



For Immediate Release

CONTACT:

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

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

Brennan Buckley, Media Relations
bbuckley@iowarealty.com
515-971-3879

Des Moines Area Association of Realtors (DMAAR) Launches Nation's First Multi-level Safety Initiative

Des Moines, IA – July 16, 2015: The Des Moines Area Association of Realtors is rolling out a revolutionary 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 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.

“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,” said Robin Polder, President of DMAAR and practicing real estate agent.

“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,” added Dylan de Bruin, Chairman of the DMAAR Safety Committee.

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.

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.*

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.***

Tomorrow, on July 17th, all DMAAR Realtors will be asked 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.

###

About the Des Moines Area Association of Realtors®

Founded in 1921, The Des Moines Area Association of REALTORS® is the voice for real estate in the Des Moines Area, elevating professional services of our members as they meet the needs of their customers and our community.