

2024

Member Safety Commercial Report

National Association of REALTORS®



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NAR's REALTOR® Safety Program

NAR launched the REALTOR® Safety Program to educate and empower REALTORS®, helping them avoid job-related risks that could be life-threatening. The program emphasizes knowledge, awareness, and empowerment as its core elements.

NAR is committed to the welfare and safety of its members and has dedicated September as REALTOR® Safety Month. However, we strongly encourage associations, brokerages, and members to keep safety at the forefront of their minds every day of the year.

As part of our ongoing efforts to enhance safety, NAR continuously strengthens the program with new resources and tools such as:

- 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 Residential and Commercial Safety Reports.

Explore these resources at nar.realtor/safety.

Questions? Contact us at safety@nar.realtor.

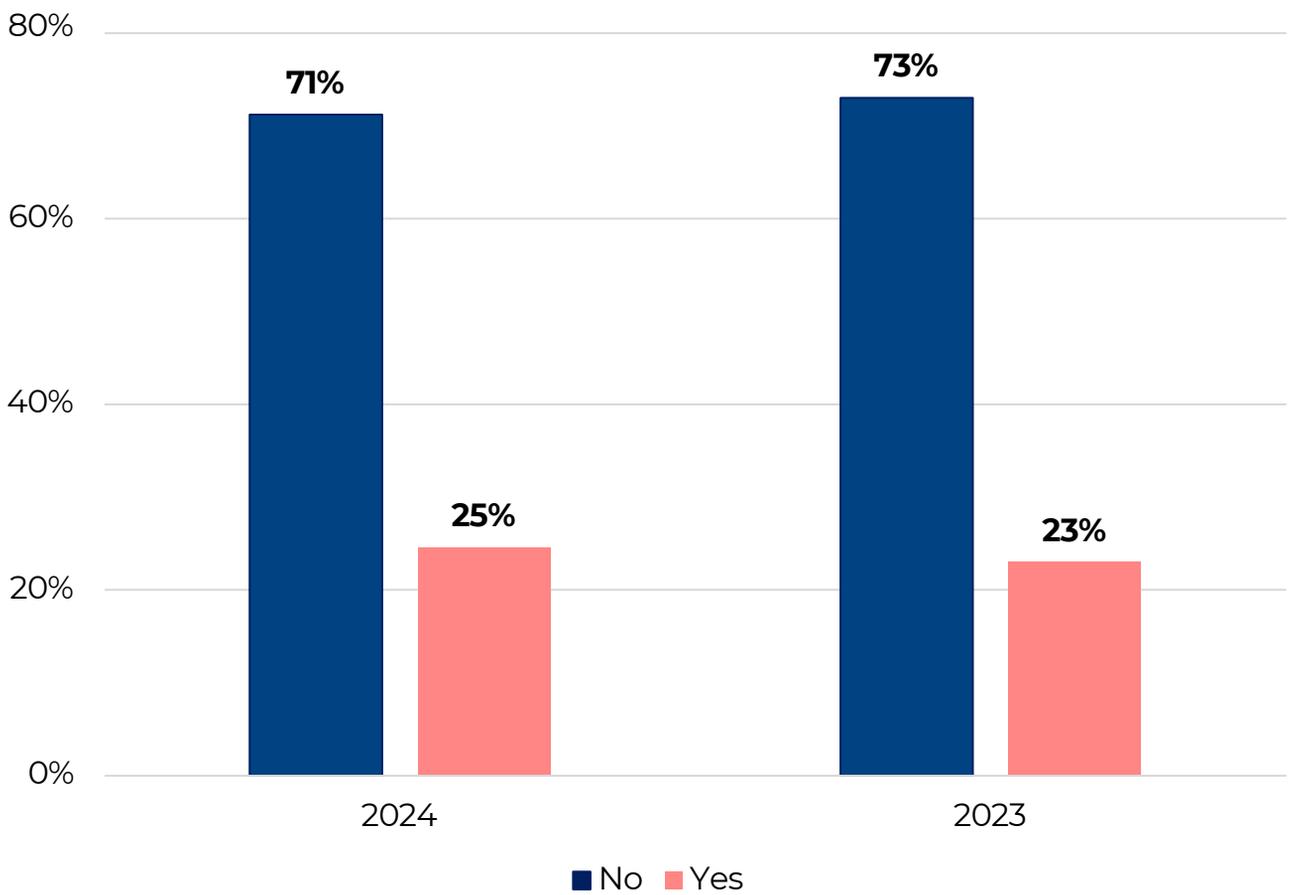


Proactive Procedures for Safety

- Forty-three percent of commercial members said that they had met a new or prospective client alone at a secluded location or property.
- Sixty-seven percent have personal safety protocols in place that they follow with every client. This is more likely among females (75 percent) than among males (60 percent).
- Forty-seven percent of commercial members said that they have participated in a self-defense class.
- Fifty-two percent of men and 60 percent of women carry a self-defense weapon or tool.
- Among those who participated in a REALTOR® Safety course, 71 percent said they feel more prepared for unknown situations after taking a REALTOR® Safety course.

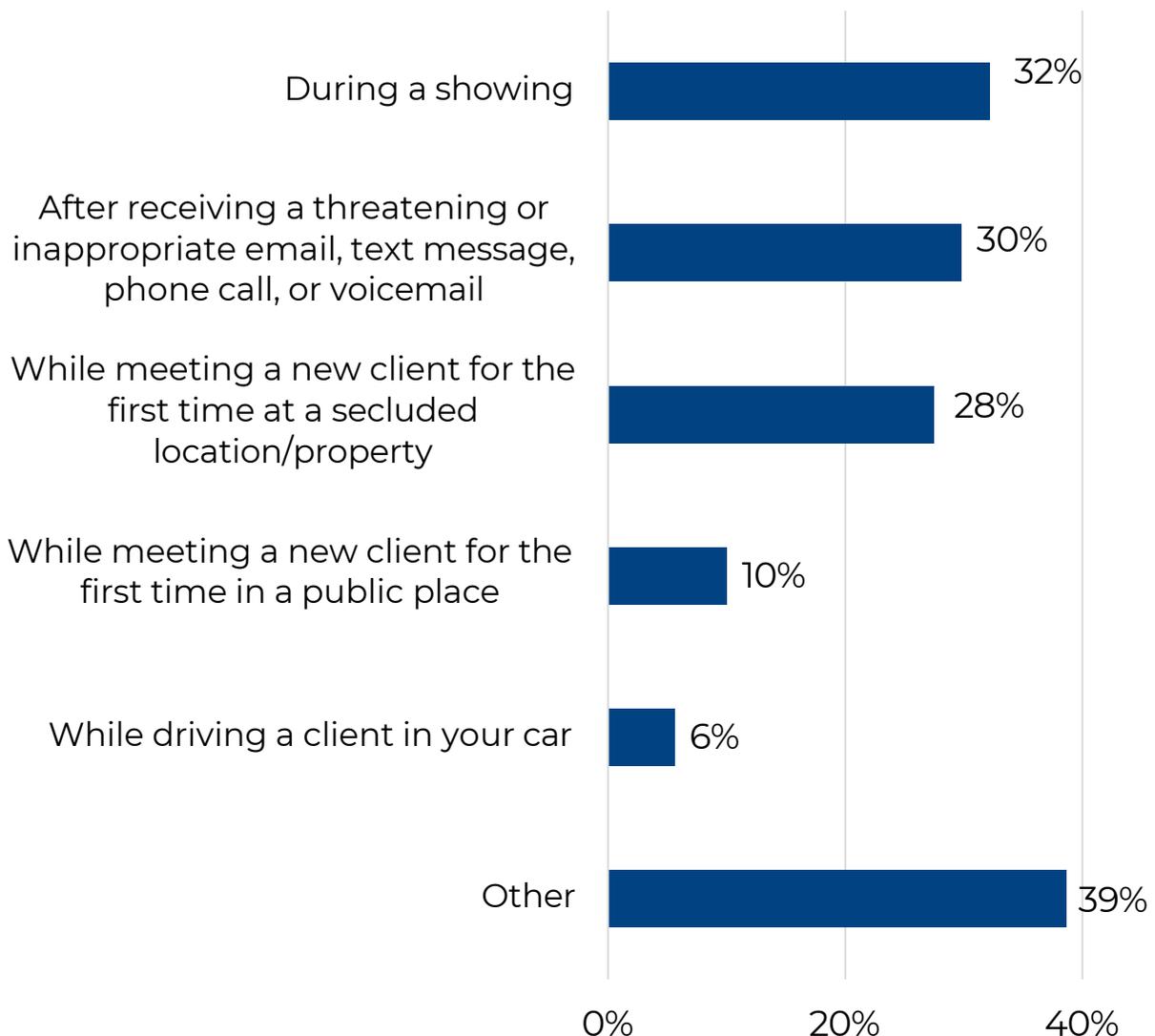
REALTOR® Experienced a Situation That Made Them Fear for Their Personal Safety or Safety of Their Personal Information

Commercial members were more likely to have experienced a situation that made them fear for their personal safety or the safety of their personal information in 2024 (25%).



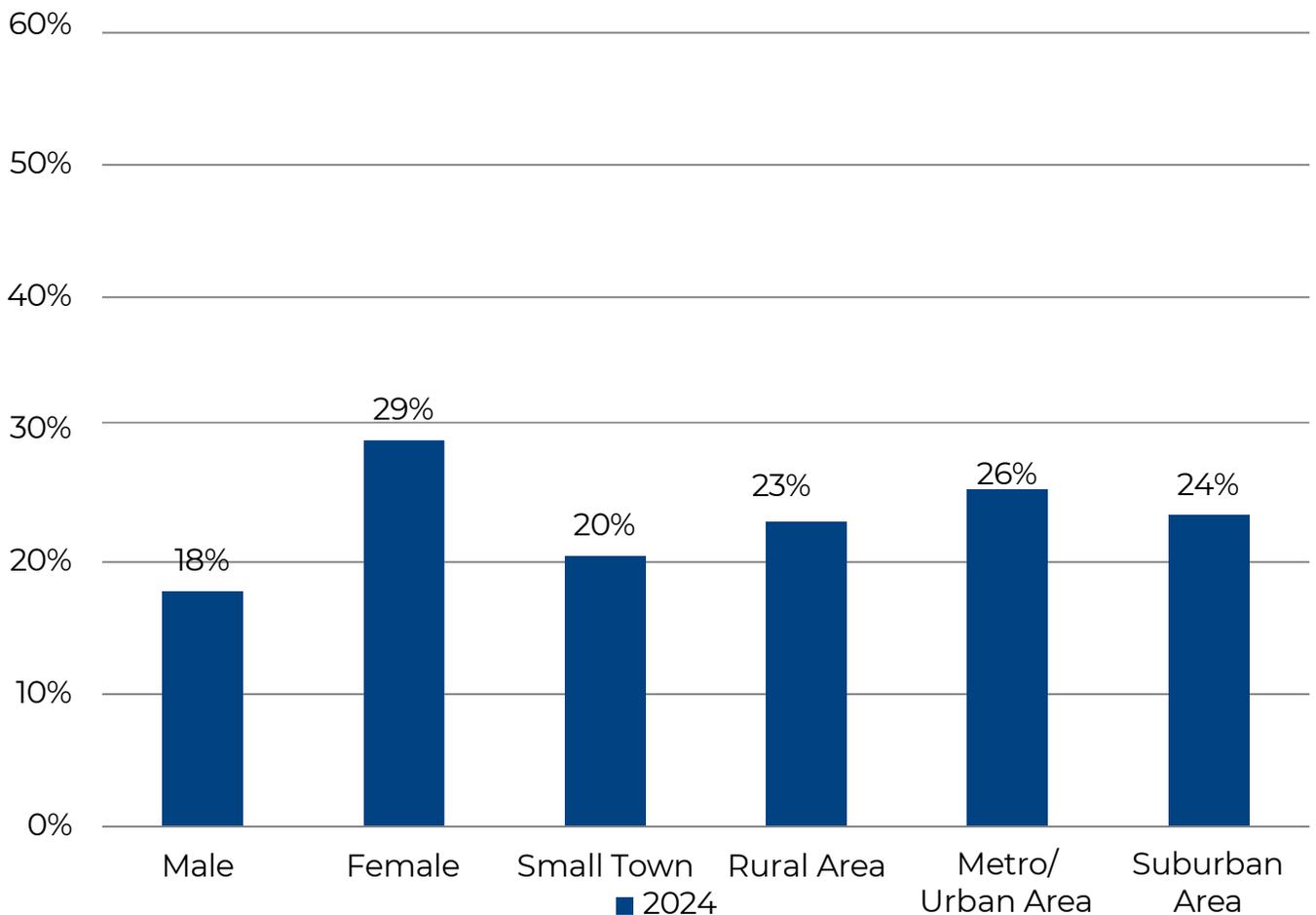
Situation in Which REALTOR® Feared for Their Personal Safety

Commercial members most often reported feeling unsafe during a showing (32%) and after receiving a threatening or inappropriate email, text message, phone call, or voicemail (30%).



