



Kyle Oberlin
2023 STAR President

In this Issue:

Classes & Events

2

Communications Update

2

Membership Report

8

GAD Report

16

5 Common Real Estate
Safety Myths

18

Committee Schedule

20

STAR STARK TRUMBULL AREA REALTORS®

Monthly News

Powering REALTORS® Across Stark, Carroll, and Trumbull Counties...

President's Message

2023 | September

Hey STAR Members!

Did you know that September is NAR's REALTOR Safety Month? The safety of our members is our top priority and to assist in that mission, STAR is hosting a free Safety & Awareness Class on September 28 with Michael Walls, which will be a 2-hour elective CE. Another way to stay safe is with the Forewarn App, which I personally use almost daily, that is free to STAR members (in part due to our WONDERFUL affiliates)! With the Forewarn App, you can simply type in a phone number of a prospective client, and it will give you a plethora of information including criminal history, court records, vehicle records, and much more. We all live in a crazy world, so make sure you are being diligent and utilize the resources the association provides.

Make sure to scroll down and check out the other great events taking place this month. As always, if myself or any of the leadership at STAR can ever assist with anything, don't hesitate to reach out.

Contact Us

Collene Burgess
Chief Executive Officer
cburgess@STAR.Realtor

Trisha Adams
Communications Director
tadams@STAR.Realtor

Brook Harless
Government Affairs Director
GAD@STAR.Realtor

Membership Desk
membership@STAR.Realtor

www.STAR.Realtor



a **FREE MEMBER BENEFIT** paid for by your **STAR AFFILIATES** Your Partners in Business **STAR AFFILIATES**

FOREWARN | **SAFER SHOWINGS SMARTER ENGAGEMENTS**
FREE Benefit Available for All STAR Members!

Know your prospect... *in seconds*

-  Reverse incoming call to verify prospect (name, phone, and address)
-  Instantly search for criminal history
-  Verify financial risks (bankruptcies, liens, judgments)
-  Verify current assets (properties and vehicles)

Agents can properly plan for showings with a higher level of confidence.

Results for: **561-555-1212**
Name: John Doe
Address: 111 S Main, Boca Raton, FL 33431

- 15 Phone Records
- 27 Address History
- 7 Possible Criminal/Infraction Records (Higher confidence matches only)
- 4 Possible Criminal/Infraction Records (Lower confidence matches)
- 3 Possible Court Records (Bankruptcies, Liens, Judgments)
- 6 Property Records
- 3 Vehicle Records

STARK TRUMBULL AREA REALTORS® To activate your free FOREWARN account brought to you by the STAR Affiliate Committee email STAR STAFF info@STAR.Realtor

Classes & Events

If you do not see a REGISTER NOW link next to an event, keep an eye on your inbox or our website for links soon!

SEPTEMBER

- SEPT 4 STAR Offices Closed
- SEPT 15 [REGISTER NOW](#)
Chili Cookoff | 11:30 - 1:00 at the Barrel Room
7901 Cleveland Ave NW, North Canton 44720
- SEPT 19 [REGISTER NOW](#) RUMBLE IN TRUMBULL!
SHAKER at Cork & Cap in Warren | 5:30 pm - 7:00pm
3225 Elm Rd NE, Warren 44483
- SEPT 21 [REGISTER NOW](#)
New Member Orientation | 1:30 pm - 3:30 pm
at the North Canton STAR Office
- SEPT 26 [REGISTER NOW](#)
SHAKER at Mbar in N Canton | 5:30 pm - 7:00 pm
5260 Dressler Rd NW, Canton 44718
- SEPT 28 [REGISTER NOW](#) Safety Class: 2 Hr Elective CE
North Canton STAR Office | 6:00 pm - 8:00 pm

