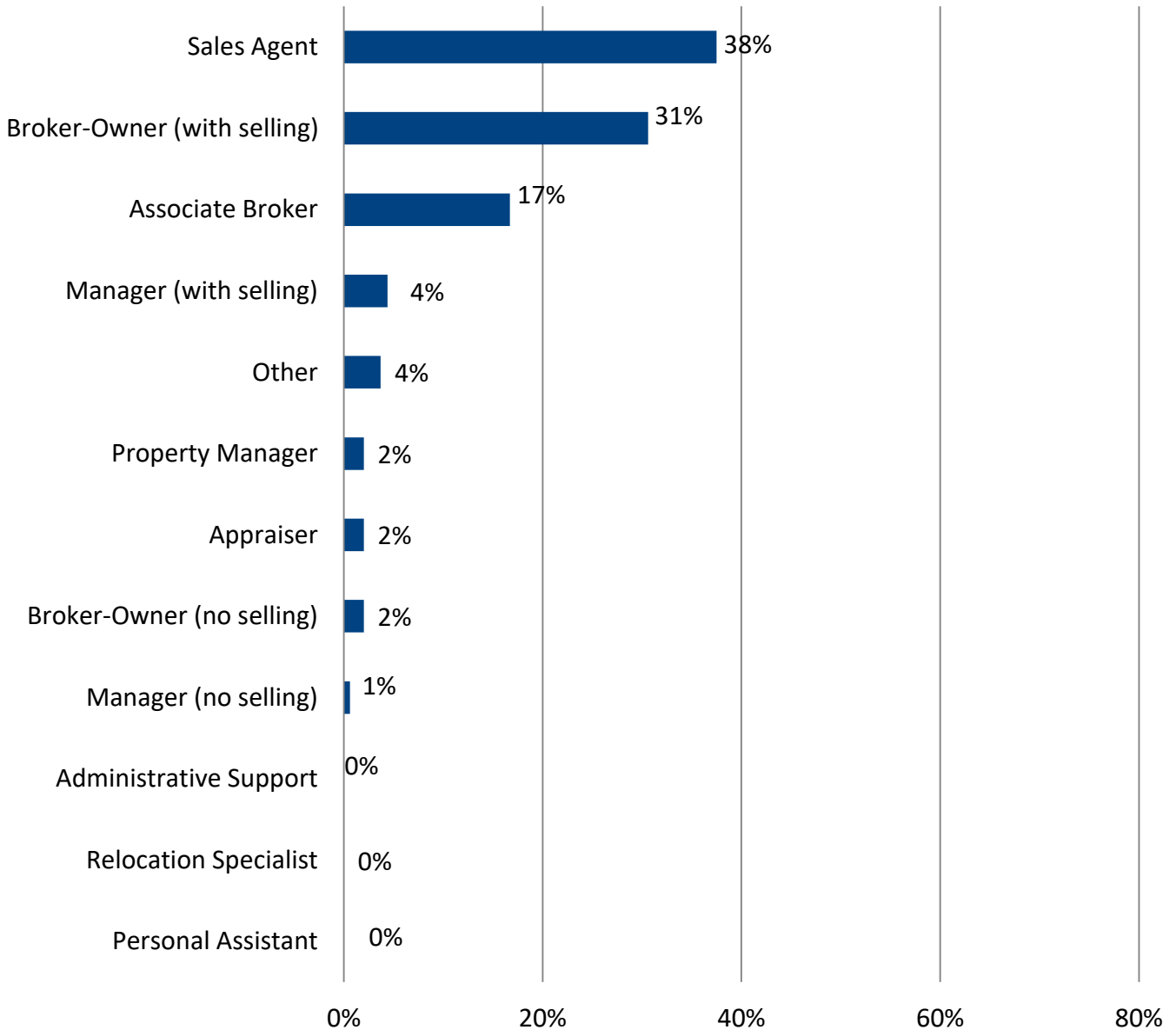
Demographics

Years in Real Estate



Demographics

Function in Real Estate*



*According to NAR's 2022 Member Profile, 67% of REALTORS® are Sales Agents.



NAR REALTOR[®] Safety Program

- Thirty-three percent of commercial REALTORS[®] said that the weekly safety tips posted on NAR's social media accounts were very or somewhat helpful. Sixty-four percent said they were unaware of the post.
- Thirty-four percent were aware of NAR's REALTOR[®] Safety Program.
- Among those aware of the program, 80 percent of commercial REALTORS[®] said that the safety tips and information available in the REALTOR[®] Safety Program were very or somewhat helpful.
- 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 75,192 commercial REALTOR® members. There were 2,509 respondents for a response rate of 3.3 percent. At the 95 percent confidence level the margin of error is +/- 1.95 percent.



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.

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