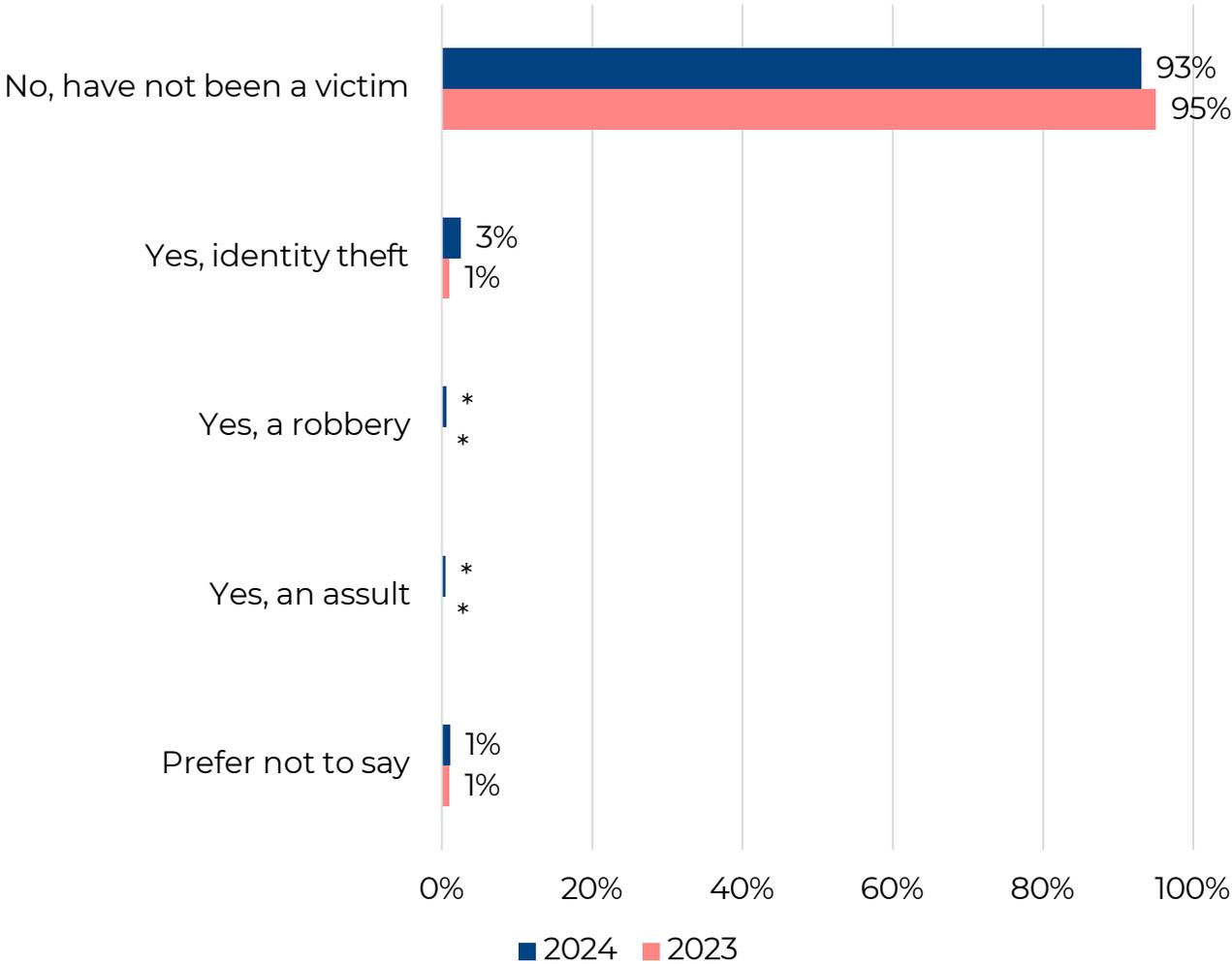
REALTOR® Experienced a Situation That Made Them Fear for Their Personal Safety or Safety of Their Personal Information

In 2024, experiencing a situation that made members fear for their personal safety was more common among women and real estate professionals in metro/urban areas and suburban areas.



REALTOR® Was a Victim of a Crime (Violent or Not) While Working as a Real Estate Professional

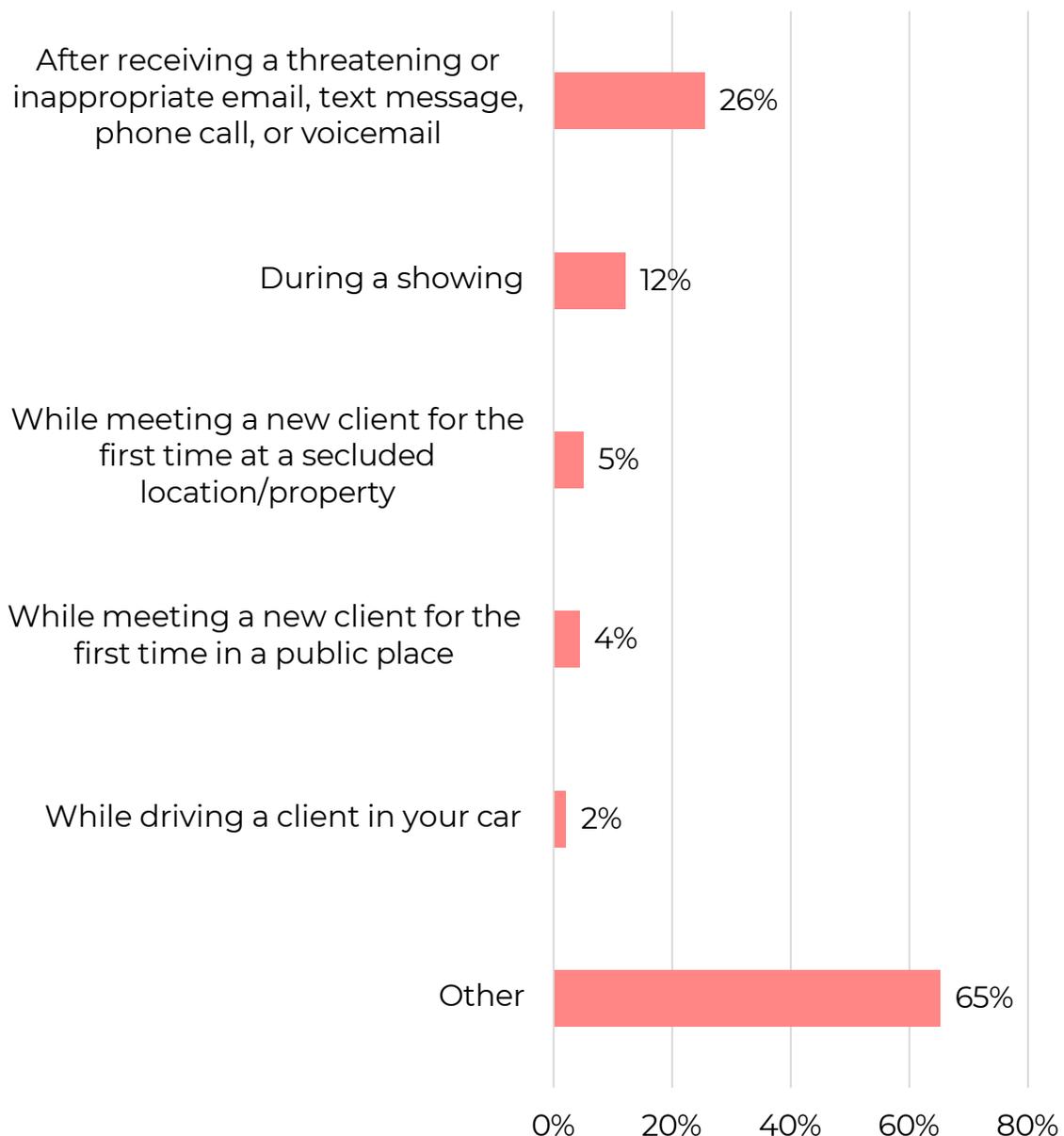
Ninety-three percent of commercial members had not been a victim of a crime while working as a real estate professional.



*- Less than 1%

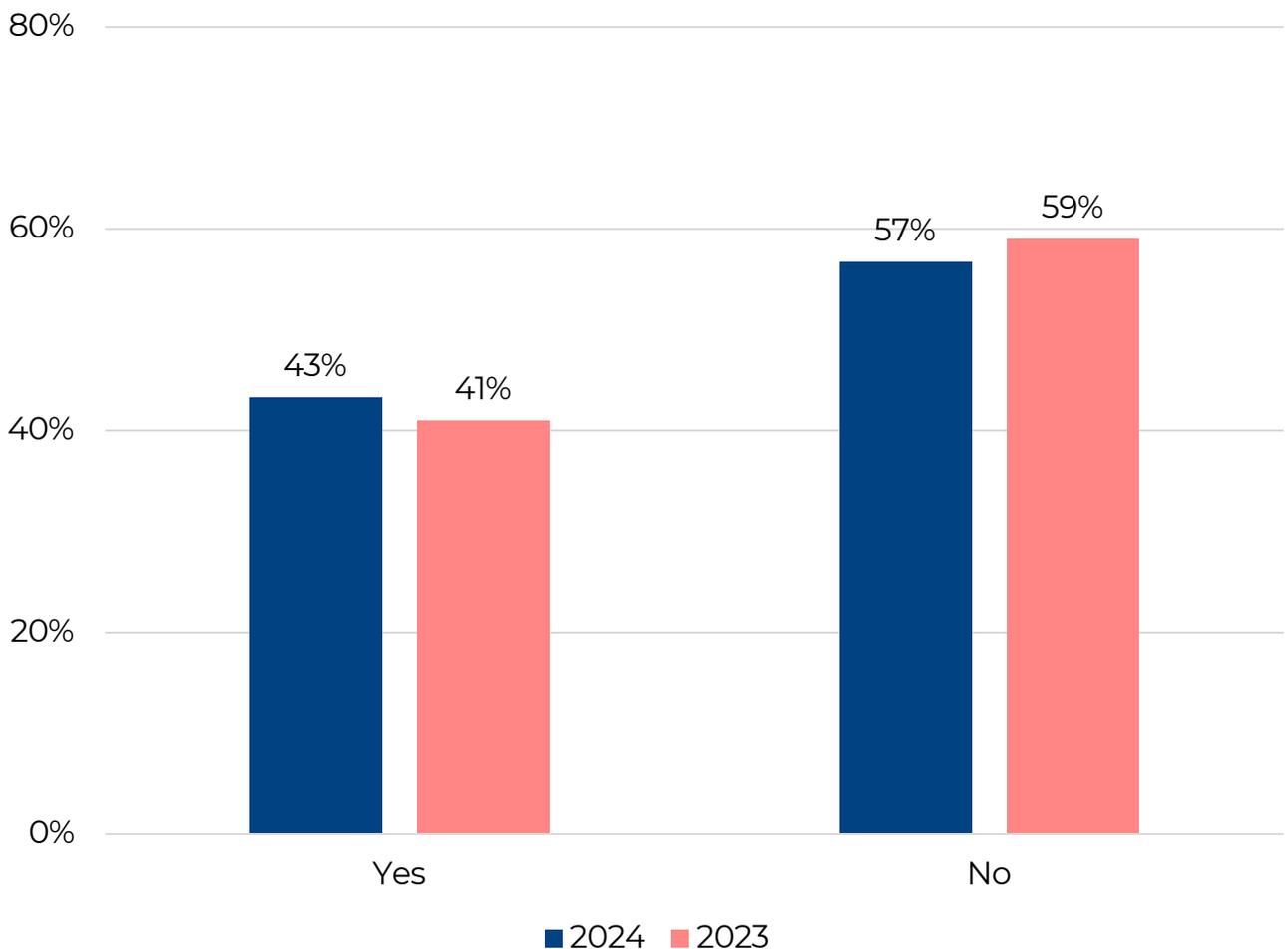
Where/When the Crime Occurred

Commercial members were likely to encounter crimes after receiving a threatening or inappropriate email, text message, phone call, or voicemail (26%) or during a showing (12%).



