

# REALTOR® Safety Alerts



## Parties for Possible Notification

1. CEO, Legal, All Staff
2. President, Exec, BOD
3. County VPs, Chapter Leadership
4. Membership
5. NYSAR
6. NAR
7. Local Govt/Law
8. Public

## Communication Channels

1. Stratus Pop-up – News Item
2. LIBOR Website\*
3. Social Media\*
4. Member Email
5. Text Alert\*
6. Phone Call

\*Use #RealtorSafetyNetwork hashtag

### **When an Alert is received from NAR, NYSAR, Law Enforcement/Govt Agency**

1. CEO, Legal Counsel and/or President determine which parties should be notified and determine appropriate Communication Channels for the Alert.
2. Communications Staff utilize the appropriate Communication Channels
3. Updates to original Alert will be sent through the same Communication Channels

### **When a Report is received from Member(s)**

1. Members are urged to call 9-1-1 if they do not feel safe
2. Gather as much information as possible
  - a. Name of Member giving Report
  - b. Phone number or other contact information of Member making Report
  - c. Detail about the person, place or incident that raises safety concern
3. CEO and/or Legal Counsel determine if person, place or incident in Report poses risk to other Members, Staff or Public and whether it meets the criteria for a NAR Safety Alert
4. If risk is posed, CEO and/or Legal Counsel determine which parties should be notified and determine appropriate Communication Channels for the Alert
5. Communications Staff utilize the appropriate Communication Channels
6. Updates to original Alert will be sent through the same Communication Channels

*LIBOR Members – To report an incident call (631) 661-4800, select Option 1 to be connected to our Customer Service Department. You can also email us at: [safetyalert@lirealtor.com](mailto:safetyalert@lirealtor.com)*

**NAR will issue safety alerts only  
in instances where a threat to REALTOR® safety warrants national attention.**

Qualifying Incidents - The following incidents will be considered for a REALTOR® Safety Network alert by NAR:

- There is a widespread threat of some type affecting REALTORS®.
- A REALTOR® or the immediate family member of a REALTOR® is missing and there is an open police investigation and the family seeks NAR's assistance in publicizing the incident.
- NAR learns that the association name or the names of its programs are being used fraudulently through a phishing scheme to attempt to collect money or information from REALTORS® or others.

**Members and AEs can notify NAR about potential safety issues** using an [incident form](#). For reports about assaults against REALTORS® and missing persons, NAR requires basic details about the case (who, what, when, and where) and the name and contact information for law enforcement. For reports of phishing scams, NAR requires a copy of the email or web page that is using NAR's name or the name of its programs fraudulently.

## Content of Alerts

Alerts are issued via Facebook.com/nardotrealtor and other main social channels, as well as to Communications Directors and AEs through their closed Facebook groups.

Alerts are neutral in tone, not judgmental, and do not offer legal advice. They include basic facts about the situation; a law enforcement contact, if applicable; and a standing “Alert!” graphic.

NAR does not include names of suspects/perpetrators unless those persons are named in a law enforcement document related to the incident.

If there’s a local police website or news report that provides more detail, a link to that information is included. Every alert is review by NAR’s legal team before it is posted.

## Incidents That **Do Not Qualify** for an Alert\*

NAR will not issue REALTOR® Safety Network alerts in the following instances:

- Safety incidents that are not tied to a REALTOR®’s work situation, e.g., domestic violence reports.
- Missing persons reports involving a REALTOR® or the family member of a REALTOR® in which the family doesn’t want NAR to issue an alert.
- Reports of a potential hazard that are local in nature (e.g., an assault, suspicious behavior during a home search, environmental hazards near a listing) In these cases, NAR will reach out to ensure the local association has the information to issue an alert locally, if appropriate.
- Missing persons reports that don’t involve a REALTOR® or immediate family member of a REALTOR®.
- Missing pet reports.
- Email messaging that inadvertently uses NAR or its trademarks incorrectly but there is no attempt to defraud recipients. Senders will be sent a cease-and-desist letter.
- General concerns about community safety.
- Reports warning other REALTORS® about deadbeat tenants or clients. If a real estate professional has obtained a judgment against a former tenant or client, NAR will ensure the local association has the information to issue an alert locally, if appropriate, based on the facts. Local associations should not disclose whether an individual has filed for bankruptcy, as there are penalties related to stigmatizing a debtor.
- Complaints about the behavior of REALTORS® in the line of work. Generally, anyone submitting incident reports of this nature will be encouraged to contact the local association or, if appropriate, local law enforcement.

\*In the event a LOCAL incident related to any of the above scenarios is targeted to our specific geographic area, you must complete a REALTOR® Safety Alert Form and submit it to [safetyalert@lirealtor.com](mailto:safetyalert@lirealtor.com) for consideration.

