

# Realty Security and Success

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## Personal Security Plan

- Identify Predators
- Safety vs Security
- Fundamentals
- Civilized Conditioning
- Self Defense
- Protection Weapons
- Situational Awareness
- Disgruntled Individuals



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“She was just a woman that worked alone  
— a rich broker,”

Aaron Lewis, in response to questions  
about his motives for murdering Beverly  
Carter.

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## REALTY Security Plan

- ✓ Fundamentals
- ✓ Security Plan
- ✓ Identify Predators
- ✓ Verify Identity
- ✓ Constant Communication
- ✓ Open Houses
- ✓ Code Words
- ✓ Personal Marketing
- ✓ Buddy System
- ✓ Safe Dress Code
- ✓ Auto Security
- ✓ Self Defense
- ✓ Protection Devices
- ✓ Disgruntled Individuals



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## Safety vs. Security

“To be safe,  
is never to be  
secure”

Benjamin Franklin



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## Safety vs. Security

“Security is an illusion.  
Life is either a daring  
adventure or nothing  
at all” Helen Keller



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# Safety vs. Security



## “Security is Safety With An Attitude”

Robert Siciliano

- Safety is protecting people from...
- Safety is a process
- Security is protecting people from...
- Security is layered

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# Violence

## *Violence is as American as Apple Pie*

H Rap Brown

- ✓ Murder
- ✓ Robbery
- ✓ Rape
- ✓ Suicide
- ✓ Stalking
- ✓ Bomb threats
- ✓ Fights
- ✓ Sabotage
- ✓ Verbal abuse
- ✓ Obscene/threatening calls, letters, emails



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## Inside the mind of a predator

- NAR
- Inside Ed
- PBS
- 1-100
- A-SPD
- 50
- 750

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# Fundamentals

- Body Language
- Awareness
- Intuition



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## Body Language 55%

- Walk
- Posture
- Facial Expressions
- Eye Contact



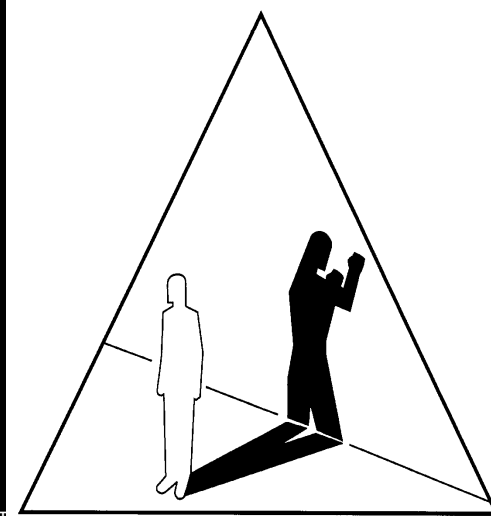
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# Awareness

- Body Language
- Surroundings
- Potential Dangers



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# Intuition

- Sixth Sense
- What Ifs
- Visualization



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## Voice 35%

- NO!
- Profanities
- Fear/panic
- Pink Panther

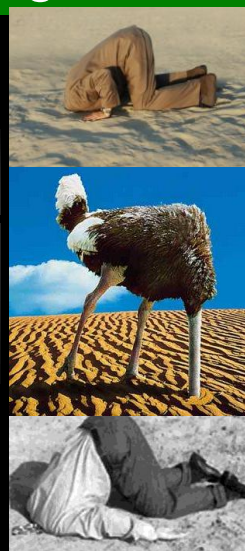


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## Civilized Conditioning

- Respond to an attacker?
- Goes against our core beliefs
- Think it can't happen to you?
- Head in the sand mentality
- You're too nice
- Become an observer of the human condition



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- ✓ Auto Security
- ✓ Self Defense



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## Fighting Stance

- Hands Up
- Elbows Down
- One Foot in Front
- Steady Gaze



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## Gouge Eyes

- On Top
- Bottom
- In Front
- Jab Fingers
- Jab Thumbs



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## Go For The Throat

- On Top
- Bottom
- In Front
- Larynx
- Trachea
- Side of Neck
- Slap
- Chop



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## Slap Groin

- Behind
- On top
- Bottom
- In front
- In Bear Hug
- Open Hand
- Closed Fist
- Grab



