



STATE OF OUR SAFETY
Real Estate Safety Report
2011

Compiled by
Moby: *Simply Aware*
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FOREWORD

The safety landscape within the real estate industry in North America has had a hard hit this past year. Unfortunately, 2010 – 2011 saw the murders, violent robberies and kidnappings of many innocent real estate agents. These unprovoked attacks have sparked safety concerns all over the country, with many real estate associations taking firmer steps towards ensuring the safety of their real estate agents.

A key component to staying safe on the job as a real estate professional is to be aware of the dangers of the profession and take precautions accordingly. In lieu of the September REALTOR® Safety Month, Moby, a personal safety service provider for real estate professionals, would like to share with you the results of their 2011 Real Estate Safety Survey. The safety survey not only illustrates the changes in real estate agents' safety perceptions, but it also provides a platform in which we can build better safety practices.

The safety survey was conducted over a period of 3 months, with over 450 real estate professionals across the United States and Canada. In the following pages you will find the results of the safety survey, along with analysis and comparisons to previous years' survey results.

We sincerely hope that you will find this report beneficial for enhancing your personal safety, as well as the safety of the agents in your office. If you have any questions, comments or would like to simply obtain more information about real estate safety, please feel free to contact us at support@mymoby.com

Please feel free to share this Safety Report with your fellow real estate colleagues and brokerages in order to create a safer work life for real estate professionals everywhere!

Regards,

The Moby Team

PART 1: SAFETY AND THE REAL ESTATE INDUSTRY

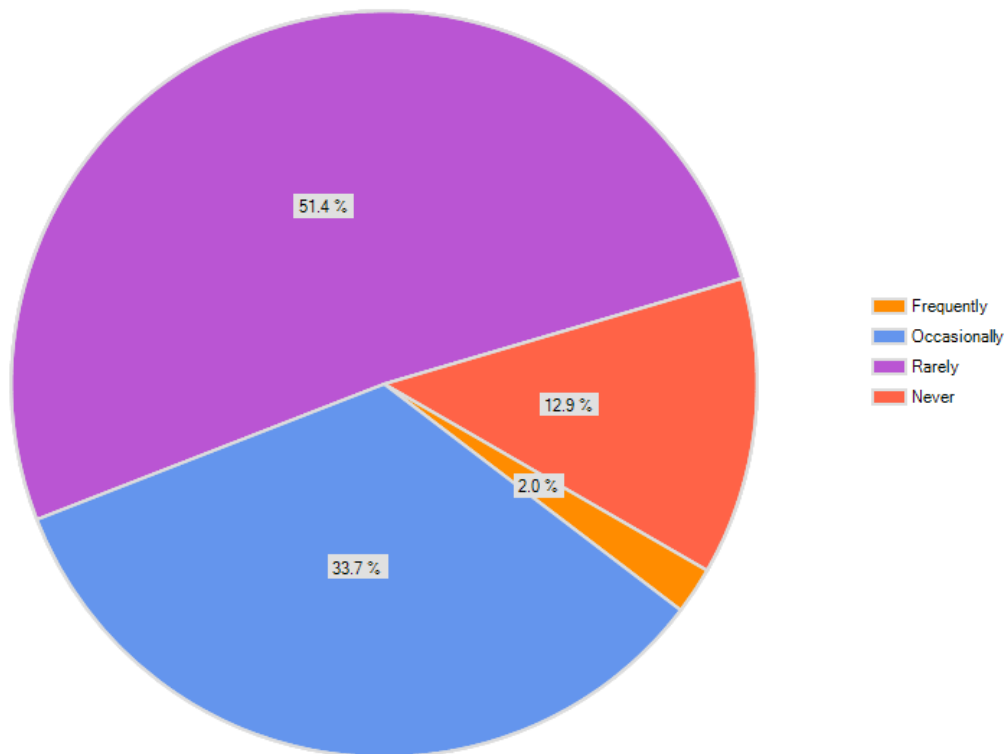
While real estate is a rewarding and enjoyable career, it can certainly be a challenging field in which to work at times. Many real estate professionals find themselves in situations that put them at risk, such as meeting strangers or visiting unsafe neighborhoods, to simply fulfill the everyday requirements of their job. This section of the report outlines the current safety practices of real estate agents as well as the perception of their personal safety.

Frequency of Feeling Unsafe

The first step we took with our survey was to see if the day-to-day tasks of real estate agents, which often involve exposure to strangers and unfamiliar neighborhoods, affected how they viewed their personal safety. As you can see in Chart 1 below, **36% of real estate agents felt unsafe on the job, either on a frequent or occasional basis.**

