

WHAT SHOULD EACH LEVEL OF THE INDUSTRY BE DOING?

Either the MLS or the Association should provide a safety product; specifics on choosing a product are addressed in another section of this document. However, the product should be at no additional out of pocket cost to the member and stress safety as part of a community. The structure, the finances, and relationship between the MLS and the Association will determine which entity provides a safety system.

The MLS

The MLS is in a unique position to influence behavior and culture because of the frequency with which it has contact with agents. Additionally, the very nature and purpose of the MLS, Cooperation and Compensation, aligns well with the Cooperation and Collaboration paradigm needed to prevent crimes against agents.

Safety Fields

The following are a list of safety fields that should be included in the MLS. These fields should NEVER be visible to the general public. Each field has a specific purpose and is designed to allow the listing agent and buyer's agent to communicate and collaborate for safety. Additionally, adding these fields will serve as an additional reinforcement mechanism for behavioral and cultural change.

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Field Label	Field Definition	Simple Data Type	Lgt h	Group	Explanation
Cell Signal Strength	Tells the buyer's agent the quality of the cell signal at the property (Good, Fair, Poor, None).	String List, Single	10	/Listing	A property with poor or no cell signal represents a higher risk because of the inability of the agent to call for help or an accompaniment.
Cell Phone Company	The cell carrier of listing agent or individual reporting the quality of the cell signal	String	50	/Listing	
Other Homes visible from interior	Tells agents how visible people in the house would be from other houses (Good, Fair, Poor, None)	String List, Single	10	/Listing	Homes with poor visibility are higher risk because a predator's goal is to isolate the victim where cannot be seen or heard by others

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Exterior Light	Tells agents how well lit the exterior of the home is. (Good, Fair, Poor, None)	String List, Single	10	/Listing	Homes with poor exterior lighting are a higher risk because it decreases visibility
Interior Light	Tells agents how well lit the interior of the home is. (Good, Fair, Poor, None)	String List, Single	10	/Listing	Homes with poor interior lighting are a higher risk because it decreases visibility
Met Neighbors	This field communicates if the listing agent has met the neighbors (yes, no)	Boolean	10	/Listing	This field, the following 3 fields, and the visibility field are important because in an initial conversation an agent can use property and neighborhood information to make a meeting less attractive to a predator while making it more attractive to a legitimate buyer. For

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					<p>example, "I really like this home it has plenty of windows with great visibility and natural light, the listing agent said that she's met the neighbors and they said it's an active tight knit little community, in fact there's even a sheriff that lives there." These are all attractive criteria to a legitimate prospect, but very unattractive attributes to a predator.</p>
Neighbors said tight knit neighborhood		Boolean	10	/Listing	

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Neighbors said active neighborhood		Boolean	10	/Listing	
Neighbors said law enforcement lives in neighborhood		Boolean	10	/Listing	

Message of the day

The MLS's message of the day feature can be used to provide positive reinforcement to specific individuals for specific actions, to reinforce that safety is a prestigious and praise worthy activity, and to reinforce the messaging and efforts of the Association. Messages should be posted at least once per week. The following are examples:

- “Thanks and Kudos to Joe R for completing the safety fields for his new listing at 123 main street, anywhere.”
- Post a safety video in the MoD.
- Post a safety slogan from the Association.
- Post a “Thanks and Kudos” message about safety actions other than in the safety fields.

The Association

As the central point for the real estate community, the Association can have the biggest impact on culture. The Association should have an ongoing behavioral and culturally based safety program designed to create a self-perpetuating proactive safety culture.

Messaging

There are two central themes that should be employed in this initiative:

1. “Going Home Safe is a Member Benefit” has a primary purpose of establishing safety as a central purpose of the association. Variations and sub headings of this theme will also serve to put forth the message that the value of the association is the community it provides.
2. “Stand by Me” has the primary purpose of establishing that each agent’s safety is dependent on every other agent. By focusing on the cooperation and collaboration needed to keep the entire community safe, the natural tendency of a person to believe “that it will never happen to me” is avoided. Consequently, the messaging intentionally targets the 80% of members that rarely participate while still appealing to the 20% that regularly participate.

