

SECTION 2: SAFETY ON THE JOB

PROTECT YOURSELF WITH SMART MARKETING MATERIALS

Consider these tips in preparing or updating the information you use to gain business:

- All of your marketing materials should be polished and professional. Don't use alluring or provocative photography in advertising, on the Web or on your business cards. There are many documented cases of criminals actually circling photographs of their would-be victims in newspaper advertisements. These victims were targeted because of their appearance in the photograph.
- Limit the amount of personal information you share. Don't use your full name with middle name or initial. Use your office address rather than your home address—or list no address at all. Giving out too much of the wrong information can make you a target.
- Make phone numbers hard to trace. Rather than use your personal cell phone or home phone number—which can be typed into some Web sites to find your home address—consider using a toll-free number. This can't be traced and prospects may appreciate the free call. You can have calls to this number automatically forwarded to any phone. Alternatively, you can block your own phone number from showing up on caller ID. Ask your telephone company if they can permanently add Caller ID Block to your line. (Note that they may charge a fee for this service.) Or you can dial “*67” before you dial the number. If you have Caller ID blocked permanently, dial *82 to unblock for a given call.
- Concentrate on your professional proficiency rather than personal information in newspapers, resumes and business cards.
- Be careful how much personal information you give verbally as well. Getting to know your client does not mean you need to include personal information about your children, where you live and who you live with.

(Sources: Real Estate Safety Council's "Safety Guide", City of Mesa, Arizona, Realtytimes.com, Nevada County Board of REALTORS®)

SECTION 2 HANDOUT

NATIONAL ASSOCIATION OF REALTORS®
SAFETY WEEK 2007



NATIONAL ASSOCIATION OF REALTORS®

The Voice for Real Estate®

Real Strength.
Real Advantages.