OCTOBER

- OCT 6 [REGISTER NOW](#) Legislative Panel in Trumbull
at the Grand Resort | 9:00 am - 10:00 am
9519 E Market St Warren 44484
- OCT 9 STAR Offices Closed
- OCT 11 [REGISTER NOW](#)
R-Day Vendor Fair & Annual Meeting
Affiliates registering for the Vendor Fair should contact
[Trisha](#)
- OCT 18 [Member Page for REGISTRATION LINK](#)
REALTOR® Family Feud RPAC Dinner & Auction Event
Masonic Lodge | 6:00 pm - 9:00 pm
836 Market Avenue N, Canton 44702
- OCT 23 [REGISTER NOW](#) CORE LAW In person Class
North Canton STAR Office | 1:00 pm - 4:15 pm
- OCT 26 [REGISTER NOW](#) 2 Hour Mortgage 101 Elective CE
North Canton STAR Office | 10:00 am - NOON
- OCT 31 [REGISTER NOW](#) YPN Halloween Karaoke CRASH
SHAKER at Mbar in N Canton | 5:30 pm - 7:00 pm
5260 Dressler Rd NW, Canton 44718

Communications Update

We are working on an option within our website that will allow the public to easily find our members who speak additional languages. If you speak a language other than English would like to be included in this option, please email Trisha tadams@STAR.Realtor!

If you have Communication Questions, Concerns, or Suggestions email [Trisha!](#)



Trisha Adams
Communications
Director

tadams@STAR.Realtor
Office: (330) 494-5630

Contact for: Website inquiries, Social Media, Communication & Newsletter, Continuing Education, Sponsorship/Advertising, Affiliates, Community Outreach, Norma L Good Scholarship, YPN



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Nichole Crawn
Mortgage Loan Officer - Retail

NMLS# 680988
o: (330) 479-8910
e: nichole.m.crawn@huntington.com
www.huntington.com/mortgage/crawn-nichole

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10th Annual Chili Cook-Off

BATTLE

of the Brokers

FRIDAY, Sept 15, 2023



PLATINUM Sponsors



Bring the Spice!

10 Chilis · 3 Winners · CASH Bar

The Barrel Room

7901 Cleveland Ave NW, North Canton, OH 44720

FREE for STAR Members

Desserts provided by your 2023 STAR Affiliates!

11:30 am

Chili Tasting

11:45 pm

Winners Announced

1:00 pm

Event Ends

Only 10 Chili Spots

Enter your Office Today!

Email cburgess@STAR.Realtor by September 8, 2023

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QUESTIONS? Call or email 330-494-5630 | info@STAR.Realtor
RSVP requested but not required on our website TODAY!

www.STAR.Realtor



STAR

Shaker

5:00 pm - 7:30 pm

Complimentary Food & Drinks

Join the STAR Affiliates for a Fun & Relaxing Networking Event!
FREE for STAR REALTOR® Members \$20 for STAR Affiliates

Rumble in Trumbull

Tuesday, September 19
at Cork & Cap
3225 Elm Rd NE
Warren, OH 44483

After Dark in Stark

at MBAR in Canton
5260 Dressler Road
Canton, OH 44718

Tuesday, February 28

Tuesday, May 2

Tuesday, September 26

Tuesday, October 31



RSVP TODAY! www.STAR.Realtor



FREE for STAR Members
\$20 for Non-STAR Members

On The **SAFE SIDE** REALTOR® SAFETY and Awareness Class

Thurs, Sept 28, 2023

6:00 pm - 8:00 pm

North Canton STAR Office
7110 Whipple Avenue NW, Suite B
North Canton, OH 44720

This 2 Hour Safety Course begins with classroom time followed by an interactive portion where you will learn how to STAY SAFE in your daily client interactions.

Questions: Trisha Adams, Communications Director
(330) 494-5630 or tadams@STAR.realtor

NO SHOW POLICY: You will be charged a \$20 Cancellation/ No Show Fee if you do not cancel your reservation 24 hours prior to the event.