Additional messaging that follows the “Stand by Me” theme:

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- “At (name of the association) you are our value”
- “What’s saving a life worth?”
- “Our value is you”

Pieces of the puzzle

Safety Awards

The Association will need to establish 2 safety awards, one for an individual and one for a brokerage. The purpose of the safety awards is to firmly establish that the Association feels that taking responsibility for your own safety as well as the safety of your colleagues is a prestigious endeavor worthy of recognition.

Virtual Rewards

The Association should create a method for providing agents with virtual rewards for each safety action in which the agents engage.

Safety Coins

The Association should have safety coins made that can be handed out as a reward. These coins serve an additional purpose if the association operates a store.

Safe Association Partners

In addition to providing positive reinforcement through “Thanks and Kudos” messages, periodically agents should receive something tangible as a reward. This is called variable rewards and dramatically increases the effectiveness of behavioral and

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cultural change programs. The association should get no less than 5 local business to participate in a Safe Association Partner program. There is NO cost to the partner to participate. The association should make nothing from this program, the purpose of the Partner Program is to provide positive and variable reinforcement to agents for engaging in behaviors that help keep the themselves and every other agent safe.

Reach out to a few local businesses such as restaurants, entertainment, printers, sign companies, etc.... Advise them to structure their offer to drive new business not to cannibalize existing business. The following are some ideas for coupons:

- Free Appetizer with the purchase of two entrees
- Free Popcorn with the purchase of two movie tickets
- 10% off your first order (ideal for printers, sign makers, etc.)

It's also a good idea to have the association participate in the partner program. The following are some ideas about possible ways to participate:

- Members can use safety coins to get discounts at the association store.
- Members can purchase safety coins to give to other members (brokers can purchase to give to agents)
- Members can use safety coins to receive discounts on CE credits from the association.

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Safety Gifts

The association should have tangible awards of measurable value such as movie tickets, \$10 gift cards, etc... that should be awarded weekly to an agent for helping another agent.

Public Thanks and Kudos

“Thanks and Kudos” are messages that give credit to specific individuals for specific actions. Messages should appear regularly in newsletters, weekly updates, social media, billboards, etc....These serve 3 functions:

1. They provide positive reinforcement to specific individuals.
2. They reinforce that an agent can gain status by engaging in safe practices.
3. They act as a general reinforcer of safety messaging.

Top 5 lists

“Top 5s” are messages that give credit to up to 5 individuals or brokerages for cumulative actions. Messages should appear regularly in newsletters, weekly updates, social media, billboards, etc....

These serve 3 functions:

1. They provide positive reinforcement to specific individuals.
2. They reinforce that an agent can gain status by engaging in safe practices.

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3. They act as a general reinforcer of safety messaging.

Safety Content

The Association should have sufficient safety content to be able to have a different safety video every week without needing to repeat videos during the year, so there should be at least 52 videos in total available. This safety content should follow the safety education curriculum laid out in this document. These videos should also mirror the content of safety classes so that the weekly safety video serves as an educational reinforcer as well as a regular safety messaging.

A link to a full video library that your association and brokers may use at no cost is included in Appendix A: Safety Resources of this document.

Safety Classes

The Association should offer safety classes every month. These classes should meet the safety curriculum laid out earlier in this document. Information on obtaining curriculum for a 1, 2, and 3-hour version of Safe Selling class, train-the-trainer classes, and assistance in obtaining CE certification for these classes in your state can be found in Appendix A of this document. These services are provided at no cost.

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Program Coordination and Implementation

The most effective programs are ones where each layer of the industry stack supports and reinforces the efforts and messaging of the layers above and below it.

