

Why are Realtors a target?

1. Discussing the topic with many Realtors across America, the most common answer found to the question “why do you think there is an increase in violence against Realtors?” was that average consumers believe Realtors are wealthy, therefore, they are targeted. Although most agents are barely scraping by and many are having to choose between their cell phone bill and their used Lexus payment, faces on billboards look successful, so many Realtors believe they are vulnerable because agents are depicted as rich by media, movies, and the perpetual “it’s always a good time to buy/sell” smile on many Realtor faces.
2. What is the answer when there is no common thread between violent attacks? What do you do when you discover agents aren’t being attacked because they’re selling foreclosures, rather all types of properties? What do you do when you learn it’s not just women that are victimized and that someone can attack you even if they don’t have a weapon?
3. You prepare, you fine tune your gut instinct, and you learn everything you can about keeping yourself safe. Does that mean taking karate or using a buddy system? Possibly. Arm yourself with personal safety monitoring devices, they’ve become so inexpensive. Take lessons in self defense, especially from Realtor safety experts. Everyone is vulnerable, especially in a vacant home and leaving breadcrumbs behind to show someone “who did it” won’t cut it, so agents should all be prepared in advance and trust their gut instinct when something is off.