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## Knee The Groin

- In Front
- Up Close
- On Top

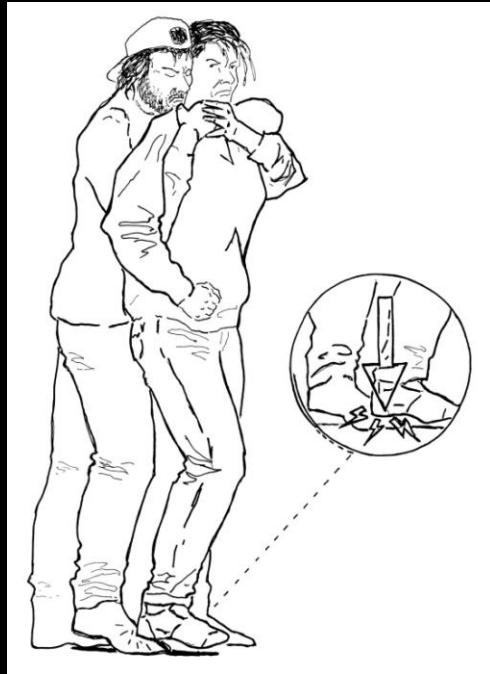


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## Stomp Foot

- Behind
- In Front
- Stomp
- Dig
- In-step
- Toes
- Shins



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## Ground Fighting

- Kick Knees
- Kick Shins
- Kick Groin
- Kick Face
- Kick Hard



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Your brain is your best defense weapon

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## Protection Weapons

Non lethal - non aggressive

- Alarms

Non lethal - aggressive

- Pepper spray, stun gun, baton

Lethal - aggressive

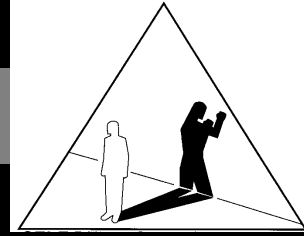
- Guns, knives



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# Situational Awareness



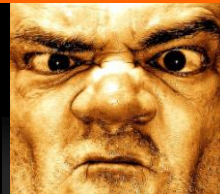
- Travel to and from work
- Familiar vs unfamiliar surroundings
- Sketchy environments
- Parking lots, garages
- Onsite, inside the facility
- Unwanted attention, loiterers panhandlers, muggers
- Self Defense
- Home Security
- Campus/Teen Safety
- Travel Security
- Hotels, rental cars
- Auto Security
- Internet Safety

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## Defusing a Disgruntled Individual

- Don't get emotionally involved in their drama
- Listen more than talk
- Encourage person to talk
- Focus on them and show interest
- Don't make judgments, remain neutral
- Project calmness, move and speak slowly
- Acknowledge their feelings
- Request a move to a quieter area
- Use delaying tactics such as offering water
- Point out choices
- Break big problems into smaller ones
- Accept criticism, say "You're probably right"
- Ask for recommendations



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## Canned Responses

- I see you are upset
- Let's go sit down and talk
- Let's see how I can help
- Would you like to tell me about it?
- I would like to hear your side.
- Could you share that with me?
- I guess this is important to you
- That's interesting.
- I see, is that so?
- When at a loss for words introduce something unrelated to the situation, like.... whatdayathink bout them RedSox?



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## Keeping a Safe Boundary

- Be aware of logistics
- Put something between you and them
- Do not back into a corner
- Give them the exit
- No egos



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## Prediction Prevention Fundamentals

- Promote communication
- Know your clients and their behavior
- Become an observer of the human condition
- Set a healthy and appropriate example
- Respond efficiently to threats
- Trust your intuition

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## 12 tips for Real-Estate Agents Safety by [www.RealtySecurity.com](http://www.RealtySecurity.com) ©

We have all heard about the real estate agent who has become a crime statistic. Most of you figure it won't happen to you. You're right: chances are it won't. However Real Estate is considered by security experts and law enforcement to be a high-risk profession. Agents are mobile, usually work alone, frequently interact with strangers, and visit unoccupied properties.