Such that:

Layer	Supports and reinforces the efforts of:
MLS	Association
Association	MLS and Brokerage
Brokerage	Association and Agents

Fitting the Pieces Together

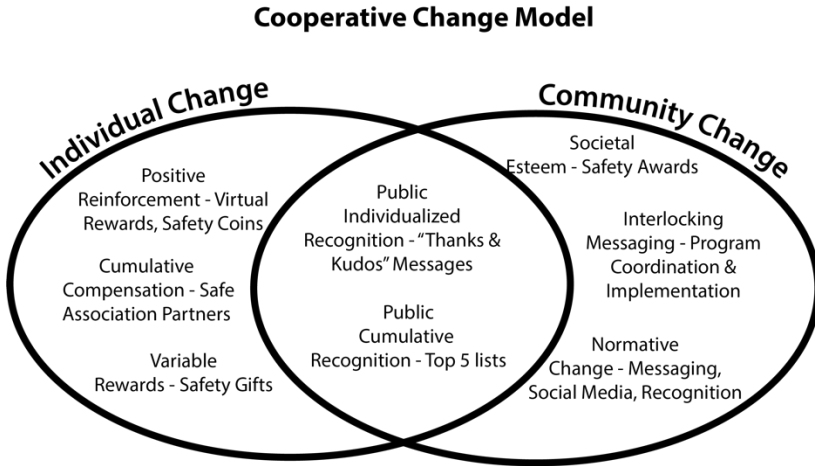
Utilizing the Cooperative Change Model as a template, the association should create it's "Going Home Safe is a Member Benefit" program that includes regular "Thanks and Kudos", variable reinforcement, education, educational reinforcement, safety awards, and partners. The program should require no more than 1 hour per week of staff time to implement.

When the program is designed accompanying guides should also be created for brokerages and the MLS, so that efforts and messaging between all three layers are supporting and reinforcing the other layers, creating the congruency mentioned earlier.

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At the top of the following page is a sample diagram of how the “pieces” mentioned previously fit into the Cooperative Change Model:



The Brokerage

The brokerage has the biggest impact on agent’s behaviors, habits, and attitudes; it’s commitment to safety is invaluable...and success could mean the difference between one of your agents going home safe or not going home at all one day. The brokerages’ efforts and messaging should reinforce the efforts and messaging of the Association, that reinforcement will also work the other way. The following are efforts that can be done at the brokerage level to bring about behavioral and cultural change:

5 Minutes at every Sales Meeting

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Commit to spending 5 minutes out of every sales meeting on safety. By showing one safety video and giving one person in the room public kudos for something safety related, these efforts and similar efforts at the association will amplify each other.

Make Safety a regular part of daily interactions

It's fairly common for agents to ask the broker and/or the more seasoned agents in your office for advice of all types. If the broker and the more seasoned agents at the brokerage add safety-oriented questions and comments to their regular daily interactions, the safety efforts of the brokerage and the Association are greatly enhanced. The following are some examples of how safety can be added to regular interactions:

- When an agent asks a question regarding a new prospect, in addition to asking if they have gotten the prospect qualified also ask if they did an EAR checklist (See page 50) on the appointment.
- If an agent tells a broker about an upcoming showing with a new prospect in a rural area the broker should ask them if they have checked the safety fields and/or contacted the listing agent to find out how the cell signal is at the house.

The Association Safety Committee

Many associations around the country have implemented safety committees. Unfortunately, more often than not, those safety

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committees fade after a meeting or two because they don't know what they should be doing. This document has laid out safety best practices, and how to best influence behavior and culture as it relates to safety. This section will talk about how to implement a safety committee and what that committee should be doing on a regular basis.

Once the committee has formed in a manner consistent with the association bylaws, the following tasks should be executed:

1. The Committee should develop a comprehensive program for implementing behavioral and cultural change as it relates to safety. This plan should follow the guidelines for behavioral and cultural change laid out in this document.
2. The Committee should examine and choose safety curriculum for the association and oversee CE accreditation for that curriculum. This curriculum should focus on crime prevention and should have accompanying educational reinforcement materials such as videos.
3. The committee should obtain board approval for the plan if needed.
4. The Committee should organize a meeting with the MLS, brokers, and key influencers to go over the plan, obtain their input and buy in.

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5. The committee should evaluate and make recommendations for safety products in accordance with the guidelines laid out in the section of this document entitled “How to Evaluate Safety Products”.
6. The Committee should execute and, where needed, oversee putting the resources in place to execute the plan (i.e. obtaining safety partners).
7. Once the plan has been started the committee should oversee its implementation.
8. Individuals should be chosen to track social media, broker engagement, and agent engagement.
9. Reports should be made at each monthly committee meeting.
10. The Committee should make adjustments as needed.