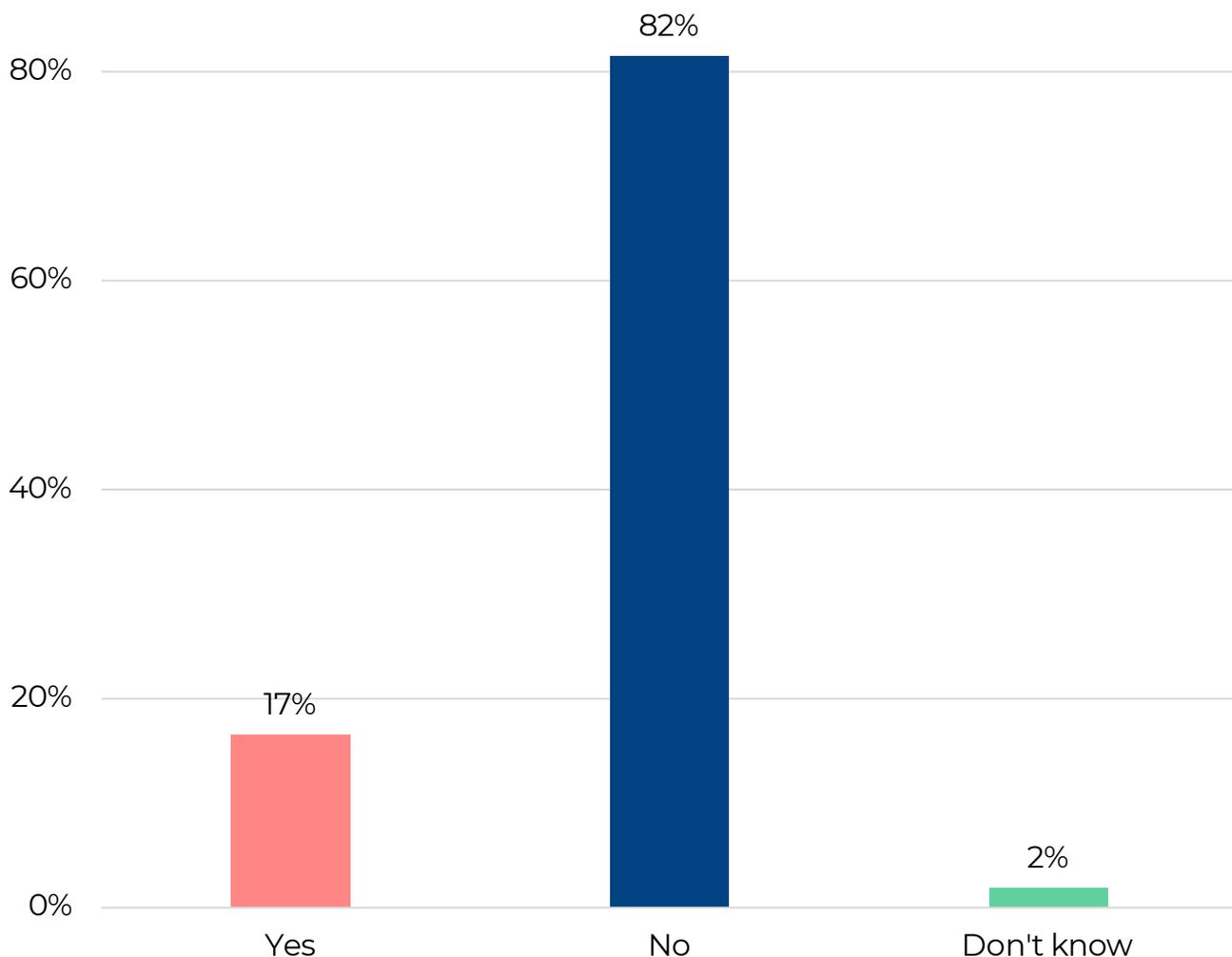
Over the Past 12 Months, REALTOR® Has Met a New or Prospective Client Alone at a Secluded Location/Property

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



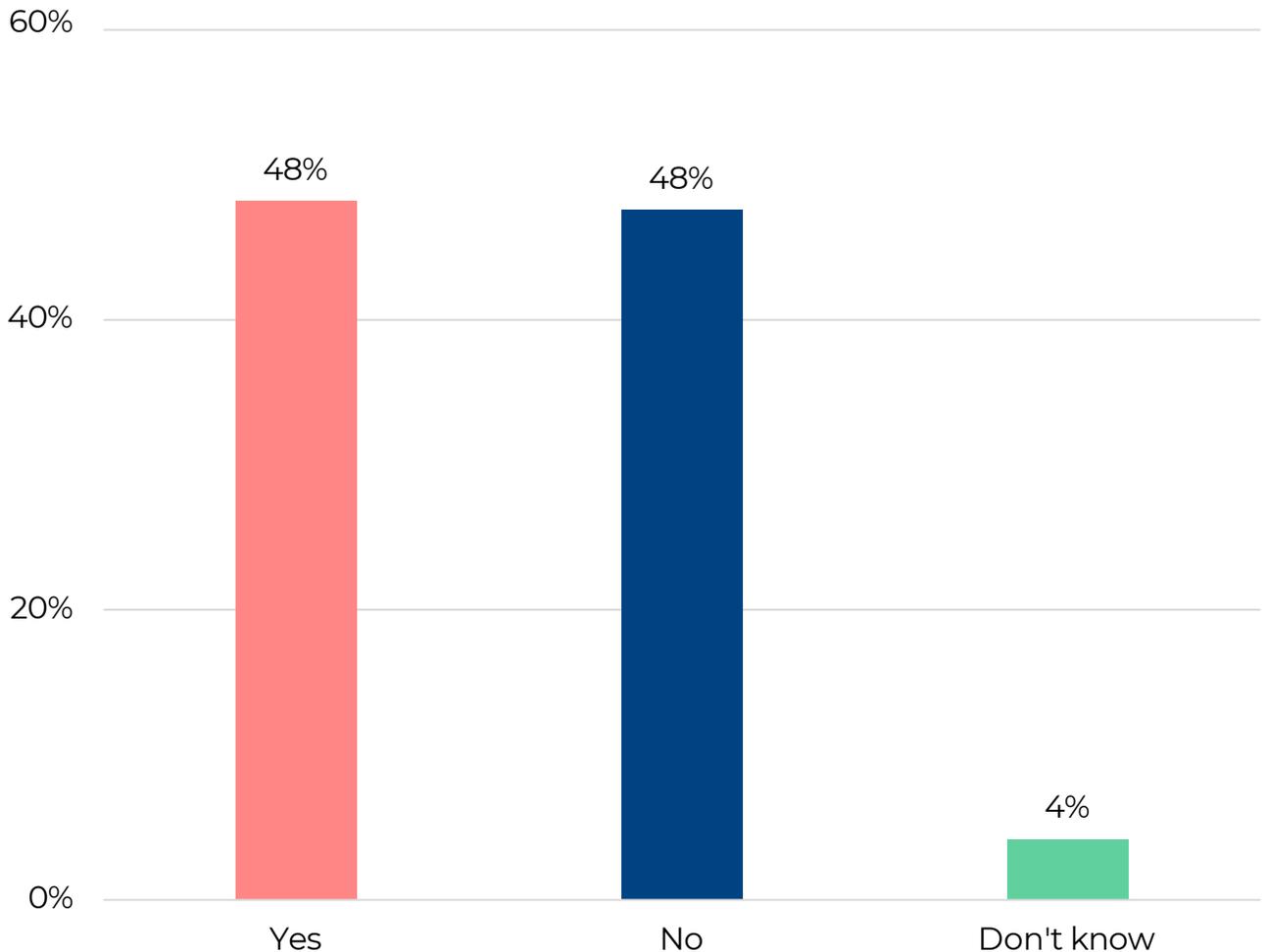
Over The Past 12 Months, Has Felt Unsafe While Hosting A Showing Alone

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



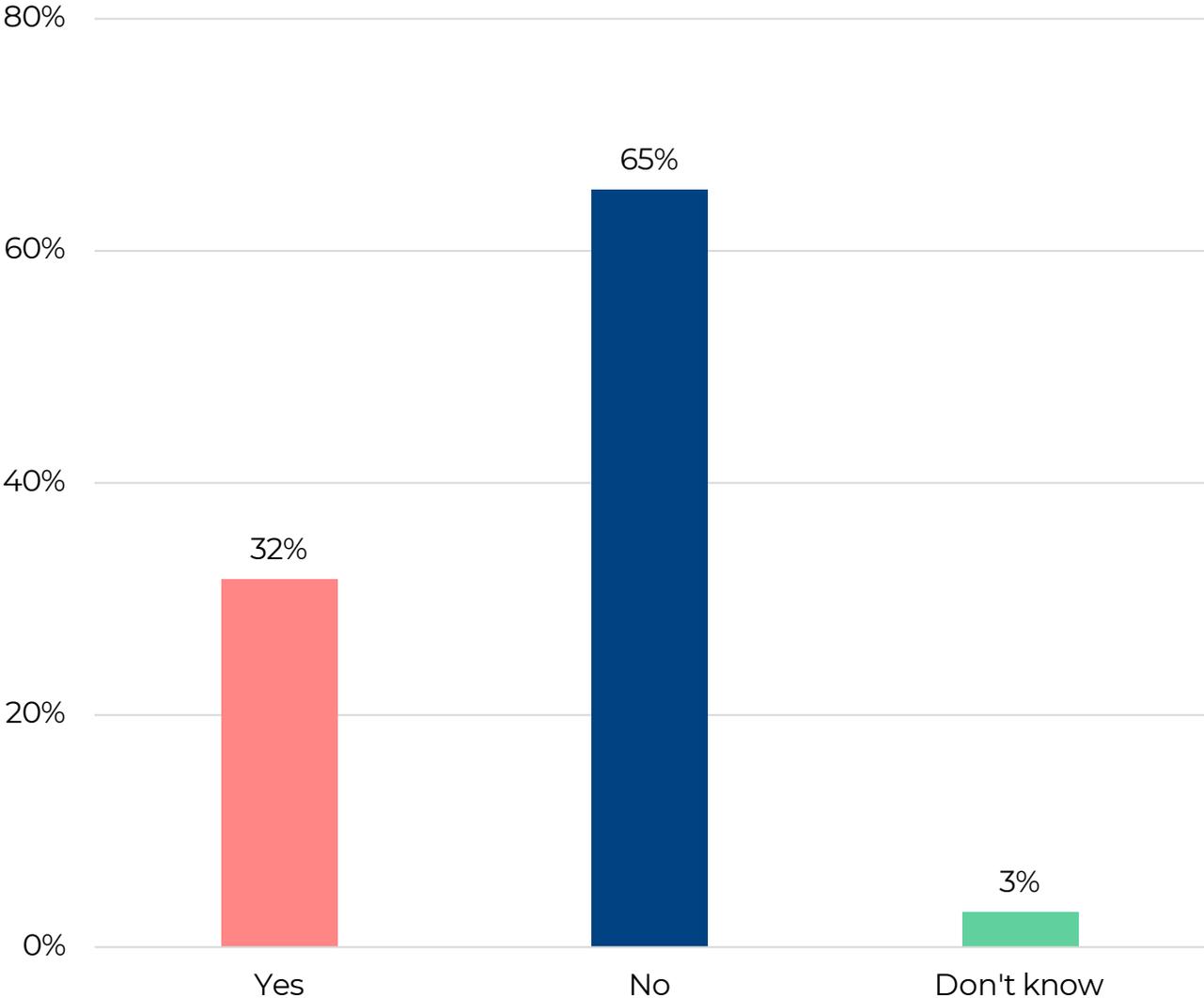
Over the Past 12 Months, REALTOR® Has Shown Vacant Properties in Areas with Poor or No Phone Coverage