Chart 1: Frequency of feeling unsafe on the job

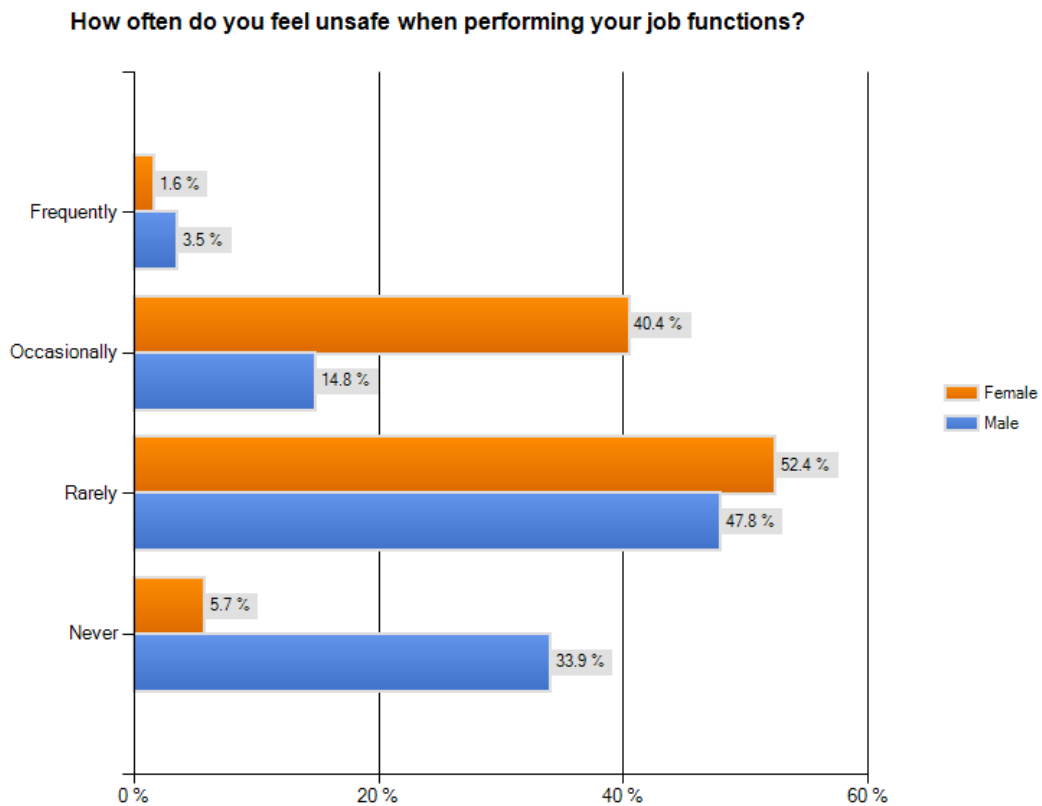
How often do you feel unsafe when performing your job functions?



Gender and Feeling Unsafe

Gender bias is a frequent issue that comes up when discussing the importance of safety. Many people believe that it is only female real estate agents who are vulnerable to potential criminals. The survey results illustrate that there is still evidence of gender divide in that, **nearly 44% of women felt unsafe on the job, compared to only 17% of men.** In addition, a total of **94% of women felt in some way unsafe on the job compared to only 66% of men.**

Chart 2: Gender & frequency of feeling unsafe on the job



Change In Safety Perception Over The Years

This past year we have seen news sources pick up on quite a few high profile attacks on real estate agents across North America. Although it is unclear whether violence against real estate professionals has truly increased year-over-year, the perception of threats against real estate agent's safety does not seem to have changed significantly since last year. In 2010, 40% of respondents felt unsafe whereas in 2011 this number decreased to 36% of respondents feeling unsafe on an occasional or frequent basis.

Chart 3: Feeling Safe in 2010 vs Feeling Safe in 2011

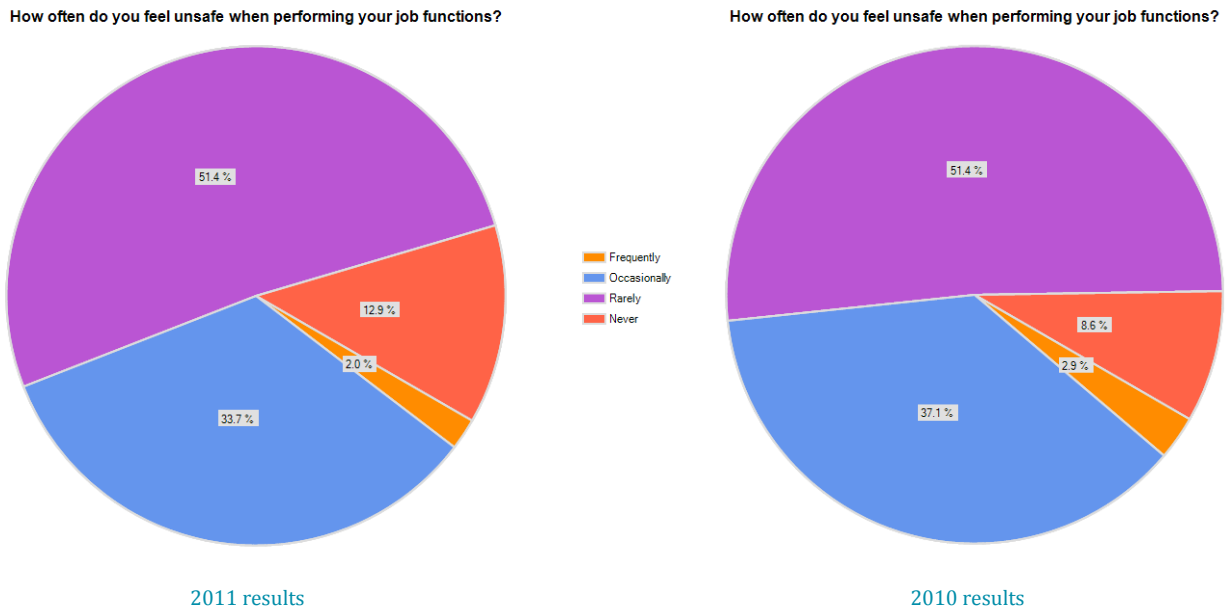


Chart 4: Change in Safety Perception 2010-2011

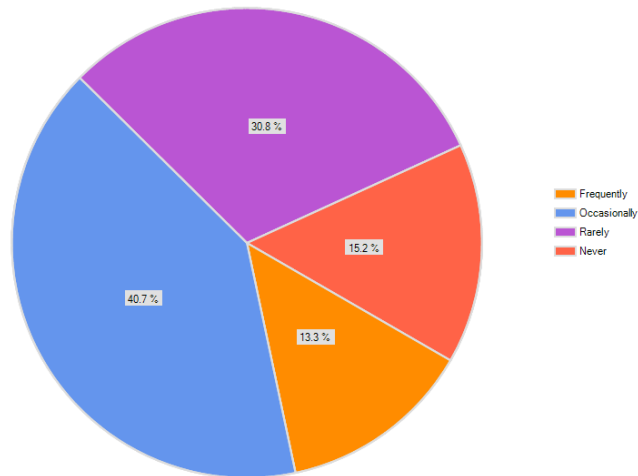
| Change In Safety Perception: 2010 - 2011 | |
|------------------------------------------|-----------|
| Never feel unsafe | + 4.3% |
| Rarely feel unsafe | No Change |
| Occasionally feel unsafe | - 3.4 |
| Frequently feel unsafe | - 0.9% |

Personal Safety and Loved Ones

Knowing that real estate can be a dangerous industry to work in, many real estate agents have loved ones who worry about their safety on a frequent basis. As our survey results indicate, **54% of real estate agents believe their loved ones worry about their safety frequently or occasionally.**

Chart 5: Frequency of loved ones worrying about safety

Do your loved ones worry about your safety while you are on the job?

