



Beverly Carter Safety Certified Office Program

In memory of our colleague Beverly Carter the Arkansas REALTORS® Association Safety Task Force and the Carter Family challenge each office to keep safety in the forefront of Real Estate business at all times. We encourage every Real Estate Company and office to become a Beverly Carter Safety Certified Office.

To become a Beverly Carter Safety Certified Office each Broker, Owner, Office must do the following:

1. Encourage entire office to take the ARA Safety Pledge
2. Discuss some type of safety / safety awareness topic at every sales meeting
3. Utilize ARA Safety Best Practice Guidelines (i.e client intake form and photo id)
4. View all the ARA safety video at least once per year
5. Implement office Buddy System and Distress Signal process
6. Develop and utilize "Safe Harbor" locations throughout your market area
7. Entire office take ARA annual safety quiz
8. Encourage Agents to visit the ARA Safety Web site on a regular basis
9. Identify an office Safety Leader for your office

Submit Certification Application to ARA Safety Task Force

Guidelines

1. The Arkansas REALTORS® Association pledge is located in this document as attachment #3. For your office to meet this requirement we ask you share this with all your agents and support staff on an periodic basis and encourage your staff to take the ARA Safety Pledge. There are no minimum requirements of the number of people who take the pledge. You as Broker –Owner are encouraging agents to review and take the pledge.
2. The intent of this requirement is to have some type of safety awareness tip or discussion every time you have a meeting or get together. This can be a two sentence tip of the week or hand out one of the ARA safety checklists. This is not meant to be a long discussion of safety, albeit we encourage safety discussions to help protect our REALTOR® members. Statistics tell us ongoing but short discussions of safety awareness keep overall safety in the forefront of people thoughts. On the ARA website under the safety tab there is a list of 56 NAR safety tips (one line action items). This is a great resource to use on an ongoing basis.
3. ARA has developed a Safety Best Practice Guideline booklet available for download on the ARA web page under the safety tab. This is a great guide to share with your staff for ongoing reference and reinforcement, and can be used to point out a safety awareness topic at your weekly/periodic sales meeting. As part of this Best Practice Guideline you will find a client intake sheet along with many other safety related information we encourage you to share.
4. The ARA videos cover all aspects of safety and safety awareness for REALTORS®, Buyers, Sellers, and the general public. These videos run between four and seven minutes and are a great resource for your staff. This requirement requires you to show all the videos at least once per year over the next twelve month period to your REALTORS®.
5. We strongly encourage your agents to have both a virtual and live Buddy. The requirement for the program also includes your office to implement and practice an office distress signal process. For additional information please see the ARA website or contact one of the ARA Safety Task Force Members. There is a video tape on the Buddy System in addition to information in the ARA Safety Best Practices Guideline booklet.

6. The Safe Harbor program is where you work in conjunction with other Broker/Owners and Affiliates to make their locations a “Safe Harbor.” This is a location where agents can meet at this safe location to meet first time clients and obtain new client intake sheets, send driver’s license and other information about first time clients back to their “Safety Buddy” or real estate Office. Please see the attached Safe Harbor information sheet and application located in this document as attachment # 2. Note: your office must become a Safe Harbor location as part of the Beverly Carter Safety Certified office, however a real estate office or affiliate location may be a Safe Harbor location and not participate in the Beverly Carter Safety Certified Office Program.

7. On the ARA website under the safety tab there is a short quick safety quiz. This quiz will be updated periodically; the requirement is to utilize this safety quiz at least once per year with your REALTORS®. There are no minimum test scores and the results are not monitored by the Safety Task Force. Our goal is to keep safety Best Practices in front of everyone.

8. The ARA website has a tremendous amount of Safety and Safety Awareness information. We encourage you to visit this often. This requirement is for you to share where to find this data on the ARA site and encourage your staff to visit this site on a regular basis. There is no requirement or tracking mechanism in place, we just want to make sure everyone knows about the resource and is promoting utilizing this on a regular basis.

9. The ARA Safety Task Force would like to have a contact that will be the key Safety contact for your office. We do not expect this person’s time to be negatively impacted, we are just looking for a designated person to receive updated safety information from the task force.

Submit your Beverly Carter Safety Certified Office application to Emily Morgan at the ARA office (emily@arkansasrealtors.com) Application attachment # 3



Arkansas REALTORS® Association

Beverly Carter Safety Certified Office Program

Application Form

Company Name: _____ Phone: _____

Owner/Broker: _____ Phone: _____

Safety Contact: _____ Phone: _____

Safety Contact: _____ Email: _____

Company Address: _____ City: _____

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Sign: _____ Date: _____

Print Name: _____

Arkansas REALTORS® Association

Safe Harbor



Application Form

Safe Harbor Guidelines:

1. Visibly display the REALTOR® Safe Harbor participation logo at my business.
2. Allow the location of my business displayed on maps and mobile applications indicating our participation in the Safe Harbor program.
3. Allow REALTORS® from any company to use reception space to meet new clients and verify their identities.
4. Treat all REALTORS® utilizing the program with respect and care.
5. Provide REALTOR® Safety prospect information and client intake form to REALTORS® upon request.

Company Name: _____ Phone: _____

Safety Contact: _____ Email: _____

Company Address: _____ City: _____

Sign: _____ Date: _____

Print Name: _____

Arkansas REALTORS® Association Safety Pledge

I pledge to always remember that safety will be my top priority each day and that I am responsible for my own, in part for my client's, and the general public safety. I will not compromise this for time, money, or any other reasons as my health and safety is priceless. I commit to keeping the Beverly Carter "Safety Best Practices" in the forefront on my thoughts and practices.