Instructor Michael Walls
Lifestyle Trainer

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For more information, please contact:

Michelle Kelly
Mortgage Loan Officer - Retail
NMLS# 562943
220 Market Avenue S
Canton, OH 44702
o: (330) 430-1356
f: (877) 298-5088
c: (330) 338-3174
e: michelle.e.kelly@huntington.com

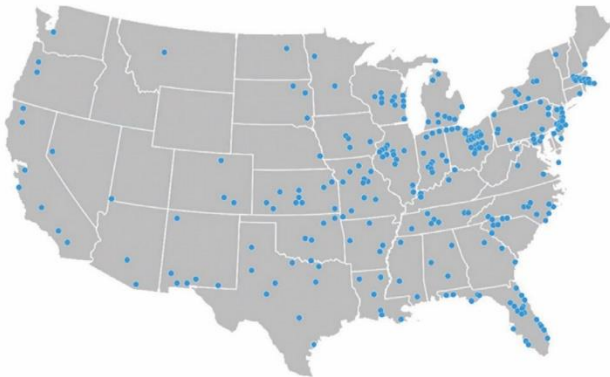
¹Active employment contract required with proof of sufficient income and reserves. Minimum reserves required vary depending on amount of the loan. Program is limited to the purchase or refinancing of a primary residence.

All loans are subject to application and credit approval, satisfactory appraisal and title insurance. Terms, conditions and loan programs are subject to change without notice. Other terms, conditions and restrictions may apply.



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We have deep roots in more than 260 communities across North America, and more than 150 million consumers rely on USA TODAY NETWORK local media brands for news and information. We can connect you to these consumers through local marketing strategies backed by data, expertise, and technology.

Repository | LOCALiQ



are you **NEW** to **STAR**?



don't be NEW & Confused...

JOIN US for a FUN and Informative NEW Member Orientation, and take the guesswork out of getting started!

Orientation Dates
Thursday, September 21
Thursday, November 30



Sign-Up TODAY!



Jason Kruger
Producing Branch Manager
NMLS#183257
Cell: 1 (330) 907-0277
Jason.K@FairwayMC.com



Kristin Smith
Loan Officer & SAR/DE Underwriter
NMLS#178229
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Kristin.Smith@FairwayMC.com



Rachel Latin
Loan Officer
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Direct: 1 (330) 618-7064
Rachel.Latin@FairwayMC.com



Christine Schell
Loan Officer
NMLS#292062
Cell: 1 (330) 961-9468
Christine.Schell@FairwayMC.com



Lucy Staten
Loan Officer
NMLS#629463
Cell: 1 (330) 760-8795
Lucy.Staten@FairwayMC.com



Lisa Conner
Loan Officer
NMLS#297795
Cell: 1 (330) 575-0199
Lisa.Conner@FairwayMC.com

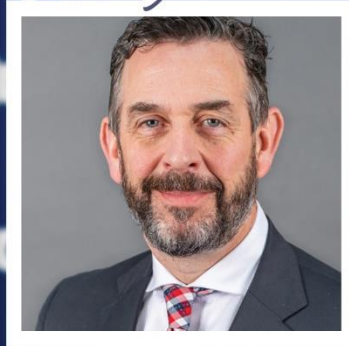
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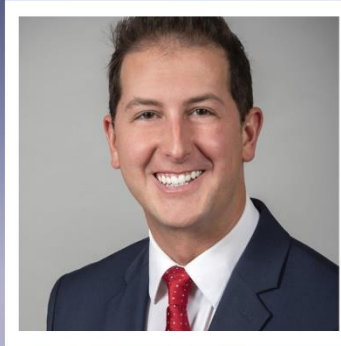
STARK TRUMBULL AREA REALTORS®

Legislative Panel



Michael Rulli

OH Senate
District 33



Nick Santucci

State Representative
64th OH House District



Michael Wilson

Hartford Township
Trustee

Join us for an insightful discussion panel hosted by STAR's Legislative Affairs Committee. We'll explore important matters and engage in meaningful conversation.