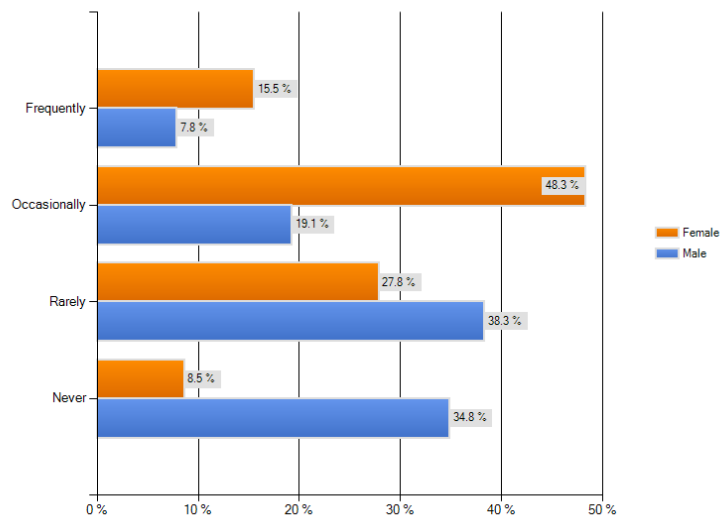


Personal Safety, Loved Ones & Gender

Not unexpectedly, a gender bias also exists in respondent's beliefs about their loved one's concern for their safety, with **64% of female agents believing their loved ones worry about their safety on a frequent or occasional basis, compared to 27% of their male counterparts.**

Chart 6: Frequency of loved ones worrying about safety based on gender

Do your loved ones worry about your safety while you are on the job?

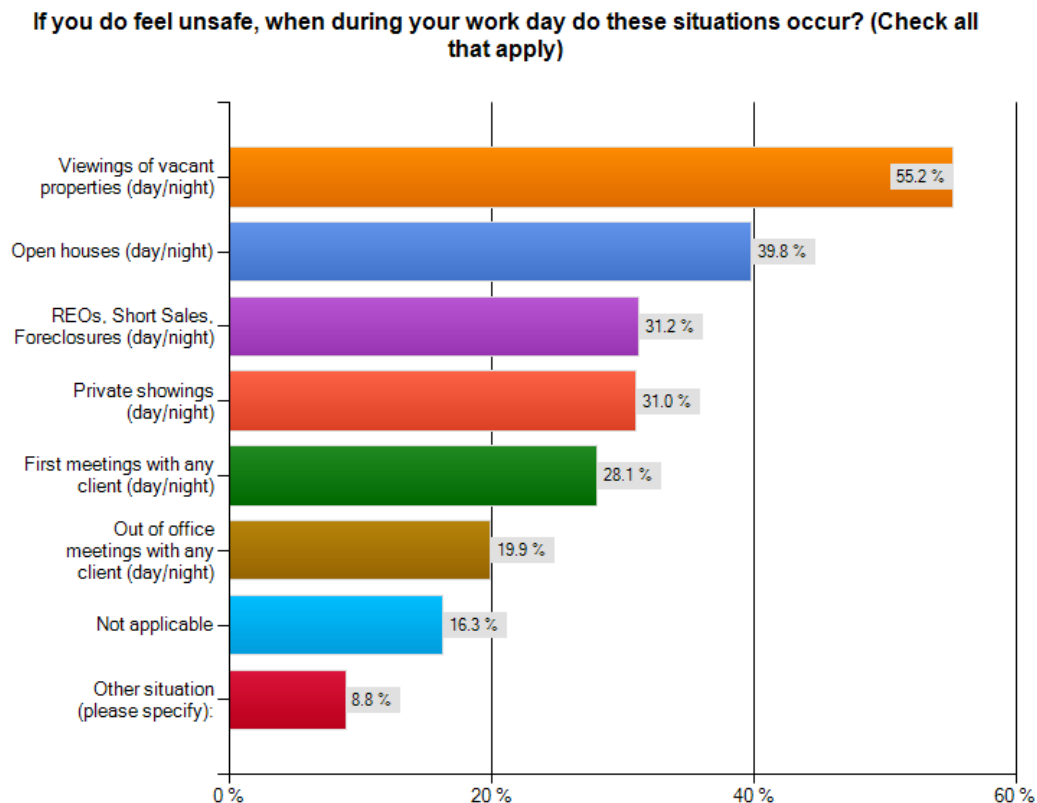


Areas Of Safety Concerns

Real estate professionals face a wide array of day-to-day tasks that may impact their safety. As our survey results illustrate, some may feel more vulnerable inspecting a foreclosure property, whereas some may feel meeting the client for the first time makes them feel vulnerable. This is helpful in understanding the most common dangerous situations, and provides indicators as to where safety precautions and training are most necessary.

The three largest areas of safety concerns for real estate agents seem to be **viewing vacant properties (55%), hosting open houses (40%), and viewing REOs, Short Sales, Foreclosures (31.2%)**. Our results from last year are slightly different in that the top three safety concerns in 2010 were **viewing vacant properties (56%), hosting open houses (52%) and private showings (42%)**.

