

## **DMAAR REALTOR SAFETY COMMUNICATION PLAN**

The DMAAR board has created a "Potential Safety Threat" communications channel and protocol for the dissemination of information in a uniform and controlled channel to allow for rapid dissemination of potentially critical information while minimizing unnecessary creation of fear, and providing a filter for unnecessary notifications that dilute future important messages.

### **Proposed "Safety Notifications Team": SNT**

- Current DMAAR President
- Current Safety Chair(s)
- Staff: Cindy Pelz & Nick Allen

DMAAR Safety Mobile Text Alert App **213-263-3553** and the email [DMAAR@mobile-text-alerts.com](mailto:DMAAR@mobile-text-alerts.com)

### **LEVEL 1**

#### **Suspicious Activity or Notification of Lewd, Inappropriate, or Suggestive activity by an individual**

Example 1: Prospects viewing multiple properties while refusing to be Identified and only requesting female agents.

Example 2: Call to agent with offensive or suggestive language

Example 3: Suspicion of Theft from a listing, or repeated suspicious, lewd or suggestive activity by an individual.

Agent or Broker should call local law enforcement

Agent or Broker should send a text message to **213-263-3553** and a full detailed email to [DMAAR@mobile-text-alerts.com](mailto:DMAAR@mobile-text-alerts.com)

SNT to Take the following Actions:

- Contact authorities if appropriate.
- Email board members (broker and agents) with notification of suspicious activity and request further information from Realtors on any other similar activity.
- Text Message to all members notifying them of Potential Danger and to read email notification.
- Provide follow up info to members by email as new info becomes available.

### **LEVEL 2**

#### **Notice of Direct Threat or Direct Danger to Realtors**

Example: Direct Threat, Attempted Assault, or Attempted/Intended Act with Malicious Intent

Agents and Brokers should immediately call 911 if an immediate threat or crime has been committed and/or if they feel they are in imminent danger. In order for the board to disseminate pressing info to its members, Agents and Brokers should then immediately notify the SNT by sending text message to **213-263-3553** and a full detailed email to

[DMAAR@mobile-text-alerts.com](mailto:DMAAR@mobile-text-alerts.com)

SNT to take the following actions:

- Notify authorities of threat or danger
- Email all board members (brokers and agents)
- Text all board members (brokers and agents)
- Provide follow up info to members by email as new info becomes available, and or by text system if imminent danger or threat continues or escalates.

*Note: In the event of an inappropriate call, agents are encouraged to dial \*57 immediately after the caller hangs up in order to help lock in the dialer's information for future police investigation (if necessary).*