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



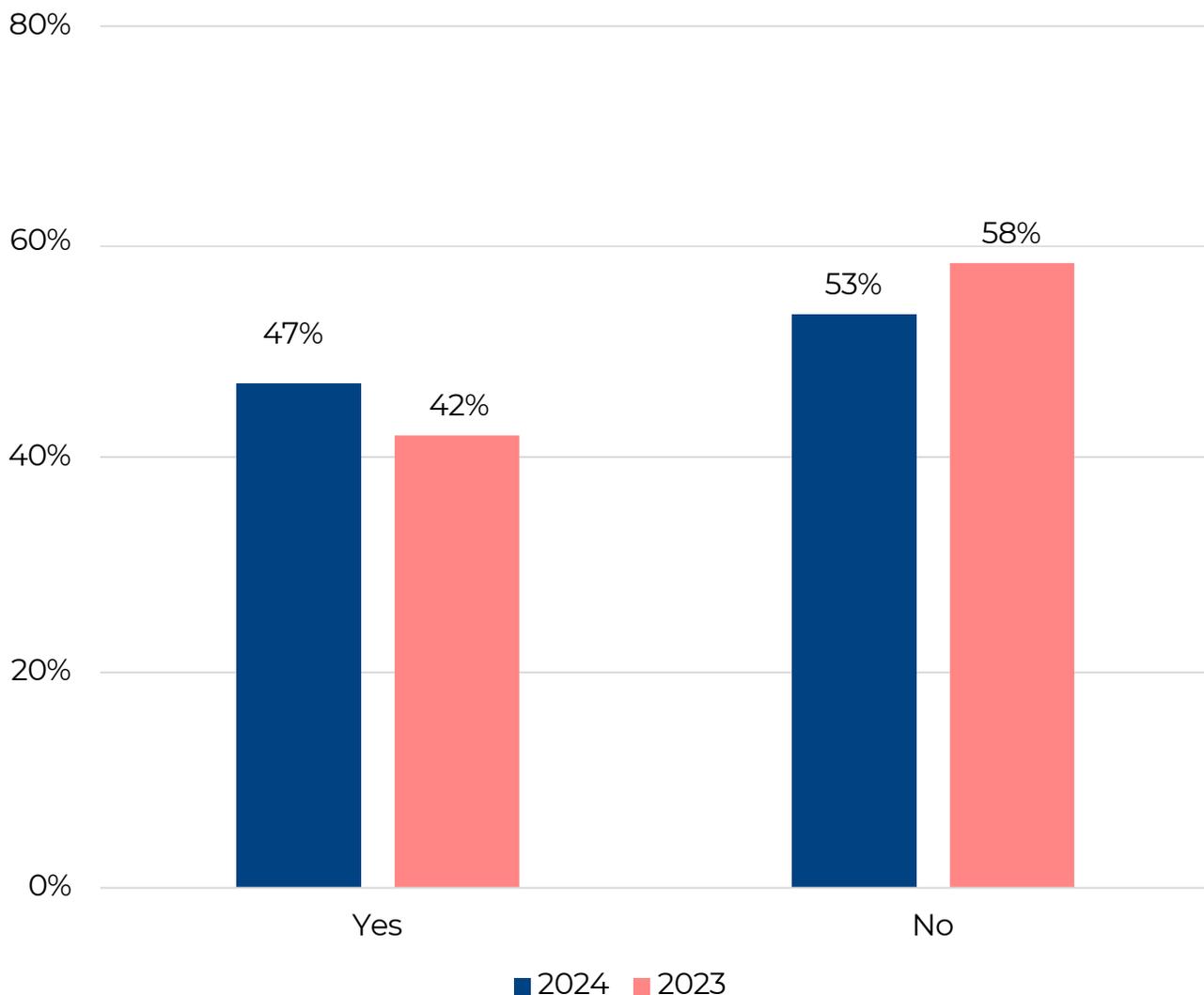
Over the Past 12 Months, REALTOR® Has Felt Unsafe While Showing Vacant Properties in Areas with Poor or No Phone Coverage

Thirty-two percent of commercial members felt unsafe while showing vacant properties in areas with poor or no phone coverage.



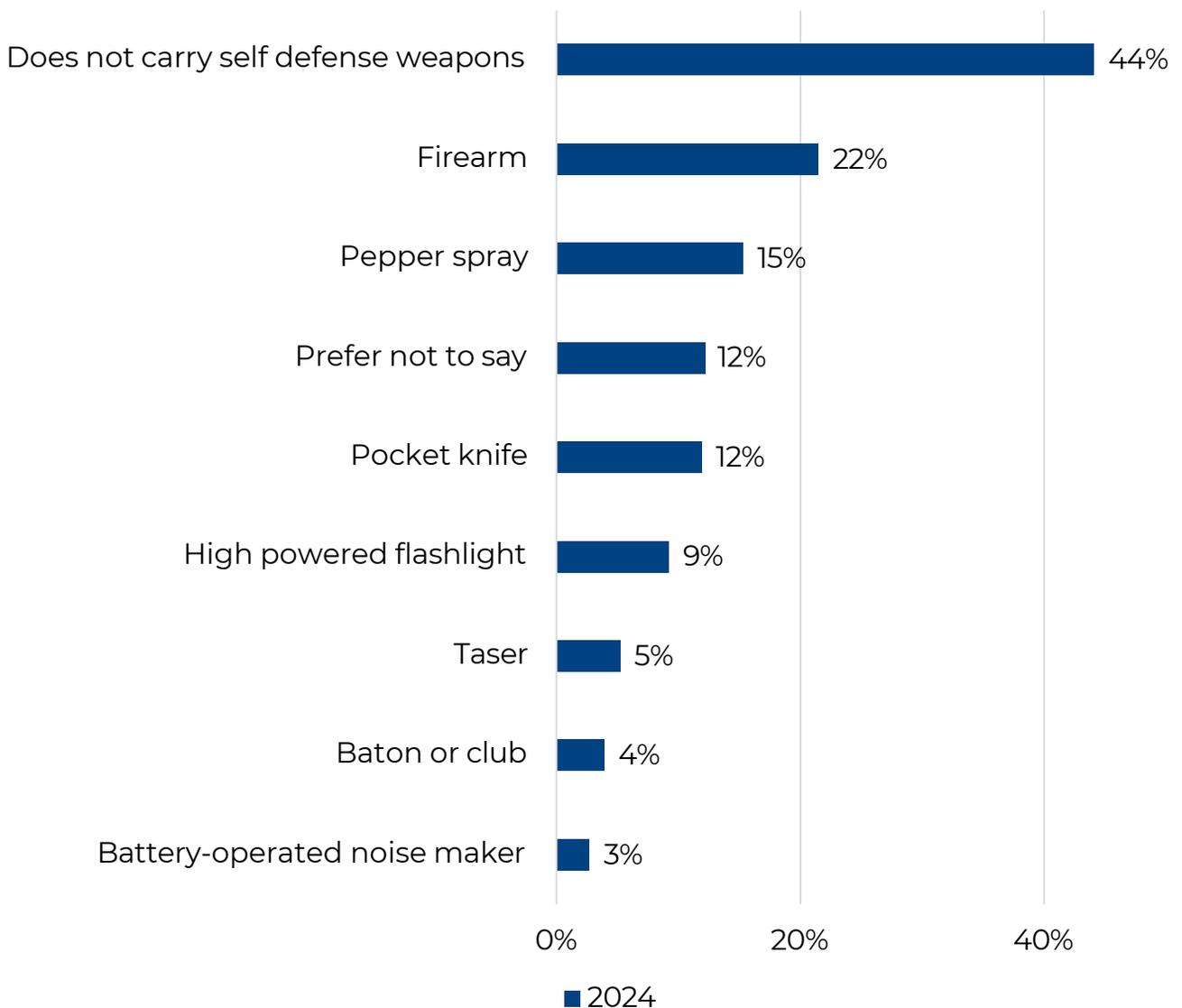
REALTOR® Has Participated in a Self-Defense Class

Forty-seven percent of commercial members said that they have participated in a self-defense class.



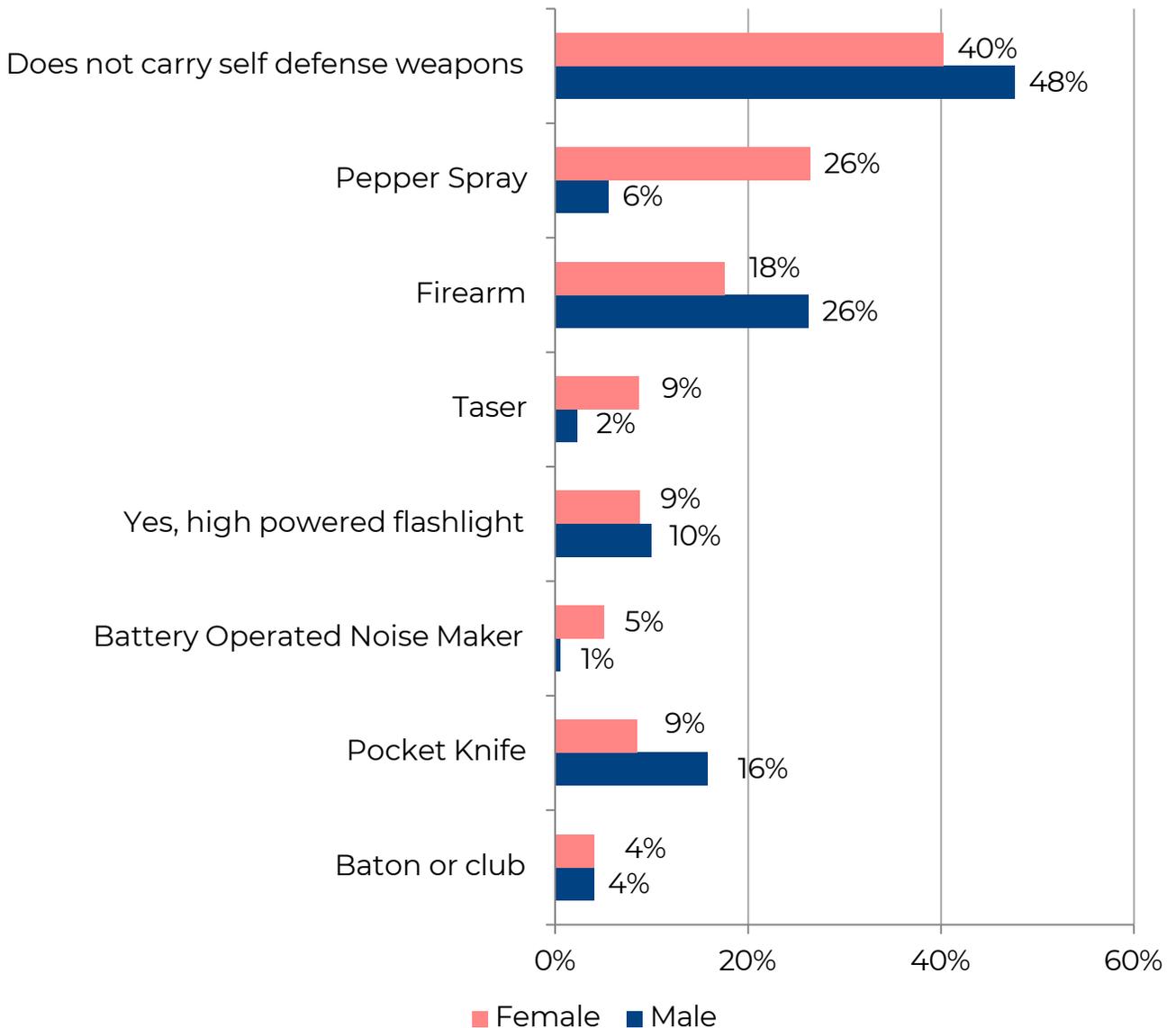
Self-Defense Weapons

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



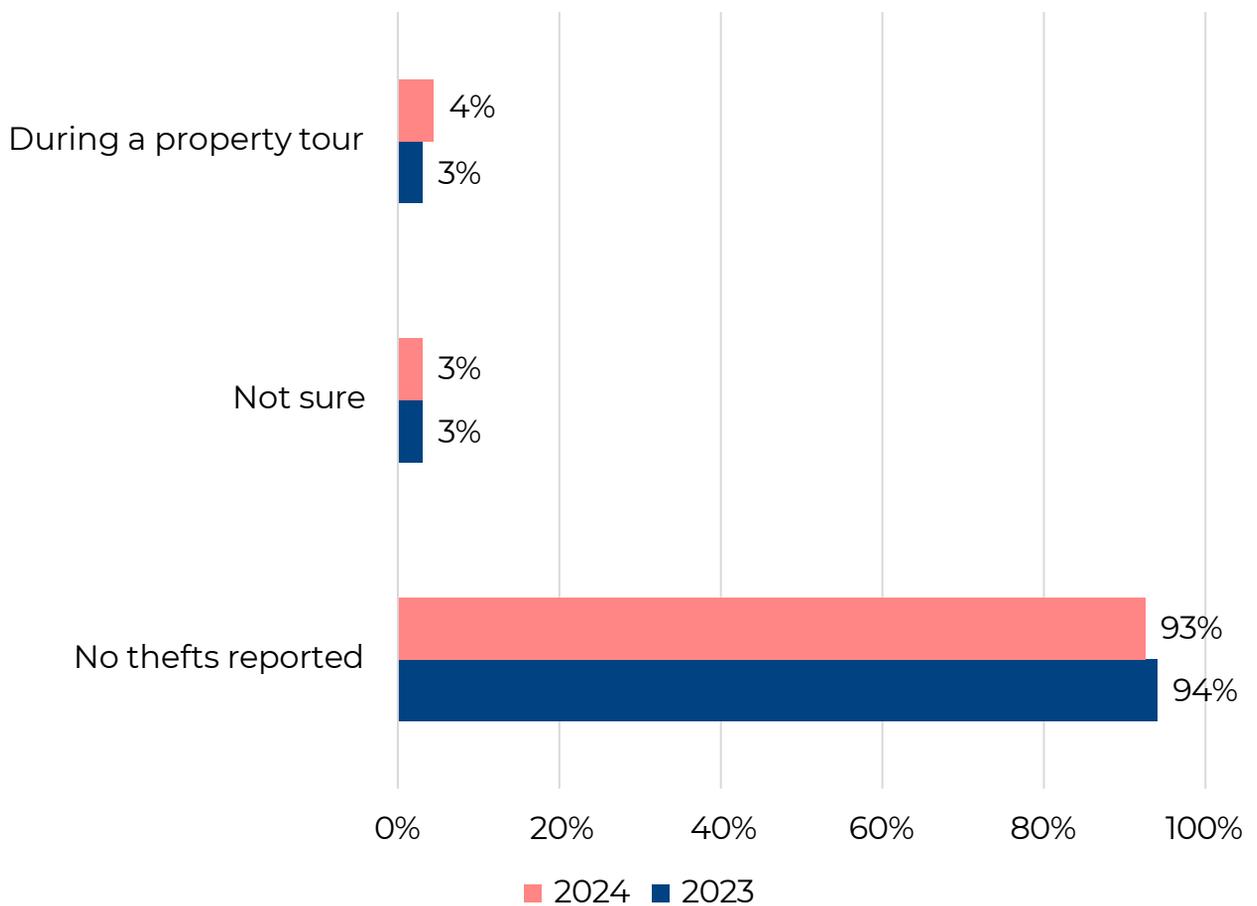
Self-Defense Weapons

Sixty percent of women and 42 percent of men and carry a self-defense weapon or tool.