FREE Event - Breakfast Included
Limited Seating - Sign up TODAY!

FRIDAY October 6, 2023
The Grand Resort, Theater Room
9519 E Market St, Warren, OH 44484

Check-in | **8:45 am**
Discussion Panel | **9:00 am**
End of Event | **10:00 am**

QUESTIONS? Contact Brook Harless
STAR Government Affairs Director
GAD@STAR.Realtor | 330.494.5630

www.STAR.Realtor



SCAN ME
to RSVP on
our website
STAR.Realtor

This Event is brought to you
by the Stark Trumbull Area REALTORS®
(STAR) Legislative Affairs Committee

STAR Membership Report | August 2023

New Salespersons

Adam Marshall, *BHHS Stouffer Realty*
Amanda Beach, *BHHS Stouffer Realty*
Casey Osorio, *Keller Williams Legacy Group*
Christine Smith, *Keller Williams Legacy Group*
Dane West, *Keller Williams Legacy Group*
David Geig, *William Zmarelli Realtors*
Emily Baraldi, *RE/MAX Trends Realty*
Gregory Martin, *eXp Realty*
Heather Carter, *BHHS Stouffer Realty*
Jacob Stamper, *BHHS Stouffer Realty*
Jason Carter, *BHHS Stouffer Realty*
Joey Liston, *Century 21 HomeStar*
John Merriman, *RE/MAX Edge Realty*
Tiffany Rosegreen, *Coldwell Banker Schmidt Realty*
Trezla Nunemaker, *Keller Williams Legacy Group*

Office Transfers

John Zuppe, *Re/Max Crossroads*
Kris McVey, *Hayes Realty*
Michelle Conte, *Red 1 Realty*

New Secondary Brokers

Yvonne Smith, *Brokers Realty Group*
Joseph Luckino, *Cedar One Realty*

Dropped Members

Amanda Williams
Anthony Bernabei
Benjamin Wirick
Bradley Paul
Christina Bechwith
Christina Reichenbach
Cindy Young
Clarice Perry
Cynthia Leonard
Juliet Hull
Kayla Amstutz
Kendra Stealey
Kim Double
Parbatie Narain
Richard Miller

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WWW.FM-TITLE.COM

STAR Membership Desk

Contact for: Membership & Dues Inquiries, FOREWARN, Supra

Membership@STAR.Realtor

Office: (330) 494-5630

SEPTEMBER 2023 | PAGE 8

WANTED

STAR REALTORS at R-DAY 2023

LUNCH

GIVE ★ A ★ WAYS

PRIZES

**1.5 HOUR
ELECTIVE CE**

FREE

for STAR Members

\$20 for Non-Member

CE Class Registration is an option
within event registration

Join us to for **FOOD, FUN,
PRIZES, & MORE** as we
Celebrate **YOU!**

WEDNESDAY, Oct 11

La Pizzeria (Piazza Room)

3656 Dressler Rd NW

Canton OH, 44718

Affiliate Vendor Fair	10:00 am
Lunch & STAR Annual Business Meeting	12:00 pm
Affiliate Vendor Give-A-Way Drawings	1:00 pm
1.5 Hour Elective CE	1:30 pm

*"The Great Unveiling: Introducing
Ohio REALTORS New Statewide
Purchase Contract"*

**QUESTIONS? Contact Trisha Adams
(330) 494-5630 or tadams@STAR.Realtor**

Register on our Website TODAY!


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- 8 Dinner Tickets
- Logo/Name in Program
- Logo/Name on Centerpieces
- Logo on Auction Site (Affiliates)

\$500 Level

- 6 Dinner Tickets
- Logo/Name in Program
- Logo on Auction Site (Affiliates)

\$250 Level

- 4 Dinner Tickets
- Name Listed in Program

\$150 Level

- 2 Dinner Ticket
- Name Listed in Program

Purchase DEADLINE October 6

WED October 18, 2023

from 6 pm - 9 pm, Doors Open at 5:30 pm

at the Masonic Temple

836 Market Ave N, Canton, OH 44702

\$50 Advance Dinner Ticket*

\$65 after October 16, 2023

Survey Says you should JOIN US for a fun-filled night featuring: Dinner, Comedians, Wine & Beer Tastings, REALTOR® Feud, and an Online Silent Auction!