Chart 7: Situations where real estate professionals feel unsafe



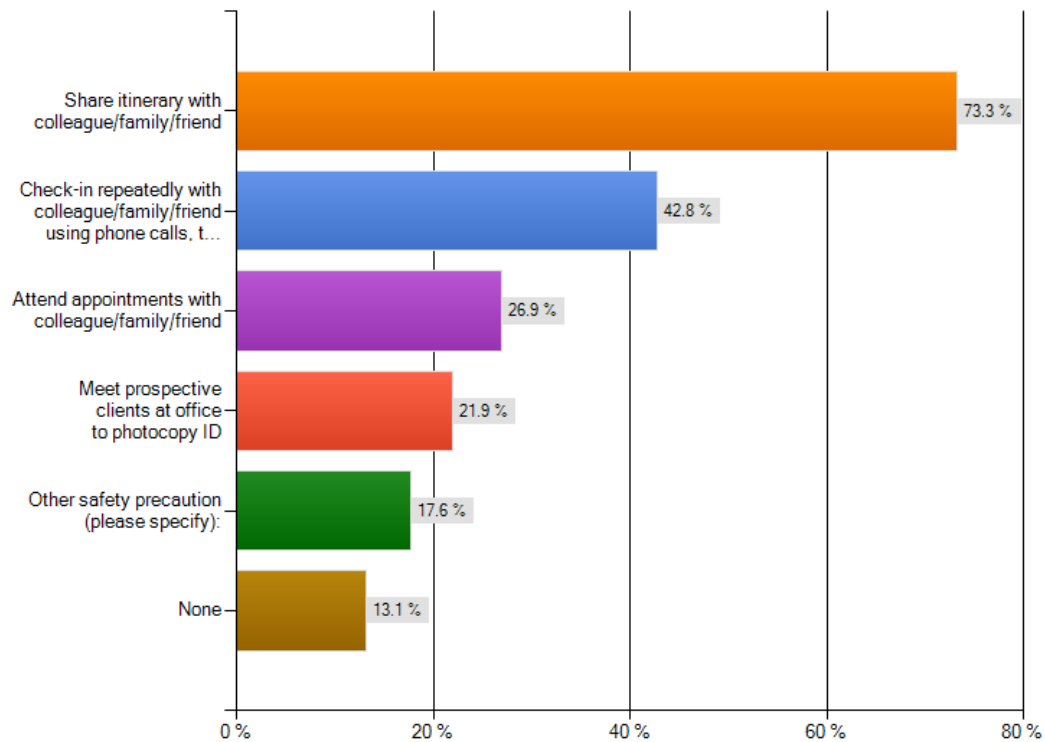
Safety Precautions

It is well known that the best way real estate agents can protect themselves against potential attacks is to have some safety precautions in place.

According to the survey results, **the three most common safety precautions are to share one's daily itinerary with colleagues/family/friends, to repeatedly check-in with colleagues/family/friends, and attend appointments with colleagues/family/friends.**

Chart 8: Safety precautions taken while working

What precautions do you take to ensure your safety while working? (Check all that apply)

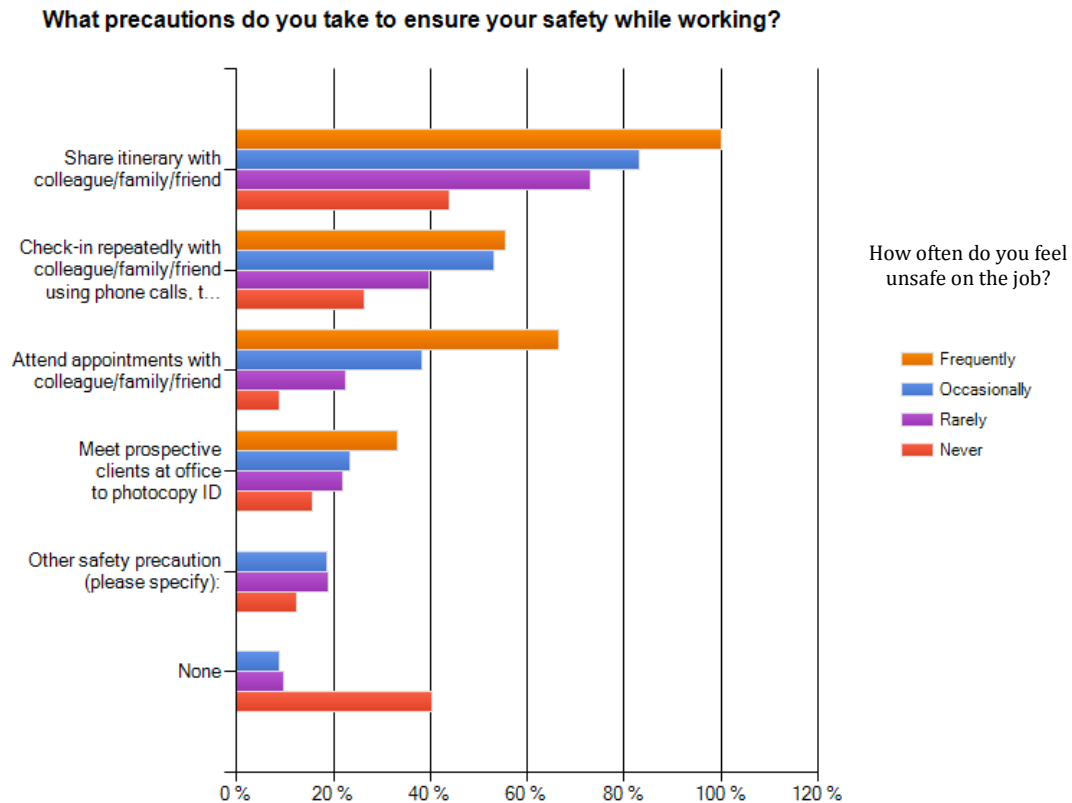


Safety Precautions & Feeling Unsafe

The common assumption we all have is that the less safe we feel, the more safety precautions we are likely to take. The survey results support this assumption, as indicated in Chart 9 below.