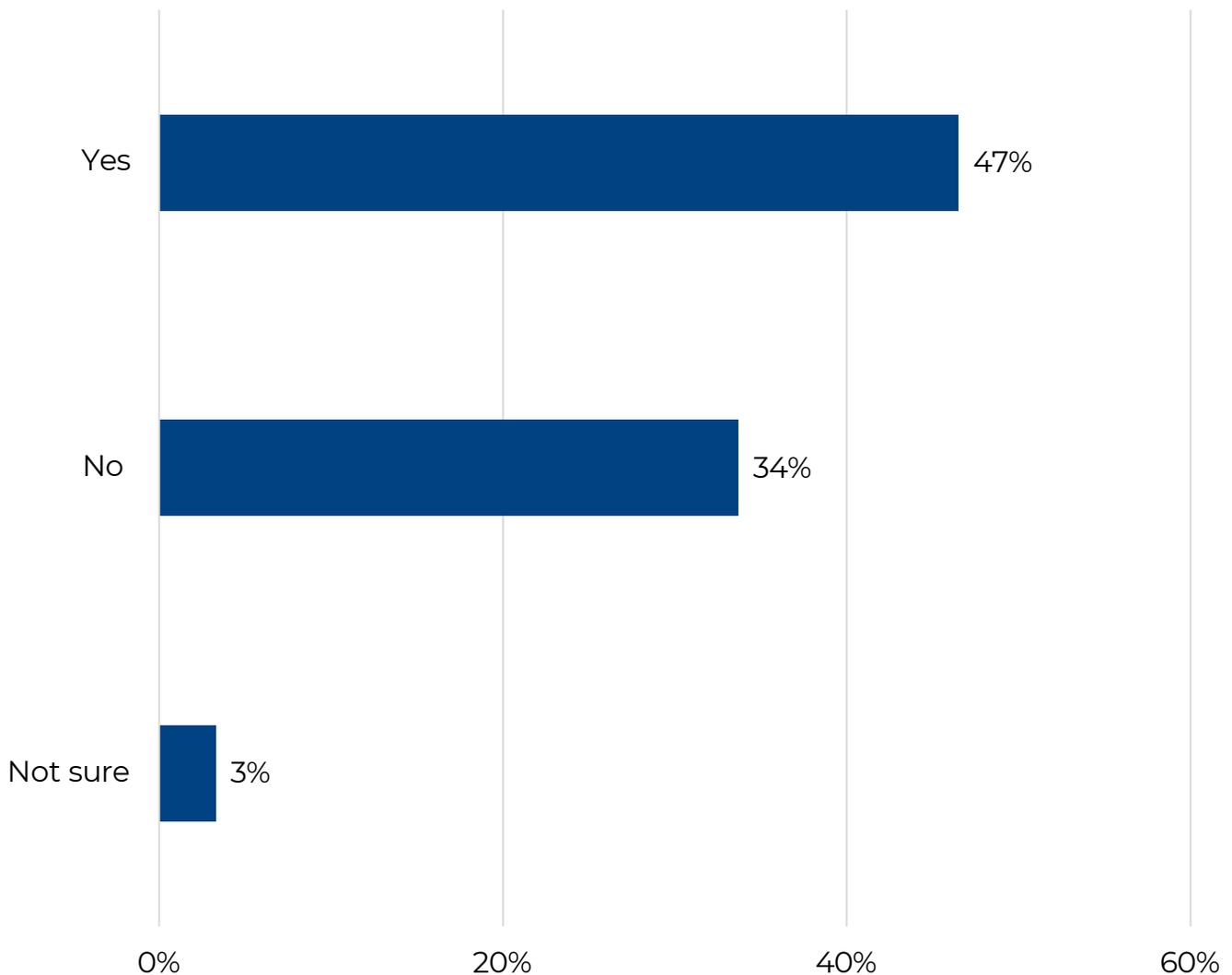
Theft of Personal Items

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



Measures to Safeguard Clients' Personal Items From Theft

Forty-seven percent of commercial members said they have measures to safeguard clients' personal items from theft.



Use of Smart Phone Safety Apps

Sixty-five percent of commercial members use a smartphone safety app to track their whereabouts and alert colleagues in case of an emergency. The most commonly used apps listed are similar to those in 2024.

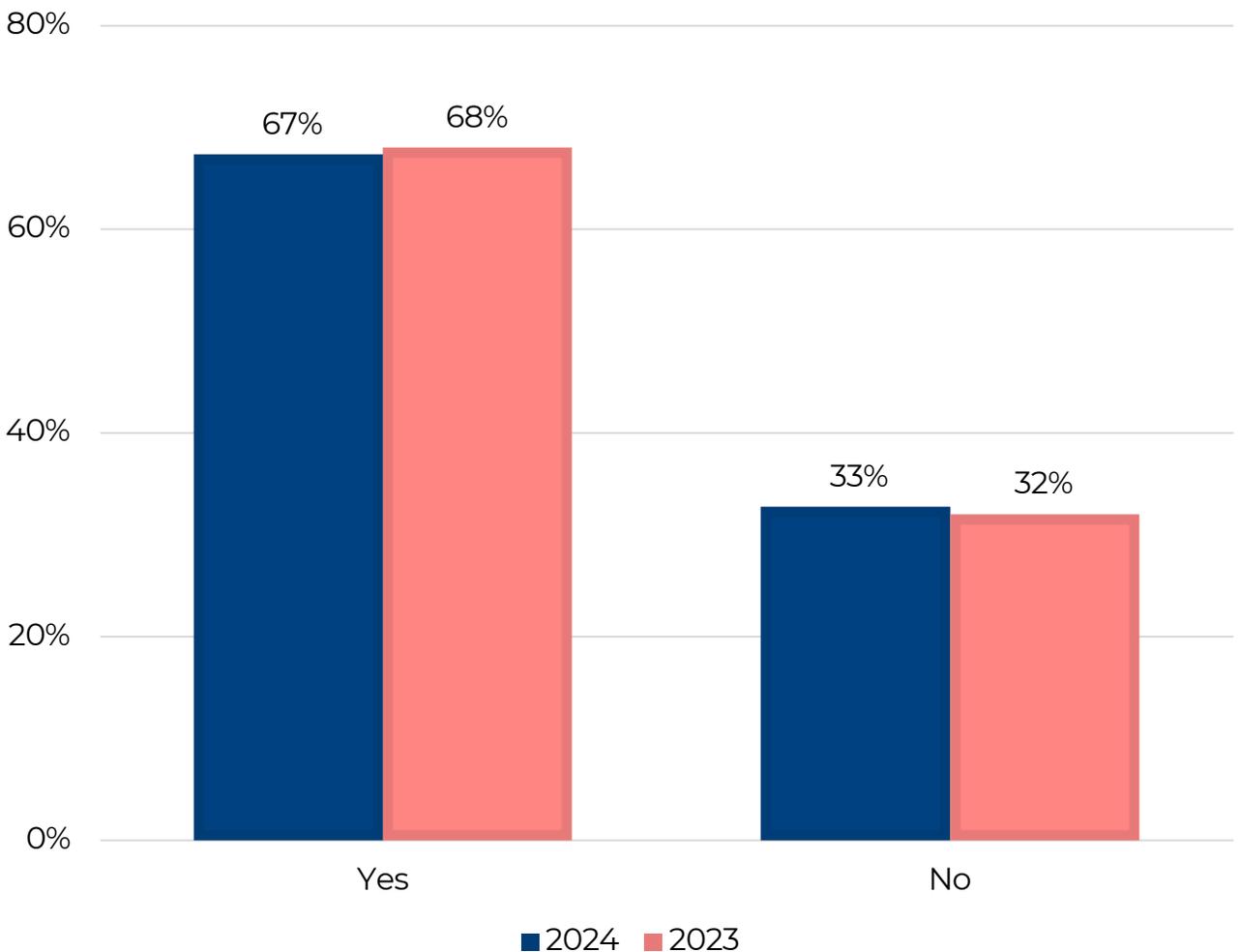
Most Commonly Used Smart Phone Apps:	
Find My iPhone feature	40%
GPS Phone Track for Android	10
SentriKey (TM) Real Estate App: Agent Safety Feature	8
Forewarn	19
HomeSnap Pro	1

Other less commonly used apps mentioned are Guard Llama, KATANA Safety, Kleard, Lifeline Response, People Smart, PROtect, SafeShowings, See Something Send Something, Sprint Safe & Found, and 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 76 percent compared to 56 percent for males.

Personal Safety Protocols

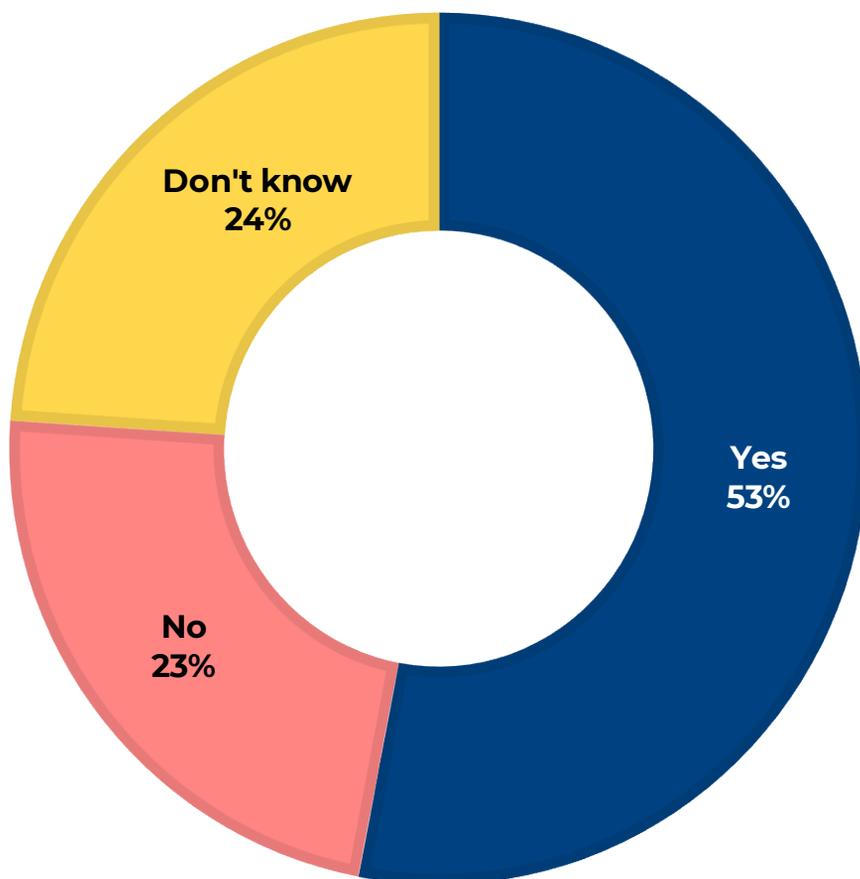
Sixty-seven percent of commercial members said that they have personal safety protocols in place that they follow with every client.