Silent Auction Opens WED October 11 at 9:00 am

Want to be in the REALTOR® Feud Game? Gather 5 of your friends and sign up to play! Team Registration is \$125, with a maximum of 6 Teams. Sign up TODAY! Deadline is October 6th for Registration!

All Proceeds Support RPAC. QUESTIONS? Contact Brook Harless, STAR Government Affairs Director (330) 494-5630 or GAD@STAR.Realtor

**** \$25 of your Dinner Ticket will go towards your RPAC Contribution**



PAC Disclaimer Statement Contributions to RPAC. 26 U.S.C. 162(e) requires that the portion of dues attributable to lobbying and political activities at the Local, State and Federal levels of government be considered nondeductible for income tax purposes. Contributions are voluntary and are used for political purposes. The RPAC amount indicated is merely a guideline and you may contribute more or less than the suggested amount. The National Association of REALTORS and its state and local associations will not favor or disadvantage any member because of the amount contributed or a decision not to contribute. You may refuse to contribute without reprisal. 70% of each contribution is used by your State PAC to support state and local political candidates; 34% is sent to National RPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. Notwithstanding this general allocation formula, the allocation may change and all or a portion of your contribution may be allocated to other political accounts maintained by Ohio REALTORS if a contribution exceeds limits under the and/or if a contribution falls outside time limits under 52 U.S.C. 30102. Non-Deductible Percentages of Dues Payments & Assessments: \$40 of Ohio REALTORS dues is used by Ohio REALTORS to engage in independent political expenditures for purposes of influencing the election or defeat of State or Federal candidates, as well as Local or State ballot issues; this amount is non-deductible for the member's income tax purposes. For the additional dues of \$180 per member, Ohio REALTORS computes 11% or \$19.25 to be non-deductible due to Ohio REALTORS lobbying effort. Total non-deductible for Ohio Realtor dues is \$59.25. For 2023, with dues at \$150 per member, NAR computes 34 percent or \$51 to be nondeductible for the member's income tax purposes due to NAR lobbying efforts. Please note that the entire \$45 Consumer Advertising Campaign special assessment qualifies as fully deductible.

3 Hour CORE LAW

*"National and Ohio Current
Law Topics to Follow"*

MONDAY

October 23, 2023

1 PM to 4:15 PM

in Person at the

North Canton STAR Office

7110 Whipple Avenue NW, Suite B
North Canton OH 44720

FREE

FOR STAR MEMBERS

\$20 for Non-STAR Members

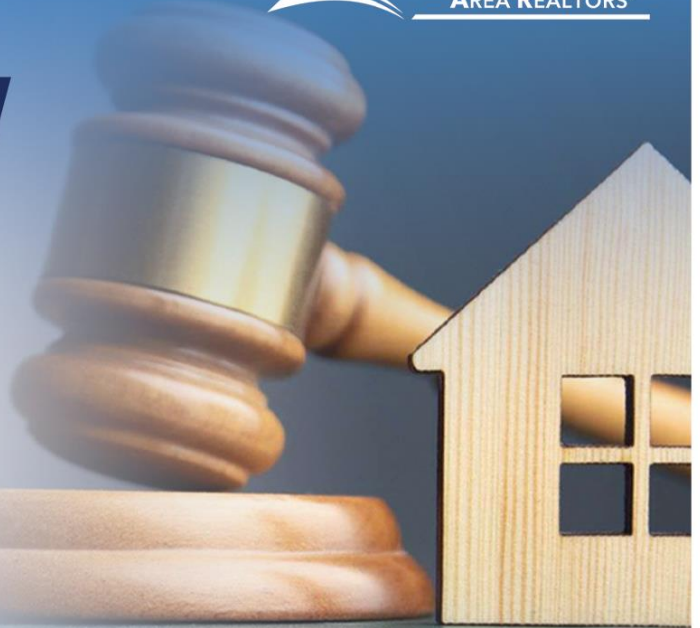
OPEN TO ALL! *This class meets the
3 Hour State Required CORE LAW
training for Ohio Licences.*