However, interestingly enough, **real estate agents who never feel unsafe also take safety precautions while fulfilling their day-to-day tasks.** This leads us to speculate that these respondents may feel “safe” because they take these precautions.

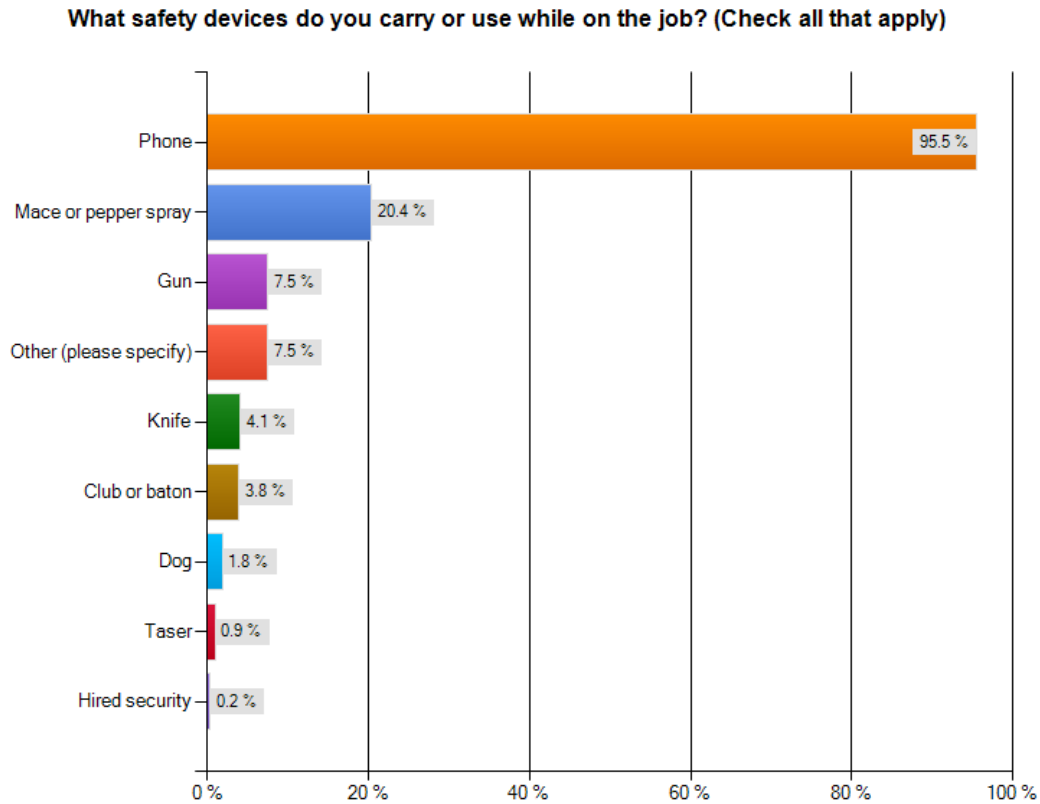
Chart 9: Frequency of feeling unsafe on the job



Safety Devices

When faced with unsafe working conditions, taking safety precautions may not always be enough. Many real estate agents take their safety precautions a step further by carrying safety devices while on the job. Although there is a wide mix of safety devices available, **the three most common devices real estate agents carry are phones, 96%, mace, 20%, and guns, 8%.**

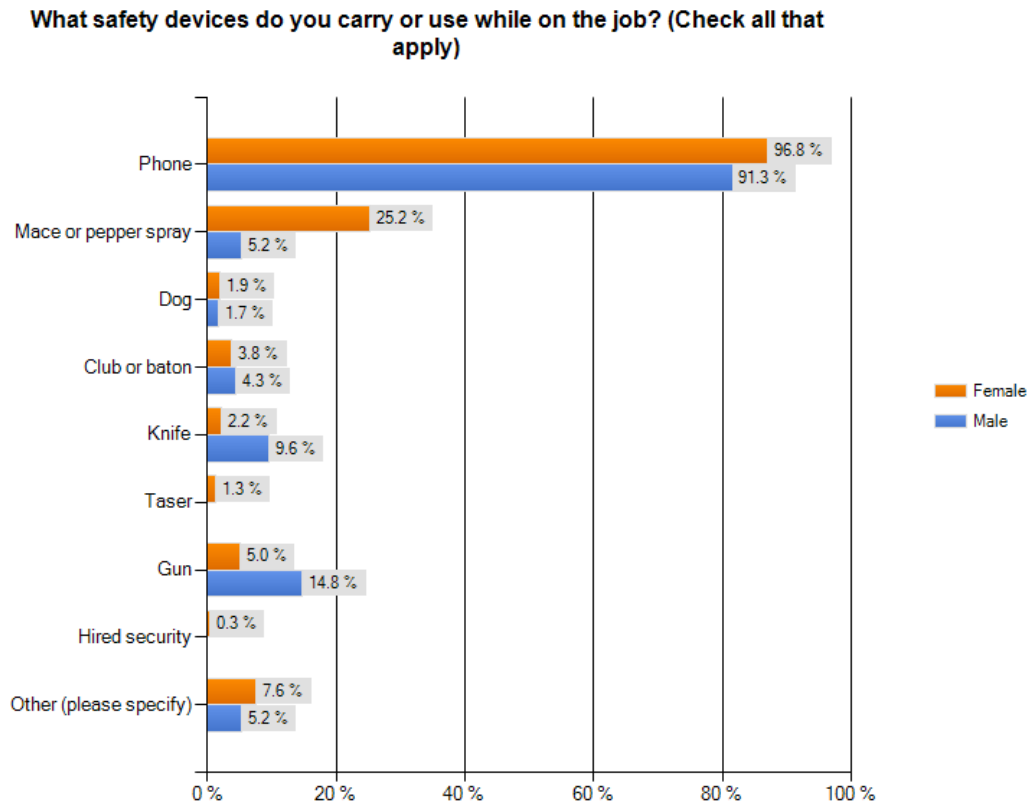
Chart 10: Types of safety devices used by real estate professionals