Standard Procedures for Agent Safety

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

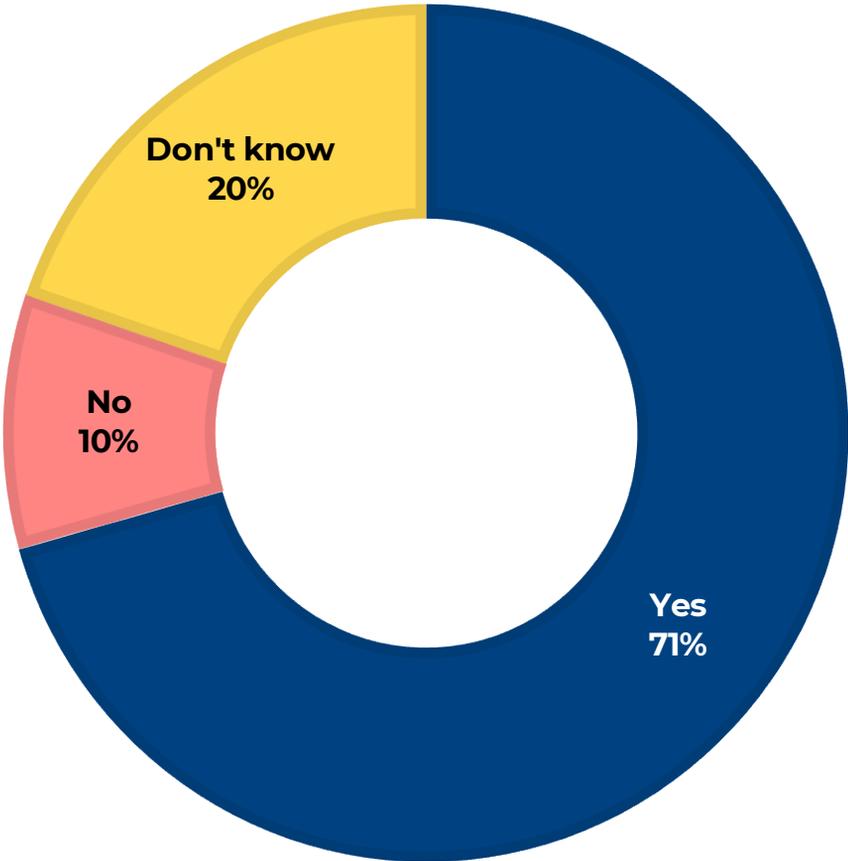
Real Estate Brokerage Has Standard Procedures for Agent Safety:



Standard Procedures for Client Data and Information Safety

Seventy-one percent of commercial members said that their offices have these procedures in place.

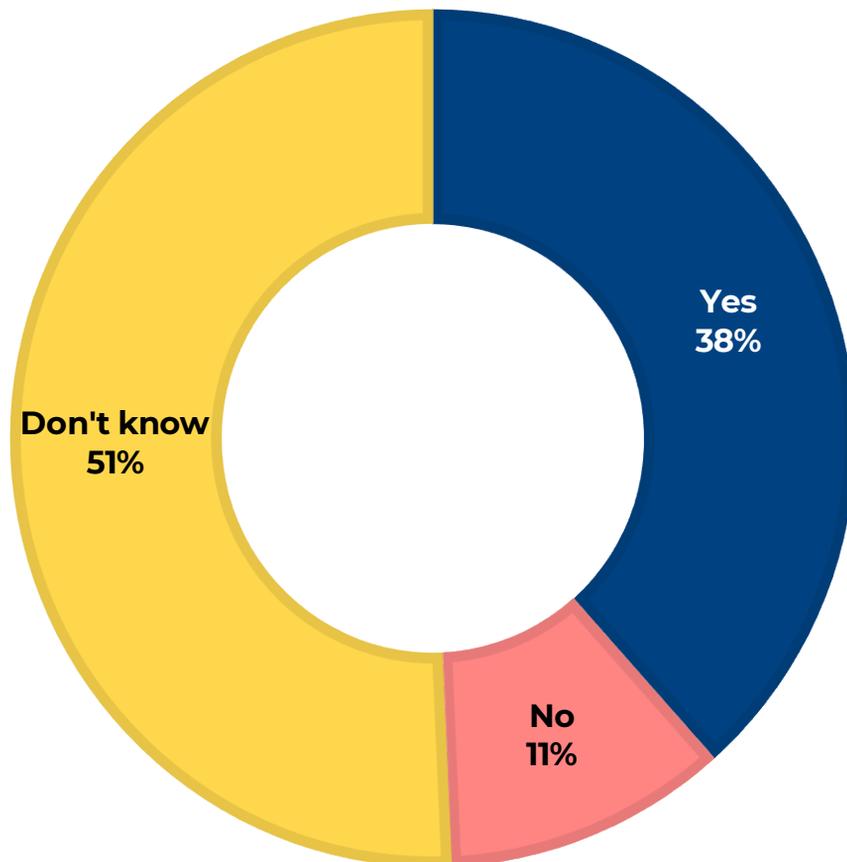
Real Estate Office has Standard Procedures for Safeguarding and Proper Disposal of Client Data and Client Information:



Local REALTOR® Association Safety Training

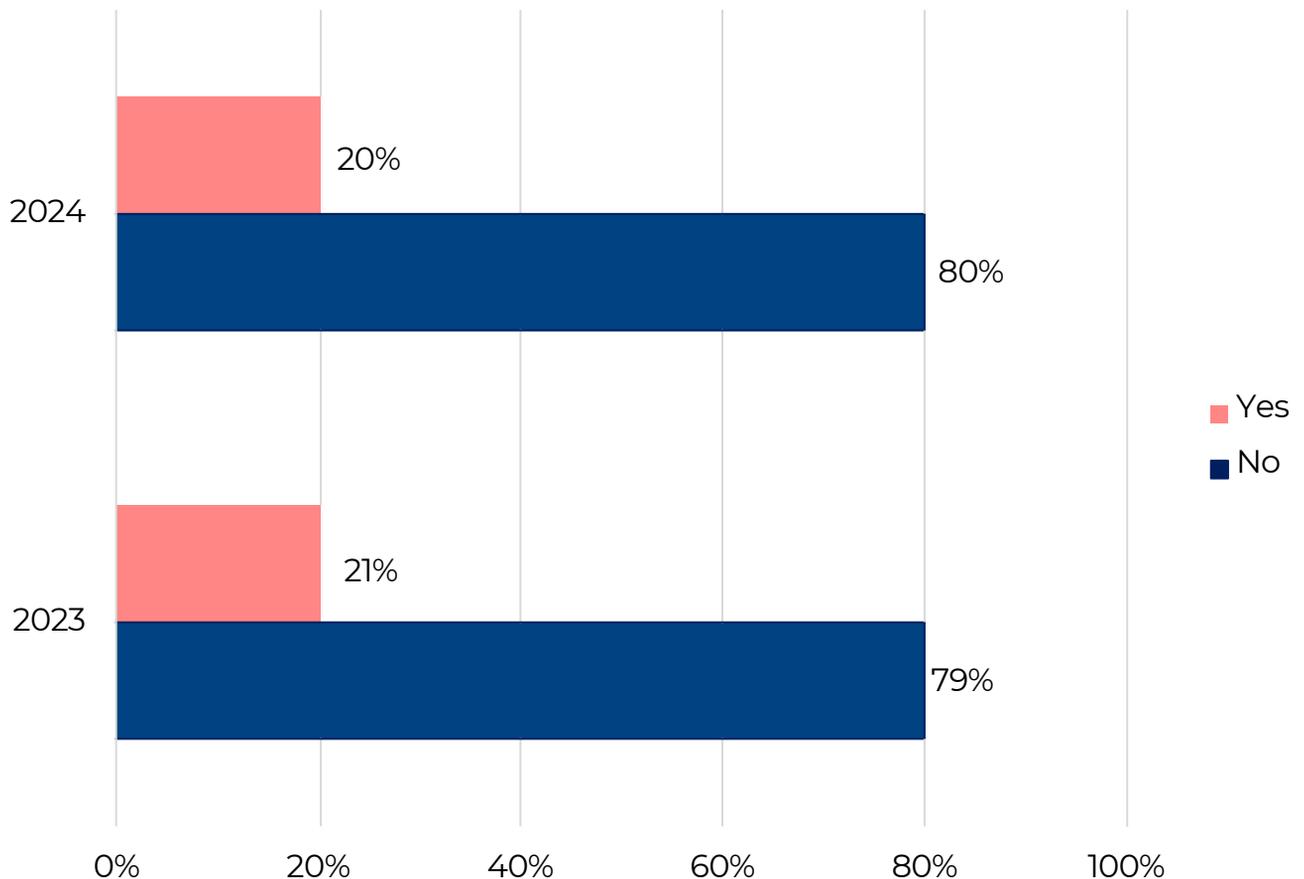
Thirty-eight percent of commercial members said that their local REALTOR® Association includes safety training as part of new member orientation.

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



REALTOR® Has Attended a REALTOR® Safety Course

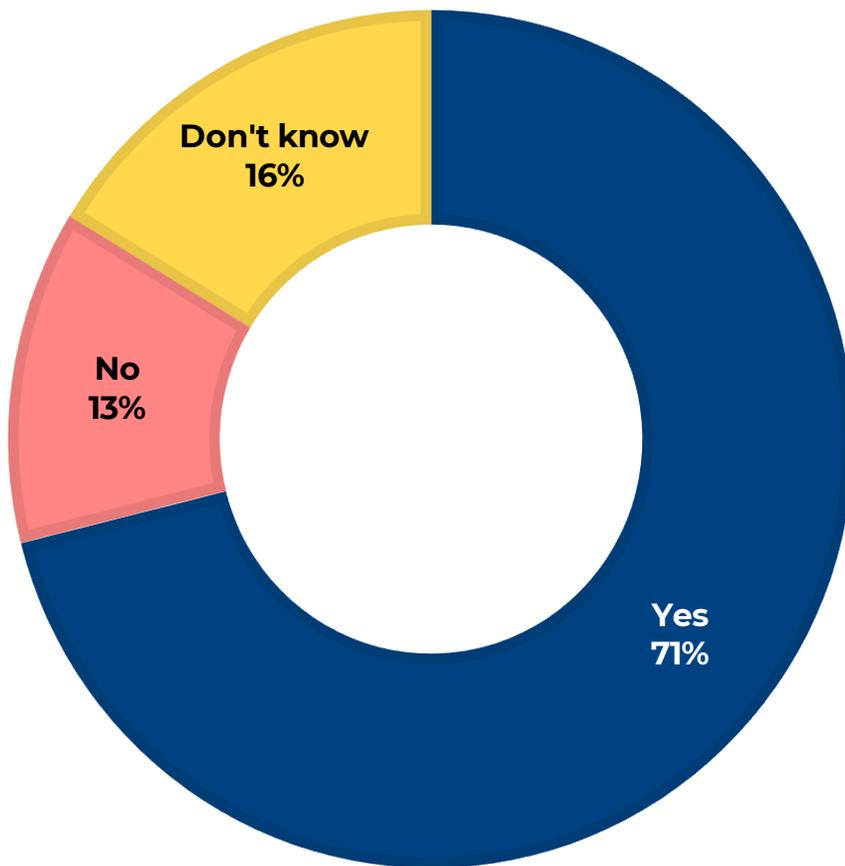
Twenty percent of commercial members have attended a REALTOR® Safety course in 2024.



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

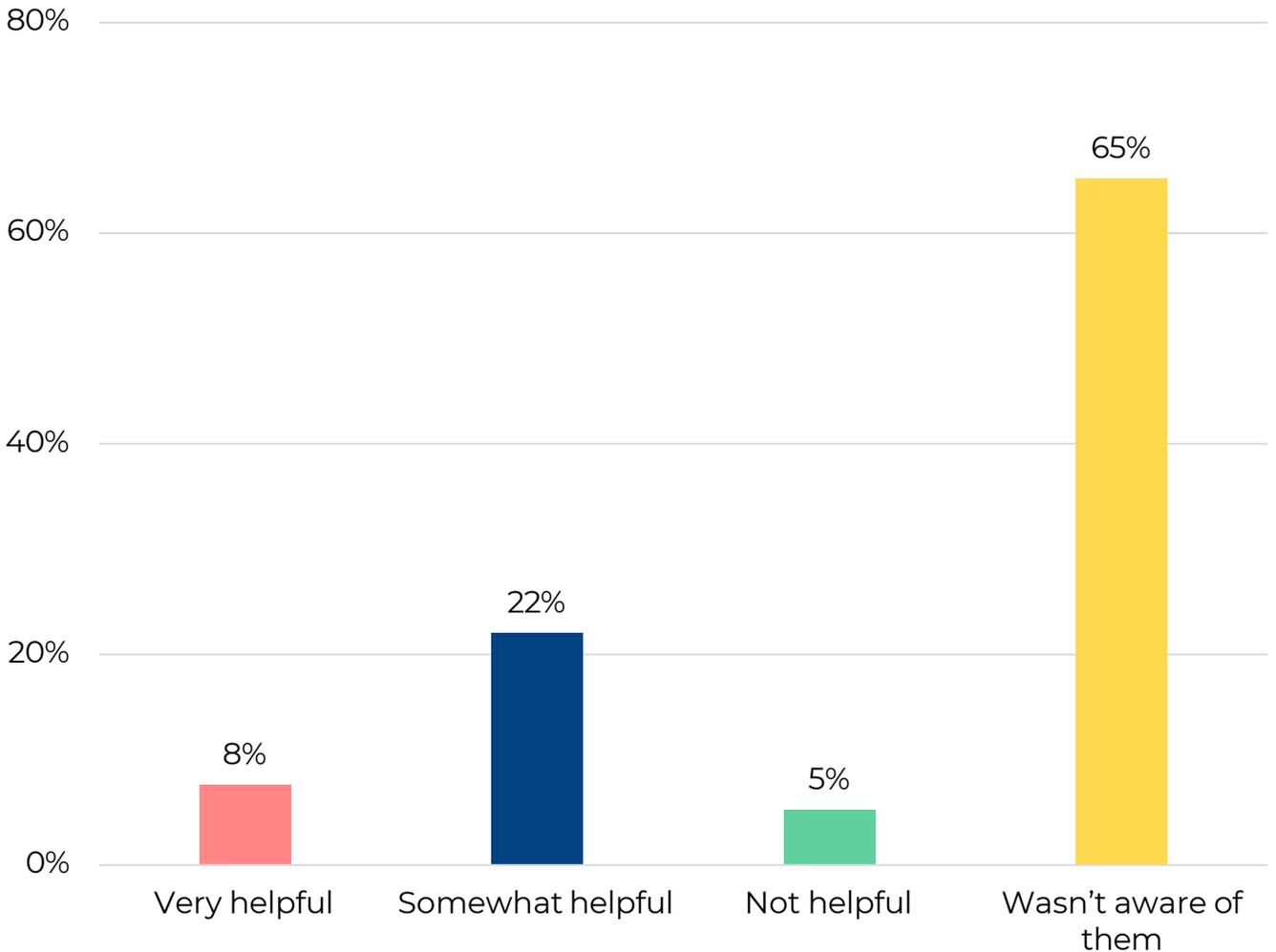
Seventy-one percent of commercial members said that they feel more prepared for unknown situations after taking a REALTOR® Safety course.