1. **Be suspect of everyone.** There isn't any benefit in being paranoid; however, being a little guarded can keep you from getting into a vulnerable situation. Don't just be wary of a man showing up unaccompanied. Expect them to show up in a nice car, well dressed, maybe with a wife and kids tagging along. They might have a business card saying they are a doctor or a lawyer. Don't let your guard down. It might not be till the second or third meeting that they decide to make their move. They like to gain your trust so you feel comfortable carrying cash and jewelry, and then they decide it's safe to move in.
2. **ID and pre-qualify at your first meeting.** Whether you are at your office or meeting at a property, get some form of identification. Also, it is to your benefit that a potential client buying a home is pre-qualified. Someone who is pre-qualified by a lender and meets you at the office is less likely to be a predator. Open a file with all their identification, including information such as a license plate and employer contact information. All auto dealers require ID.
3. **Stay in communication with the office.** Before showing a property, make it known to your co-workers, a spouse or a friend where you are going and when you will be back. Have them call you at a designated time to check on you. Have them set an alarm on their phone as a reminder. A system where you call in has its advantages too. Have a designated in-out file. Use a clip board, cork board, email or voicemail system that everyone has access to. Use various smartphone GPS apps.
4. **Have a plan for safe open houses.** Take a friend, and bring a cell phone. Spend a few minutes considering all the vulnerable points within the home and how you would escape if necessary. When someone walks in, say, "I'd be happy to show you the benefits of this home! In a few minutes my partner Rocco will be along to assist me." When a couple shows, require them to stay together. Often, they split up, and while one has your attention, the other raids jewelry boxes and medicine cabinets for narcotics. In high crime areas, consider hiring an off-duty police officer to watch the property during a showing. Remove knives from counters. Have a discussion.
5. **Use predetermined code words to alert your office of distress.** Utilize green, yellow, and red, a traffic light, for levels of distress. For example, say to your caller: "it's in the green folder", letting your caller know you are fine. Or "it's in the yellow folder", alerting your caller that the situation is shaky and you might need assistance. Use an acronym for help such as Have Emily Leave the Papers at 35 Cherry Street.

6. **Conduct safe personal marketing.** To a stalker, your photo on a sign or in print is a personal ad. He determines if you have the 'look' he is seeking. Keep photos professional opposed to overly "attractive".
7. **Separate biz from personal.** Home phone numbers and addresses give a predator everything he needs to stalk his prey. Use P.O. Boxes and voicemail systems. Keep your personal phone number unlisted.
8. **Implement a buddy system.** Whenever possible, bring along a co-worker. There is strength in numbers. Predators thrive on isolation. By paring up, you reduce the chances of being attacked.
9. **Dress for safety and success.** Don't wear expensive jewelry. A \$3-5 thousand-dollar diamond buys a lot of drugs. Dress professionally instead of provocatively. Scarves and loose fitting 'flowy' styles of dress can give attackers something to grab onto. Wear shoes you can run and kick in and won't hinder fighting back.
10. **Don't take predators for a ride.** Driving your client to a showing is a great time to determine your client's needs and move along the sale. Don't allow the client to ride in your car if you don't know who they are. Properly identify them. Make sure this is a client, and not a predator. Make sure you have taken the necessary precautions ahead of time before you are put in an isolated situation. If they make you feel uneasy, let them follow you and bring along a buddy. If they do get in your car and make attempts to control you, determine your options.
11. **Pay attention to your intuition.** Trust your gut, and don't discount any troubling feelings you might have about your new client. If anything seems wrong, then it IS wrong. Cancel if necessary. When the hair on the back of your neck stands on end, your sixth sense is signaling you, so pay attention. This feeling is a survival mechanism and you should use it.
12. **Know how to defend yourself.** You are worth fighting for. We don't think about hurting others because we have been conditioned not to. However there might be a time when it is necessary to defend yourself. Go for the eyes, throat, groin and the instep of the foot. Fighting from the ground is an advantage that few people realize they have. Kicking the knees and groin is very effective from the ground. Scream, gouge, bite, and fight with whatever you have. Have pepper-spray in your hand or a coat pocket. Have a ball point pen ready to jab. In previous studies, 80 percent of women who fought back in an attack situation have gotten away. You have more power than you think.