Safety Devices And Gender

Interestingly enough, the devices that real estate agents use to protect themselves differ based on gender. Based on the survey responses **male agents tend to favor more harmful safety devices such as guns, batons and knives, whereas female agents prefer to use protective devices such as tasers and pepper sprays.**

Chart 11: Types of safety devices used by real estate professionals based on gender



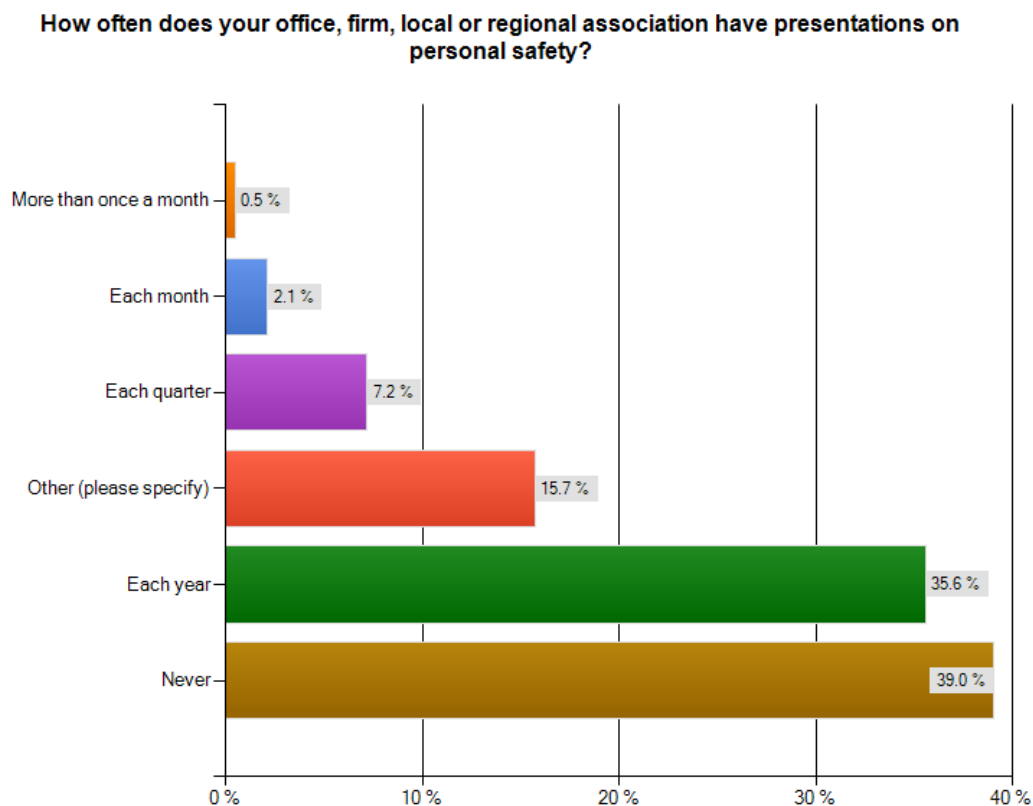
PART 2: EDUCATION AND TRAINING

For many real estate professionals, meeting new clients or visiting vacant properties can become a routine task. This has the potential to decrease the level of alertness that existed when their job was new and each situation was unique. Without periodic reminders of the safety hazards of meeting strangers or visiting vacant properties alone, the odds of an accident or crime occurring can increase. Effective training programs that are performed on a regular basis can reduce the number of accidents or injuries on the job.

Frequency Of Safety Training

To maintain the vigilance that is necessary for real estate agents to be safe on the job, it is best for agents to partake in safety trainings on a regular basis. The survey results indicate that **71% of agents participate in safety trainings at least once a year, whereas 39% of agents have stated that their office/firm/association never partake in safety trainings.**