Registration Deadline: Friday, October, 20.

You will be charged a \$20 No Show Fee if you
do not cancel your reservation 24 hours
prior to the event per STAR Policy.

QUESTIONS? Contact Trisha Adams
tadams@STAR.Realtor | 330.494.5630

SIGN UP TODAY!



Instructor: KATIE McCARTNEY
REALTOR®, CRS, & SRES®

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2-Hr CE Class

Mortgage 101

Presented by:
Ruoff Mortgage, Lori Fetter



Lunch and Learn

THURSDAY

October 26, 2023

10:00 am - NOON

Lunch Provided after Class!

FREE for STAR Members

Stark Trumbull Area REALTORS®
7110 Whipple Avenue NW, Suite B
North Canton, OH 44720

**Sign up on the STAR website
www.STAR.Realtor
or scan the QR Code!**





HALLOWEEN KARAOKE

**Affiliate SHAKER CRASH
& YPN Kick-off Party!**

Tuesday, October 31, 2023

5:00 pm - 8:30 pm at

MBar in Canton

5260 Dressler Rd, Canton OH 44718

**FREE
ADMISSION**

**COSTUME
CONTEST**

KARAOKE

**Join your STAR YPN Kick-Off Crew as we CRASH the
Affiliate Shaker! Dress up in your Favorite Costume
and be ready for a Ghoulishly Great Night!**

Food, Drinks, Prizes & Karaoke

**FREE for STAR Members! Questions: Contact Trisha
tadams@STAR.Realtor or 330.494.5630**



Register on our Website TODAY! www.STAR.Realtor

Meet the
STARK COUNTY TEAM

Member
FDIC



Steve Struckel
Mortgage Loan Originator
330.415.0783
NMLS ID# 697445



Tiffany Kim
Banking Center Manager
234.262.8046
NMLS ID# 1079733



Dave Dolan
Retail Lending Manager
330.818.7037
NMLS ID# 684492

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Janice Rich - Title Agent / Office
Manager
jrich@mckinley-title.com

Wendy Barrick - Title
Agent/Escrow
wbarrick@mckinley-title.com

Danette Stone - Title Processing
dston@mckinley-title.com



Attorney Michael Gruber
mgruber@aghattorneys.com

Attorney Jamie Haren
jharen@aghattorneys.com

Attorney David Thomas
dthom@mckinley-title.com

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Amy Upton
Mortgage Loan Consultant
NMLS# 436009

2301 State Route 59, Kent, OH 44240

phone: 330-372-8354
mobile: 330-675-9120
fax: 330-372-2500
email: aupton@717cu.com



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gad@STAR.Realtor
(330) 494-5630



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MOR059_22

**GET connected
TODAY!**

The GAD's Corner

THANK YOU, STAR MEMBERS! I would like to extend our deepest gratitude to each of you who attended our recent event, "Conversations with your Congressman" featuring Bill Johnson. The turnout was incredible, and the enthusiasm and engagement demonstrated by the full house truly made the event unforgettable.

Your presence at events like this underscores your commitment to active civic participation and your dedication to staying informed about the important issues that affect our communities. The thoughtful questions, insightful discussions, and genuine interest showcased the true spirit of collaboration and democracy in action.

Check out these Upcoming Legislative and RPAC Events you will want to attend!

