

Real Estate Practices to Enhance Safety

Joe Rosner Best Defense of Illinois

Why the Course is Important: Studies have shown the most important risk factors associated with any profession's likelihood of being victimized by crime and violence are; public contact, isolation and the criminal's perception of a target's value. The Real Estate business meets all these criteria as a result there are few experienced agents and brokers who do not have one or more stories of actual and near attacks. While the threat of rape, physical assault and even murder may seem remote, there is real threat. Other industries consider crime prevention training to be a part of basic and regular ongoing education. While no statistics seem to have been compiled, there is little doubt; fear of victimization is a factor in many qualified agents choosing to leave the industry.

If this course prevents a single agent from being victimized or choosing a different occupation it will be worth it.

Description: The public will benefit from this program because it will increase the real estate professional's self-confidence. This increased self-confidence will allow the real estate professional more freedom to work, where and when their services are needed.

This course is intended to educate real estate agents and brokers in practices and policies designed to reduce their risks and that of their clients that are associated with the marketing of real estate. Information will be provided, that when followed carefully, should substantially reduce broker and agent liability, reduce client liability, and minimize the potential for personal injury and property loss on the part of agents, brokers, buyers and sellers. While this is NOT strictly, a self-defense course, options for dealing with threatening situations will be discussed and demonstrated. .

Objectives: Participants in this course will learn to--

- Identify risks present in the real estate market and in marketing methods
- Safely serve diverse populations with fairness, and honesty
- Implement comprehensive office safety policies
- Respond to dangerous incidents, accidents and injuries

Outline:

- I. Introduction
 - A. Course Purpose
 - B. Course Overview
 - C. Marketing Climate and Overview
- II. Marketing Real Estate Safely
 - A. Advertising
 - Media Advertisements
 - Business Cards
 - Open Houses
 - Internet
 - B. Meeting With Buyers and Sellers
 - Open Houses
 - Appointments
 - Traveling With Clients
 - Showings
 - C. Procedures for Safe Real Estate Marketing
 - Office Policies
 - Customer Identification Forms
 - Agent Information Forms

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Agent Itinerary Forms
Safeguarding Property

III. Responding To Threatening Situations

- A. Methods of Escape
 - From Vehicles
 - From Dwellings
 - When Outdoors
- B. Getting Help
 - Shouting
 - Emergency Phone Calls (Active)
 - Emergency Phone Calls (Passive)
- C. Tools and Techniques for Self-Defense
 - Voice and Language for Self-Defense
 - 1. Self-Defense Tools
 - a. Firearms and Lethal Weapons
 - b. Stun Guns
 - c. Noisemakers
 - d. Self-defense Spray

IV. Self-Defense Maneuvers

- A. Escape from a wrist hold(1 hand)
- B. Escape from wrist hold (2hand)
- C. Defense Stance
- D. Defensive Kick
- E. Blocking Passive
- F. Blocking Active
- G. Escape from Front Choke
- H. Escape from Rear Choke
- I. Hand Strikes
- J. Foot Strikes
- K. Ground Defense

V. Open Questions/Conclusion