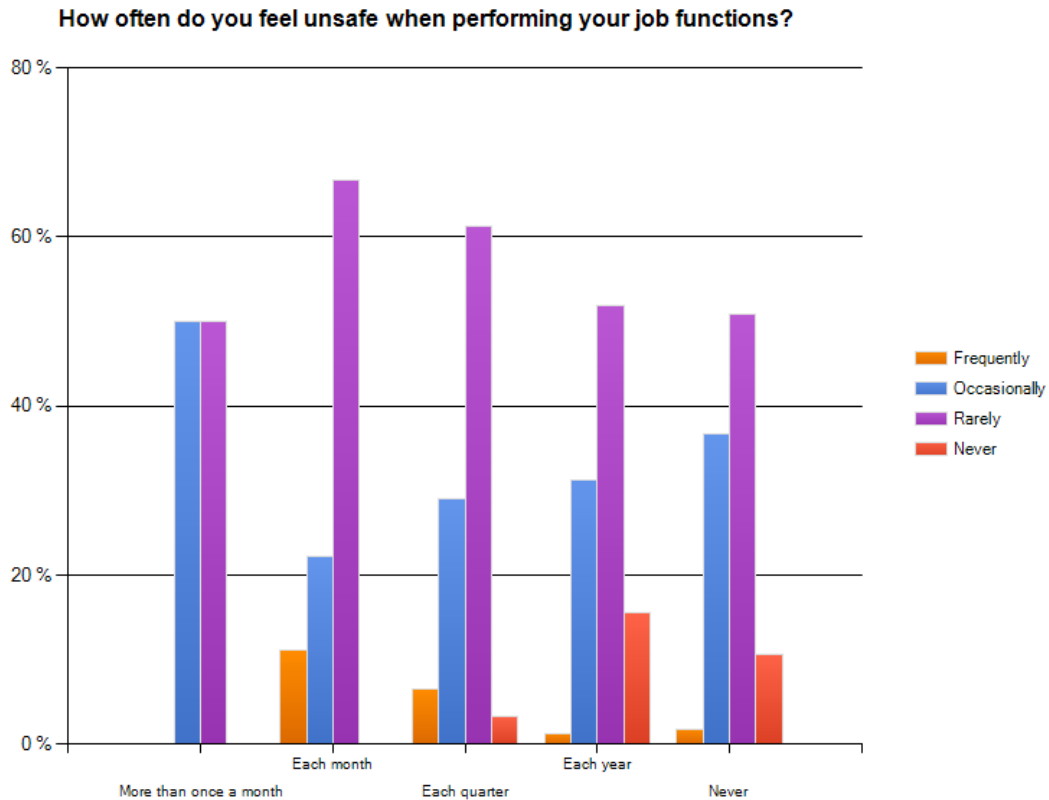
Chart 13: Frequency of safety training



Frequency Of Safety Trainings and Feeling Safe On The Job

We would generally assume that the more frequent an agent attends safety seminars, the more likely they are to feel safer on the job. The results of the survey indicate that agents who attend safety seminars at least once a month, are the only group that lie in the middle when it comes to their perceived level of safety, they neither feel unsafe on a frequent basis, nor do they never feel unsafe. This may be due to the fact that they are aware of the risks of the job, yet know that they can protect themselves.

Chart 14: Perception of safety based on frequency of safety training



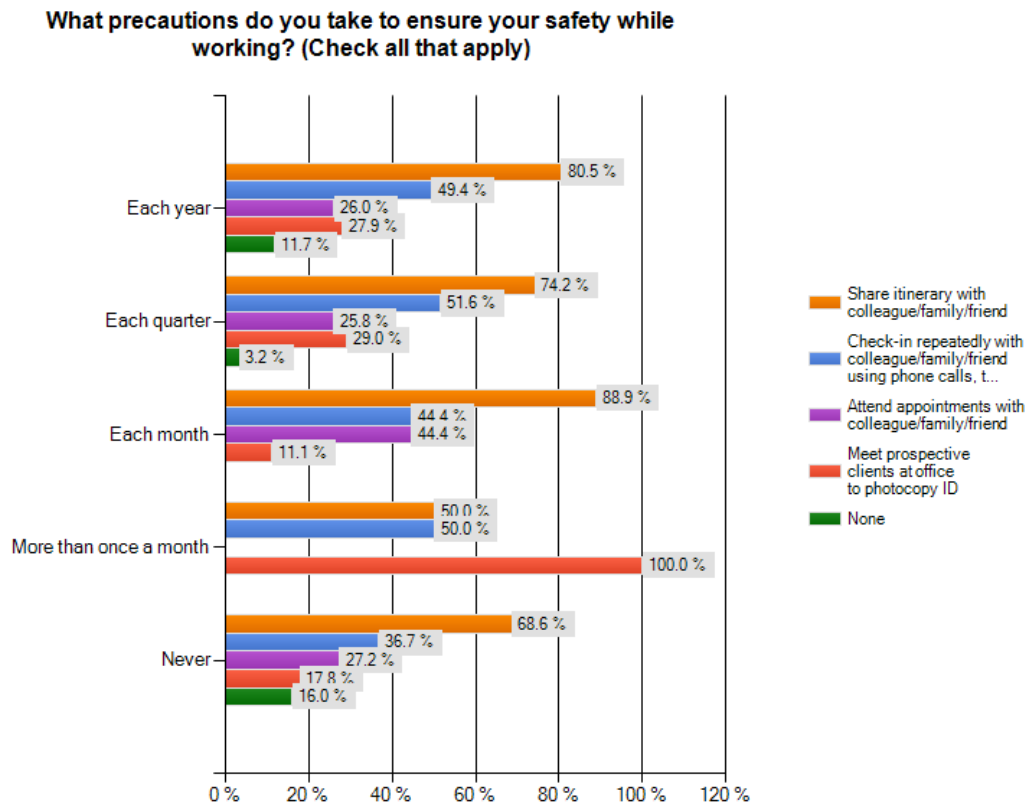
Frequency Of Safety Trainings and Safety Precautions

Safety trainings are a great medium where real estate agents can receive tips on the different ways to protect themselves.

What we found very interesting is that **all of the agents** who receive safety training at least once a month meet prospective clients at the office to photocopy ID. This safety precaution is a great deterrent for criminals who do not want to face the risk of being easily identified. Those agents who do not receive safety training are less likely to meet prospective clients at the office to photocopy ID.

Agents who receive safety training at least once a month are the only group to not attend appointments with colleagues/friends/family.