STAR Legislative Panel in Trumbull County

Join us for an enlightening and engaging discussion panel presented by STAR's Legislative Affairs Committee on October 6th in Trumbull County! Get ready to dive into crucial topics and take part in thought-provoking conversations that truly matter!

Our distinguished panelists will shed light on important matters that impact us all. This is your chance to be a part of a dynamic exchange of ideas and insights.

Best of all, it's a FREE event which includes a delightful Continental Buffet lined up to keep you energized and engaged throughout the event!!

Space is limited, so RSVP today to guarantee your place on this must-attend discussion panel. Let's come together to explore, discuss, and make a difference!

Special Thanks to Kristin Smith from Fairway Independent Mortgage for Sponsoring the Bill Johnson Event. Your support made this event possible, and STAR is deeply grateful for your dedication to fostering open dialogue and community engagement.



REALTOR Family Feud RPAC Event in Stark County

We're super excited to announce our Stark County RPAC Event! Prepare for a night of epic rivalry and side-splitting hilarity at our STAR REALTOR Family Feud and Comedy Show on October 18th!

Only 6 teams can step into the spotlight and compete for the ultimate real estate glory! But that's not all - enjoy a delectable dinner, explore our enticing silent auction, and indulge in a delightful journey through wine, beer, and liquor tasting.

Check out the Flyers included in this Newsletter for both events brought to you by your Legislative Affairs and RPAC Committees.



Brook Harless
Government Affairs Director

Contact for:
Government Affairs, RPAC, Legislative Committee

GAD@STAR.Realtor

Office: (330) 494-5630
Mobile: (330) 284-5979

Stonegate

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Andrea Hyatt

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5 Common Real Estate Safety Myths

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Most professionals believe these ideas will improve their personal security in the field. Sometimes, they're wrong.

Real estate brokers and agents have hyped certain safety protocols in an effort to beef up personal security in the field, but some of the ideas that have become popular in the industry don't necessarily make you less vulnerable to an attack. In fact, some may have the opposite effect.

It's not that these suggestions don't have any value in the pursuit of safer practices, but none of them are foolproof. You shouldn't rely too heavily on any one safety practice; to truly conduct business in a safer manner, you must incorporate a multitude of safety measures. As a longtime real estate safety educator, I offer these five personal security myths, along with my suggestions for how to work around them.

Myth #1: Meeting at the Office

The misconception: Meeting prospects at the office first will enable you to vet them properly and ensure you work with only legitimate clients.

The reality: While it's always a good idea to ask prospective clients to come to your office or meet in a public place before taking them out on showings, you are not equipped to properly vet prospects to determine whether they are criminals. Making judgment calls based on how a person looks, acts or talks is not a science, and while you may be able to spot obvious red flags during a face-to-face meeting, you cannot guarantee that a prospect won't intend to do you harm. Many offenders are repeat or career criminals, and they know how to present themselves in a manner that makes you feel comfortable and safe. Never consider yourself 100% safe after meeting with a prospect.

The solution: Asking for a prospect's ID and mortgage approval letter can provide some clues as to their legitimacy as a client, but you should do background research on new customers to get a fuller picture of who they are. Searching for them on Google is the typical place to start, but also search court records and public documents online as well as sites such as Anywho.com and Spokeo.com, which combine public records, social network information and other online references.

If you want to go a step further, some customer relationship management tools provide prescreened customer leads, using a program that conducts a soft background check on potential clients and delivers a report of the findings to you. Though this decreases the level of danger in the prospecting process, you must remain alert and vigilant once you begin working with a new client.

Myth #2: Code Words

The misconception: Using a code word is a good way to discreetly signal you're in distress.

The reality: Who doesn't know what the "red file" is? It's probably the most commonly used safety code word—and not just in the real estate industry—so you can bet criminals know what it means. Could you use a less conspicuous code word? Sure. But here's the problem with code words in general: In a perfect world, the person you're calling for help will immediately know that the code word means they should call authorities and have them dispatched to your location. That requires everyone at your office—brokers, agents and support staff—to be properly and uniformly trained on the code word procedure. How likely is that to happen?