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



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

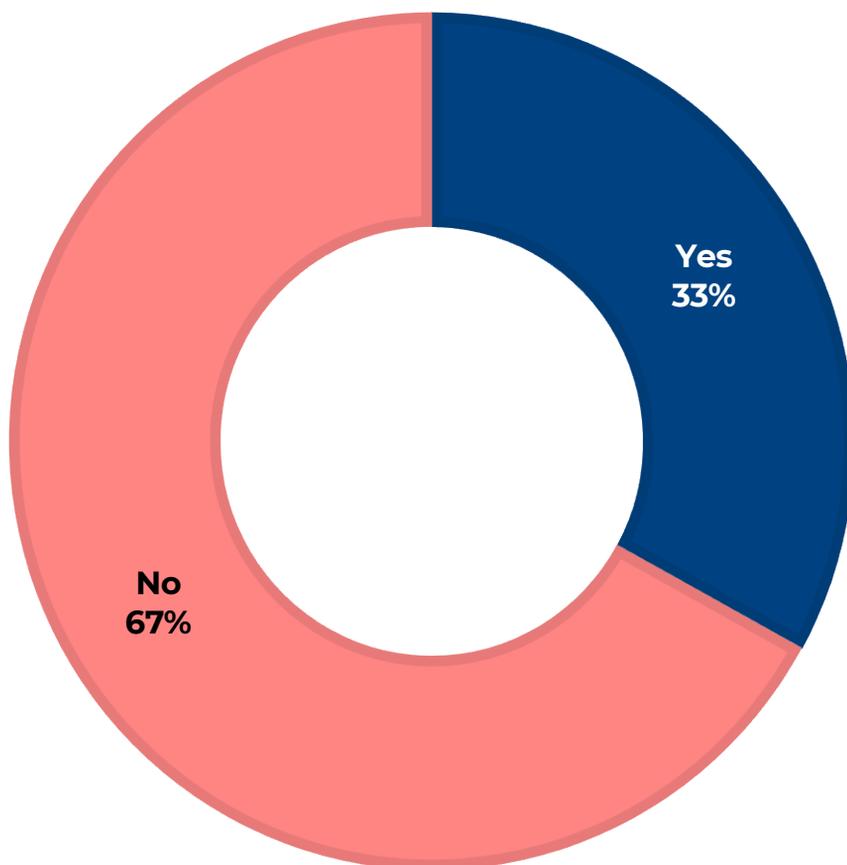
Thirty percent of commercial members said that the weekly safety tips posted on NAR's social media accounts were very or somewhat helpful.



REALTOR® is Aware of REALTOR® Safety Program

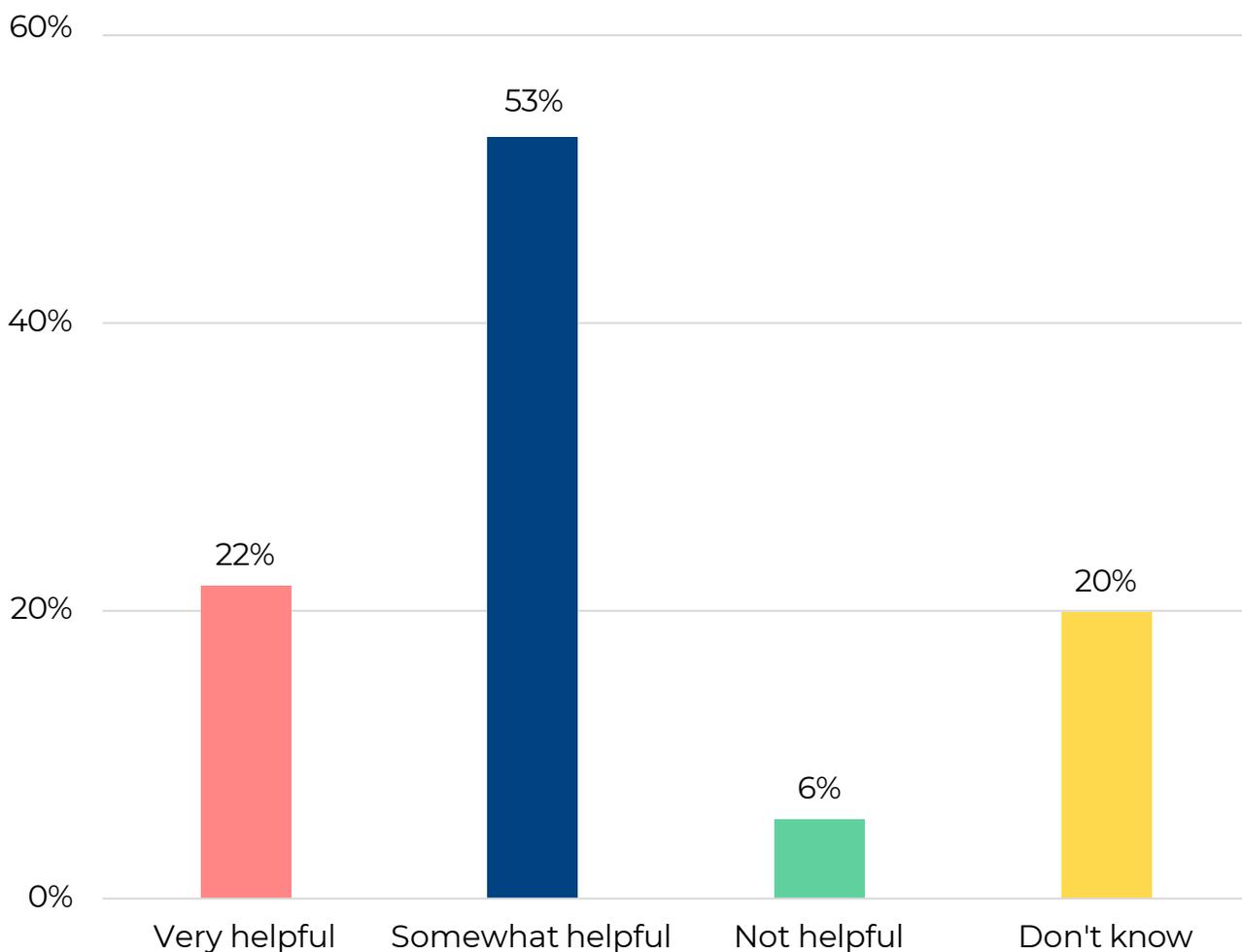
Thirty-three percent of commercial members said they were aware of the REALTOR® Safety Program.

REALTOR® is Aware of REALTOR® Safety Program:



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

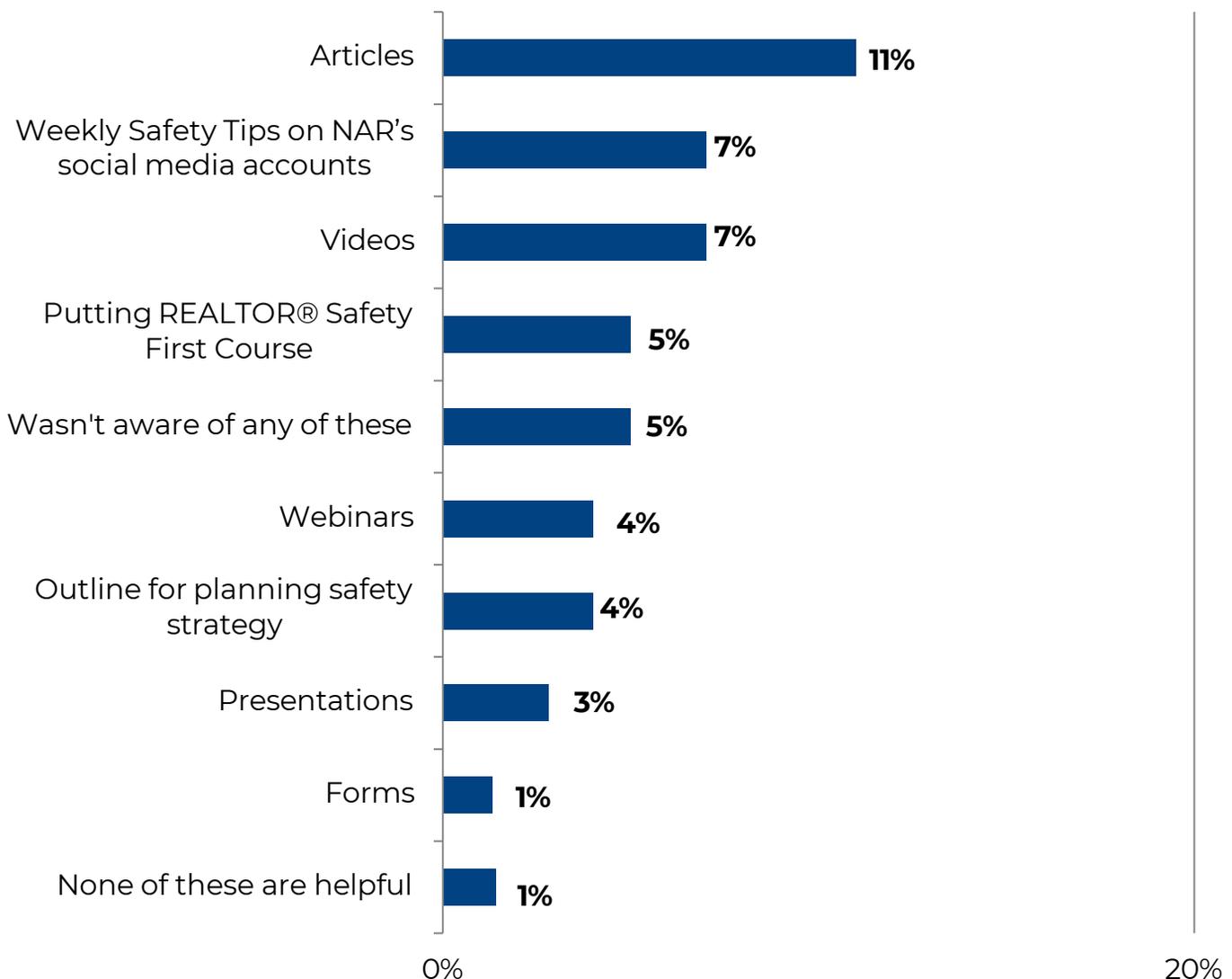
Seventy-five percent of commercial members said that the safety tips and information available in the REALTOR® Safety Program were very or somewhat helpful.



REALTOR® Safety Program Resources

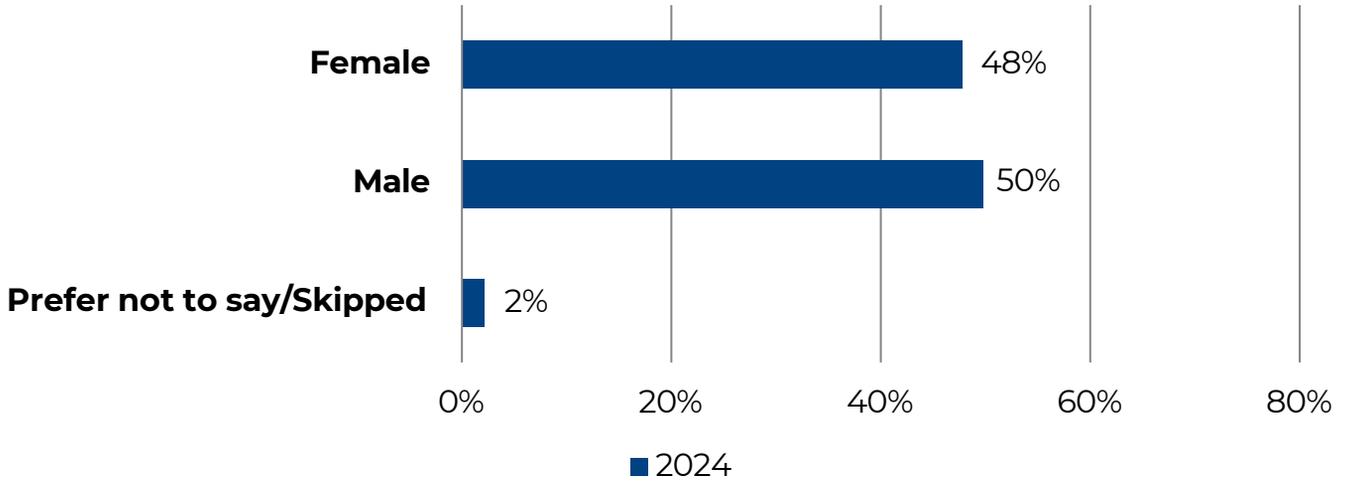
Of commercial members who were aware of the REALTOR® Safety Program, 11 percent found the articles to be the most useful resource.