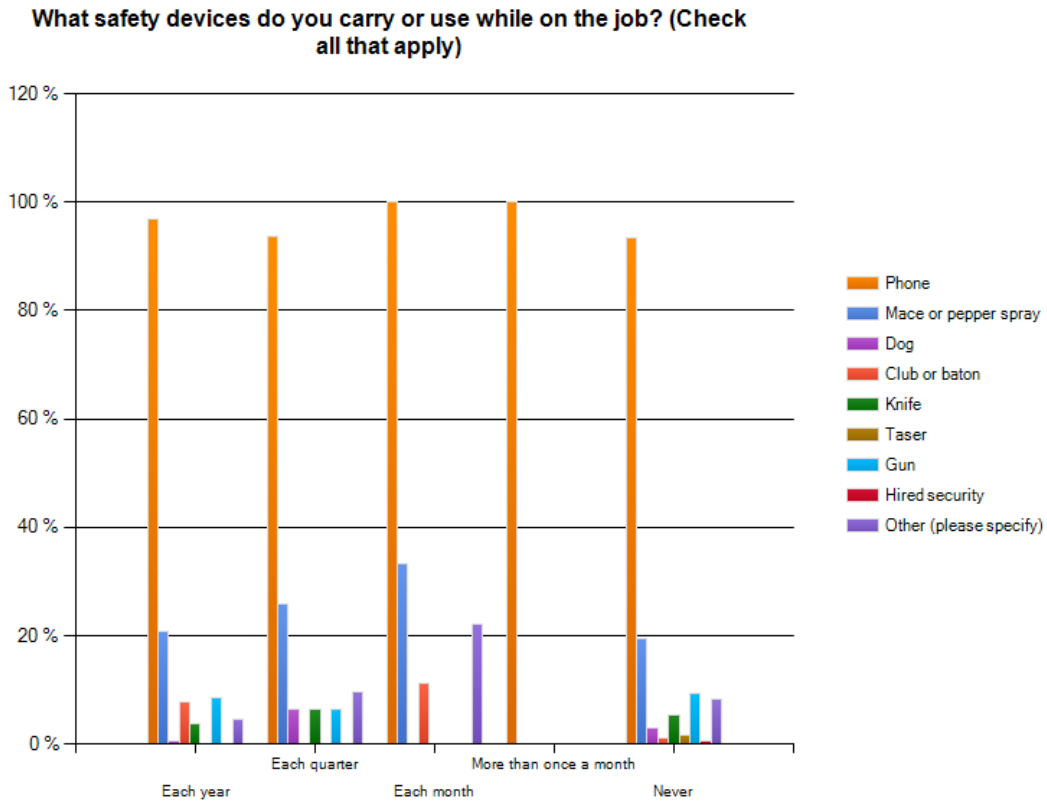
Chart 15: Safety precautions taken based on frequency of safety training



Frequency Of Safety Trainings and Safety Devices Used

Interestingly, agents who partake in safety training more than once a month only use a phone to protect themselves, whereas those who receive less frequent or no training tend to use a wider array of safety devices to protect themselves.

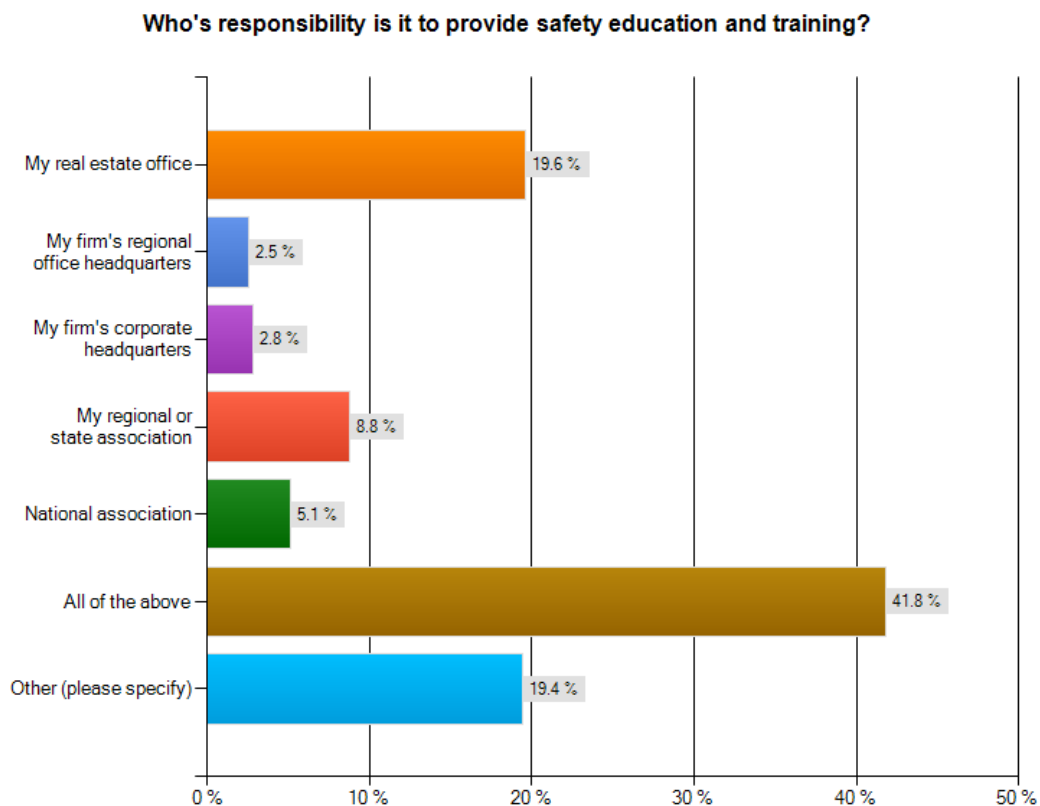
Chart 16: Safety devices used based on frequency of safety training



Responsibility For Providing Safety Training

There are many levels of real estate associations that can take responsibility for their agents' safety, from the local brokerage to a real estate firm's corporate headquarters. **42% of real estate agents believe that it is the responsibility of every organization within the real estate industry to provide safety education for its agents.** The second largest responsibility holder according to the survey results seem to be an agent's local real estate office.

Chart 17: Responsibility for providing safety training





TAKING ACTION TOWARDS A SAFER WORKLIFE FOR REAL ESTATE AGENTS

As this report has illustrated the real estate industry has the potential to be a dangerous profession that exposes agents to both safety and security hazards. The aim of distributing this report is to show that we all need to take steps towards improving the safety practices of real estate agents across the United States and Canada.

With the helpful safety reminders of REALTOR® Safety Month, we hope that all real estate agents think about their safety every time they are meeting a potential client or assessing a vacant property and that they are equipped with the right safety tools. A few simple steps have the potential to protect us from the majority of the safety hazards faced on the job.

Moby and our affiliated partners are committed to ensuring that real estate professionals have all the safety resources necessary to keep them safe on the job. Please feel free to contact us with any enquires you or your brokerage might have regarding safety practices.

You may distribute this report to any agents/brokerages/offices you believe will find use from it.

Take care and be safe!

Regards,

The Moby Team

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