The solution: Unfortunately, when you make that call using your safety code word, there's a high risk that the person on the other end of the line will have no idea what you're talking about. If you can safely make a phone call and talk to someone—even briefly—your best option is to call 911 and give police as much information as possible about your situation. If you can't speak freely, try using apps such as Life 360(link is external), which sends covert notifications to your predesignated contacts.

Myth #3: The Role of Technology

The misconception: Safety apps are a reliable security method in an emergency situation.

The reality: While apps are a good tool in the real estate professional's safety arsenal, the problem is that some

5 Common Real Estate Safety Myths...Cont.

agents rely solely on them for protection. But if you're in a situation where your cell phone isn't accessible, you lose a signal or a criminal takes your phone away, those apps become useless.

The solution: Safety apps should be part of a layered security plan for yourself and your business. They can be good tools to support a larger, holistic personal safety plan—but you should never rely on apps alone to save you.

Myth #4: Putting on Airs

The misconception: Dressing to impress will always attract the right customer.

The reality: For real estate professionals, the appearance of being successful is an important marketing tactic. Do you broadcast on social media how many millions of dollars in real estate you've sold? If you're a luxury agent, do you take marketing photos of yourself in a high-end car or in front of a mansion?

Wearing expensive jewelry, watches and other accessories, or carrying around costly gadgets such as tablets and high-end cameras, may project the image you want your clients to see. But it can also garner unwanted attention from criminals who see the cash you've got on you. If you think dressing to impress will only attract people who are qualified to work with you, you're wrong.

The solution: Dress professionally, but leave the bling and flash at home. And you typically don't need expensive devices—aside from your smartphone—when you're out on showings with a client. Limit the places you take your gear. While trend-conscious clients may appreciate your fashion forwardness, the people you want to attract will be more interested in your service than your cachet.

Myth #5: Avoiding 'Bad' Areas

The misconception: Avoiding working in the "bad" parts of town will lessen your odds of becoming a victim of an attack.

The reality: I always get agents in my classes who tell me they don't do business in dangerous neighborhoods and never work at night, so they feel safe. These same agents

also say they don't work with "strange" or "scary looking" people. As long as criminals are mobile, there is no safe part of town. Some areas may be safer than others, but agents need to be alert wherever they are. The worst thing you can do is let down your guard because you think you're in a nice neighborhood; some criminals target higher-end areas where they can find more valuable items. They also may perceive agents who work those markets to be wealthier.

Your prejudgments on what kinds of people look legit may also cause you to miss out on business. I always reference Sam Walton, the late founder of Walmart and Sam's Club, and his signature overalls and old pick-up truck. Many may have assumed based on his appearance that he couldn't afford high-end property. By the same token, famed serial killer Ted Bundy cleaned up quite nicely.

The solution: Instead of judging people or neighborhoods by their appearance, agents should rely on taking the proper screening steps and always trust their intuition, gut or instinct. We all possess a built-in warning system designed to protect us from danger. Too often, we ignore that feeling in the pit of our stomachs. If your body sends these signals, listen to them and get out of the situation. Do not try to rationalize your feelings.



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October

10/2	MON	10:00 am	Community Outreach
10/4	WED	9:30 am	Legislative Affairs
		10:30 am	RPAC
10/5	THURS	10:00 am	YPN
10/13	FRI	9:15 am	Affiliate

November

11/1	WED	9:30 am	Legislative Affairs
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11/2	THURS	10:00 am	YPN
11/3	FRI	9:15 am	Affiliate
11/6	MON	10:00 am	Community Outreach

December

12/4	MON	10:00 am	Community Outreach
12/6	WED	9:30 am	Legislative Affairs
		10:30 am	RPAC
12/7	THURS	10:00 am	YPN
12/8	FRI	9:15 am	Affiliate

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