



DMAAR Safety Initiative – Frequently Asked Questions

July 16, 2015

Q: What is the DMAAR Safety Initiative?

A: The Des Moines Area Association of Realtors is rolling out a three-step approach to safety. The first and second steps are optional pledges by local real estate companies and real estate agents to work towards safe showing and open house practices. The third, and somewhat revolutionary step is an optional contract between a seller and their listing broker to only allow their home to be shown to people that have been previously identified. In other words, a seller can demand that no stranger is allowed in their home during the listing period.

Q: Why now?

The real estate industry is statistically very safe for Realtors, buyers and sellers. However, there are in fact times, especially in today's age of speed, and social media, that real estate agents find themselves in an uncomfortable, and on rare occasion an unsafe situation because they're alone and face-to-face in a property with someone they don't know. Today, we take a very big step, as a collective group of companies, agents and customers, to help keep everyone and everything just a little bit safer in the practice of real estate.

Q: Is this a local effort only, or one being done across the country?

A: Iowa is safe and Des Moines is safe, it's one of the things that makes this a great place to live. However, this is a need that our industry has recognized for some time, and we believe this is the first-in-the-nation effort of this kind. And, like with many good ideas developed here in Iowa, we fully expect the rest of the country to follow suit.

Q: What is the broker safety pledge? Is this optional for brokers to sign?

The **Broker Safety Pledge** is a single document which says that we, as brokers and companies, support our agents and customers in the awareness, education and execution of safe showing practices every single day. This is an optional pledge, yet early indications are that every broker/real estate company within DMAAR will likely sign it.

Q: What is the Realtor® safety pledge? Is this optional for agents to sign?

A: The **Realtor® Safety Pledge** is a simple, yet powerful way for an agent to commit to safe showing practices:

Because I owe it to myself, my family, my colleagues and my clients to implement safe showing practices, I pledge not to show any home to a stranger without first meeting them at the office or a public place and asking them to submit identification.

Starting tomorrow, we're going to ask all of our Realtors to sign this optional Realtor Safety Pledge, and based on what we're hearing from our agents we expect full participation. There's also some language on how to be safe in our personal marketing, and at open houses, but the main focus of the Realtor Safety Pledge is to only show homes to previously identified individuals. In other words, someone you already know, or have met at an office or coffee shop first, or someone who has been referred to you by someone you know.

Q: What is the Listing Safety Form? Is this optional for agents to present and sellers to sign?

The optional **Listing Safety Form** gives sellers the right, and agents the mandate, to only show the home to buyers that have been previously identified. This is entirely optional for agents to present to sellers, and for sellers to sign. However, we expect many agents and many sellers to implement this immediately. It's an actual contract between the seller and the listing broker, and it contains the following language:

*I hereby request that my property be shown only to prospective buyers who have been properly identified and desire to include the following language on my MLS showing instructions. **Seller requests showings ONLY to identified buyers.***

Q: What's next?

A: Tomorrow, on July 17th we will ask all DMAAR Realtors to sign the optional Realtor® Safety Pledge via the Web site www.DmaarSafetyPledge.com. Then, beginning the week of July 20th, all DMAAR brokers will have access to the new Listing Safety form, and they can distribute to their agents so they can, optionally, present it to their sellers. And of course, there will be an ongoing campaign to educate Realtors and Sellers on the benefits of this program, as well as safety in general.

Q: Who can I go to if I have questions?

A: The broker for each real estate company/office will be your best source for information on this program. At the DMAAR level, you can contact:

Cindy Pelz, DMAAR Executive Officer
cindy@iowarealtors.com
515-309-9336

Robin Polder, DMAAR President
rpolder@dsmhomes.com
515-306-0715

Dylan de Bruin, DMAAR Safety Committee Chairman
Dylan@c21sre.com
515-291-1006