Most Useful REALTOR® Safety Program Resources

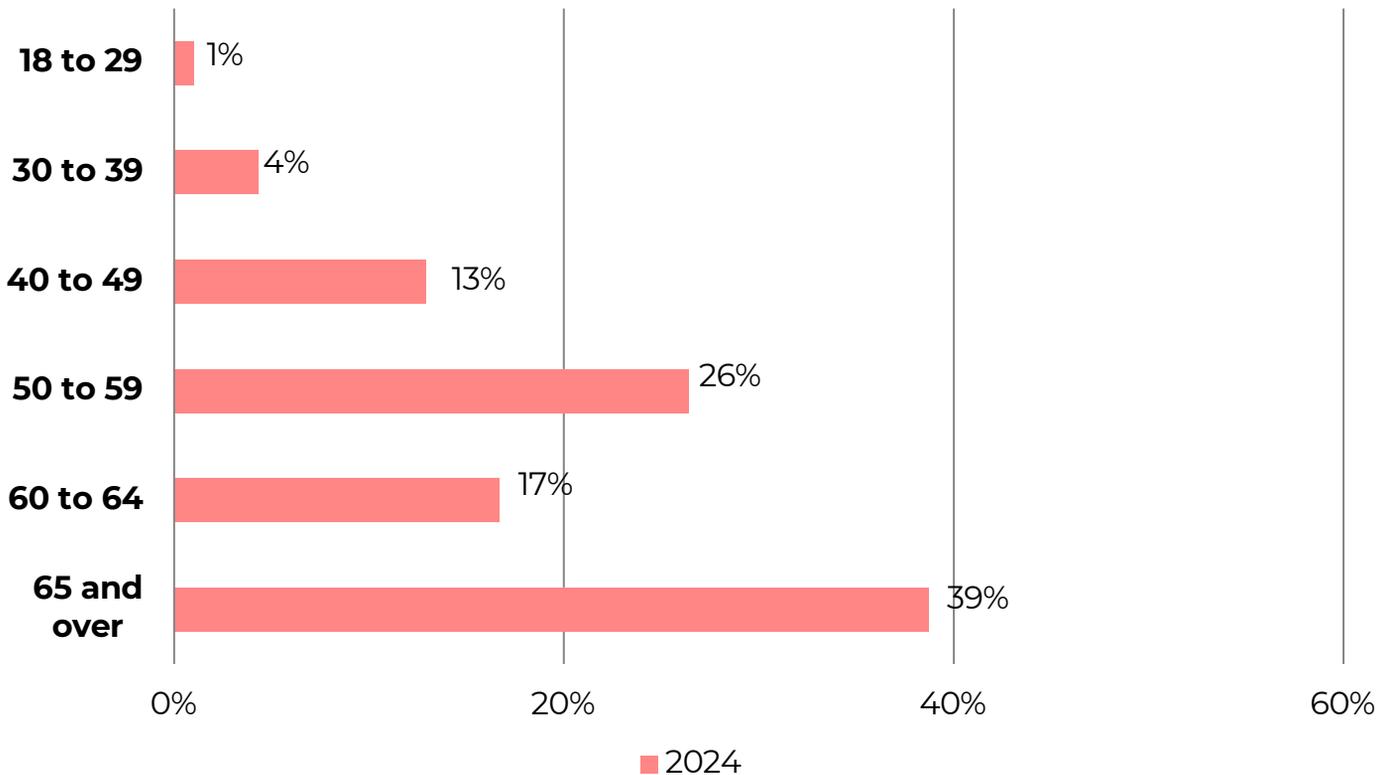


Demographics

Gender

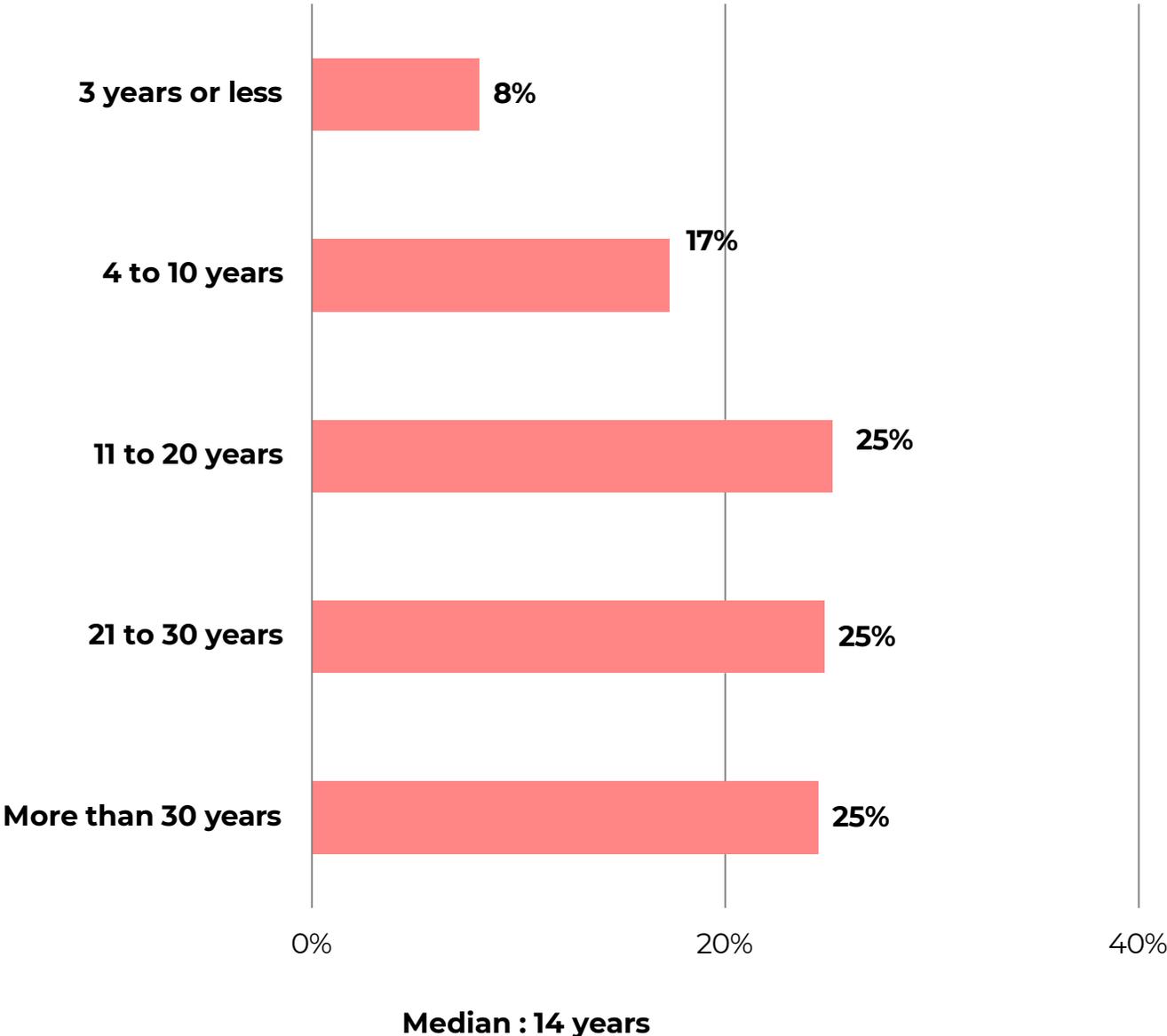


Age



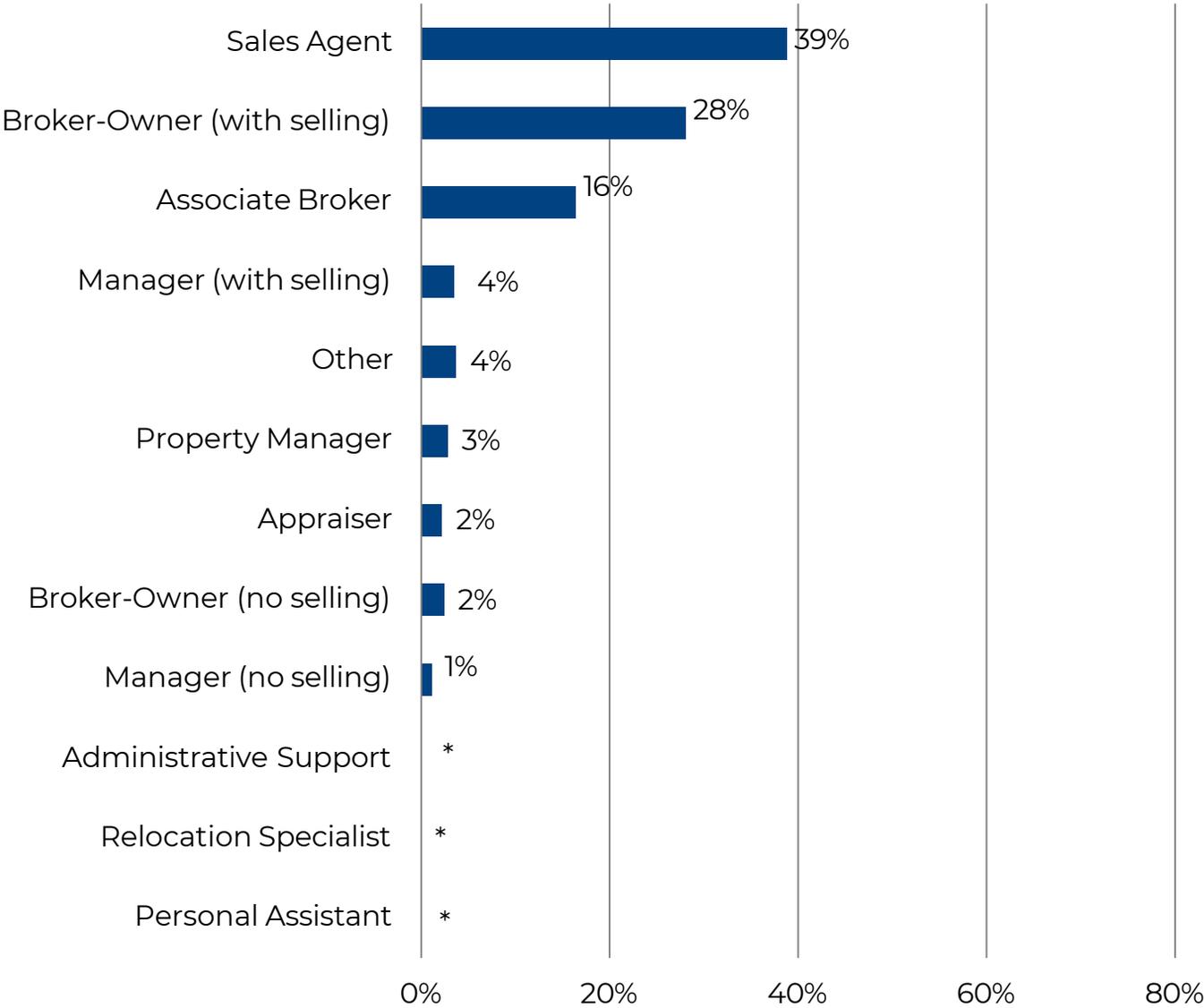
Demographics

Years in Real Estate



Demographics

Function in Real Estate*



*According to NAR's 2024 Member Profile, 65% of REALTORS® are Sales Agents.

NAR's REALTOR® Safety Program

- Thirty percent of commercial members said that the weekly safety tips posted on NAR's social media accounts were very or somewhat helpful. Sixty-five percent said they were unaware of the post.
- Thirty-three percent of commercial members said they were aware of the REALTOR® Safety Program.
- Seventy-five percent of commercial members 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 91,991 commercial REALTOR® members. There were 2,992 respondents for a response rate of 3.2 percent. At the 95 percent confidence level the margin of error is +/- 1.8 percent.



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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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