

Safety tips for real estate agents

Safety and security tips for estate agents to keep in mind when showing houses.

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Show houses are one of the most effective marketing tools for estate agents to get a face-to-face opportunity with prospective buyers. However, it also comes with potential security risks, making it important for agents to take the necessary precautions. REMAX SA recommends the following safety precautions.

Appointment-only show house

If possible, estate agents should opt for an appointment-only show house instead of allowing unrestricted walk-ins. Not only will this help mitigate safety concerns, but it can also help agents prioritise quality leads. Buyers who take the time to book a viewing in advance are more likely to have a genuine interest in the property, giving agents a better opportunity to focus their time and attention on serious prospects.

Keeping a record of all attendees

Keeping a record of all attendees, including their names and contact details, as well as the location, date and time of the show house. Share this information with a colleague at the office and ensure that all personal information is handled in accordance with POPIA requirements. Additionally, requesting proof of identification before arrival can help ensure the name they provide matches their actual name.

Keep entrances secured

Instead of leaving gates and doors open during the viewing, keep entrances secured and let visitors in as they arrive. If you're concerned that buyers may struggle to spot the property, use a clearly visible yard sign or balloon to guide them to the right home. It is also a good idea to share your live location with a colleague, friend or family member so that somebody knows where you are, and send them updates regularly.

Two agents present

Having a colleague accompany you to the show house adds an extra layer of security. With two agents present, you can keep a closer eye on visitors, manage different areas of the property, and have immediate support if an uncomfortable or potentially unsafe situation arises.

Remain vigilant

Lastly, remain vigilant throughout the viewing. Walk behind visitors instead of in front of them when showing them through the property and make sure your phone is charged and easily accessible.

A successful show house should not come at the expense of personal safety. By putting a few simple precautions in place, agents can focus on showcasing the property while creating a safer environment for themselves.

Issued by Kesia Cloete