

## **NAR's REALTOR® Safety Program Expanding in 2015 FACT SHEET**

More than a decade ago, the NATIONAL ASSOCIATION OF REALTORS® launched the REALTOR® Safety Program to educate REALTORS® on the potential risks they face while on the job. Over the years, the program has produced videos, hosted webinars, created marketing materials and developed a presentation for Associations and brokers to use with their agents. Safety will continue to be an important topic for NAR. In 2015, NAR will strengthen the REALTOR® Safety Program by adding new components, updating existing resources, and increasing the marketing efforts and visibility of the program to keep safety a priority every day.

### Coming in 2015

- In addition to a new program identity, the website, [www.realtor.org/Safety](http://www.realtor.org/Safety), will be reorganized to enhance the user experience, making it easier to locate resources. The content of the website will also be updated accordingly to remove out-of-date information and provide current resources.
- NAR will introduce the Association's Crisis Communications Checklist, a step-by-step guide that can be added to any current crisis communication plan. Compiled from input from REALTOR® Association Executives and members of the NAR Public Affairs department, this checklist will help AEs stay organized and keep their team on task with a list of actionable items to be completed in the midst of a crisis.
- In the spring, NAR will publish new marketing materials for your Association to use to share the message of safety with members, including web banners, posters, print ads and flyers that can be posted online, in newsletters and around the office.
- Also coming this spring, safety tips will be posted on NAR's Twitter and Facebook accounts so you can easily share them with members. These image-based tips are not only perfect for social media, they can also be used in e-newsletters and posted on your website.
- NAR will develop a classroom safety course by the end of the first quarter. By July, the course will be available online at REALTOR® University. The online course will also be submitted for continuing education credit.
- A new 3-hour safety course will be offered at the REALTORS® Legislative Meetings & Trade Expo on Tuesday, May 12 from 12:30-3:30 pm.
- NAR will host safety webinars in April and September during REALTOR® Safety Month.
- In the fall, NAR will publish a safety booklet, compiled of safety tips submitted by REALTORS®.
- Look for new safety articles and videos to share with your members throughout the year.

### Current Resources on [www.realtor.org/Safety](http://www.realtor.org/Safety)

- Safety presentation materials, including PowerPoint presentation template, talking points and handouts. These tools are great for office meetings and training sessions.
- Office forms for REALTORS® and clients to help establish safety protocols.
- Archived safety webinars on such topics as personal safety, open house safety and holiday season safety tips.
- Videos and monthly articles to discuss during meetings and share in monthly communications.
- Dynamic safety widget revealing a new safety tip each week and Web banners to post on your website.
- Information on safety smart phone apps to download, safety products to purchase and safety experts available for safety training presentations.
- As part of its Window to the Law video series, NAR's Legal department presents legal tips and best practices to take into consideration when implementing safety programs and policies to help agents stay safe.

### **Approved Copy for General Usage**

#### **NAR's REALTOR® Safety Program to Expand in 2015**

REALTOR® safety is one resolution we can all agree on. Educate yourself about the potential dangers REALTORS® can face on the job with the resources available in the REALTOR® Safety Program. From videos to safety app recommendations for your smartphone to educational webinars, NAR is serious about your safety. There's a lot more in store for the REALTOR® Safety Program this year too. New resources will be introduced throughout the year, including a new safety course, safety tips, videos and more. Be sure to visit [www.realtor.org/Safety](http://www.realtor.org/Safety) often so you don't miss a thing.

#### **Contact Information:**

Jill Johnson  
Marketing Manager  
312.329.8313  
[jjohnson@realtors.org](mailto:jjohnson@realtors.org)

Karen Bebart  
Vice President, Marketing & Business Development  
312.329.8359  
[kbebart@realtors.org](mailto:kbebart@realtors.org)