



Member Safety Survey Results

Fall 2023



Executive Summary

REALTOR® safety is a top priority for the Canadian Real Estate Association (CREA). Whether REALTORS® are communicating in-person or online, there are steps members can take to encourage a safe work environment.

While searching for statistics about safety in the real estate industry, CREA uncovered a significant gap in Canadian data and found sources primarily relying on U.S. statistics, or other industries. To address this, CREA conducted a survey amongst a sample of its members in the fall of 2023, with three key objectives:

1. collecting and distributing data on REALTORS® in Canada safety practices;
2. raising awareness about the importance of REALTORS® safety; and
3. gathering insights for the development of tailored safety resources (including learning and development courses).

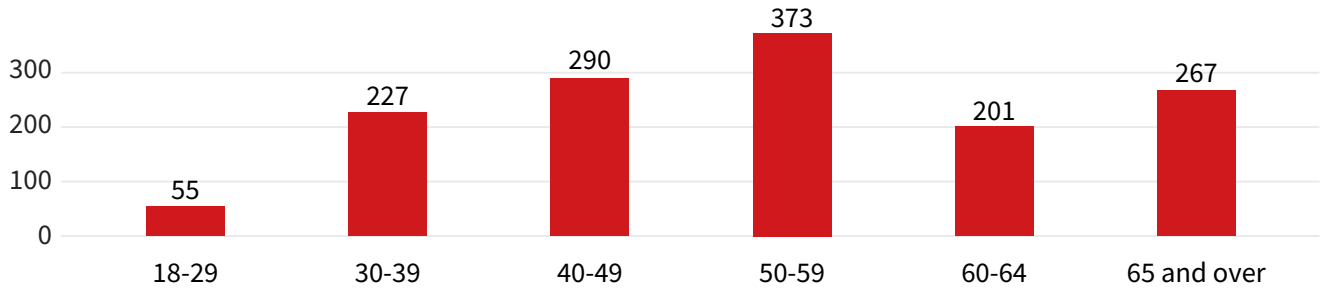
The survey results revealed potential risks to REALTORS® such as identity theft, robbery, assault, and other crimes. While 54.9% have implemented some personal safety protocols, the survey shows 45.1% of respondents lack preparedness. This underscores the importance for CREA and the real estate industry to play a more active role in raising awareness and promoting the adoption of safe practices.



Survey Results

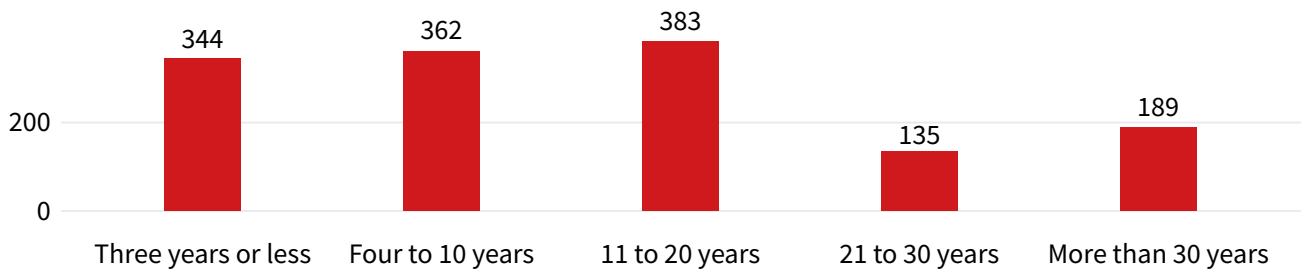
1. Please identify your age group

1,413 Responses



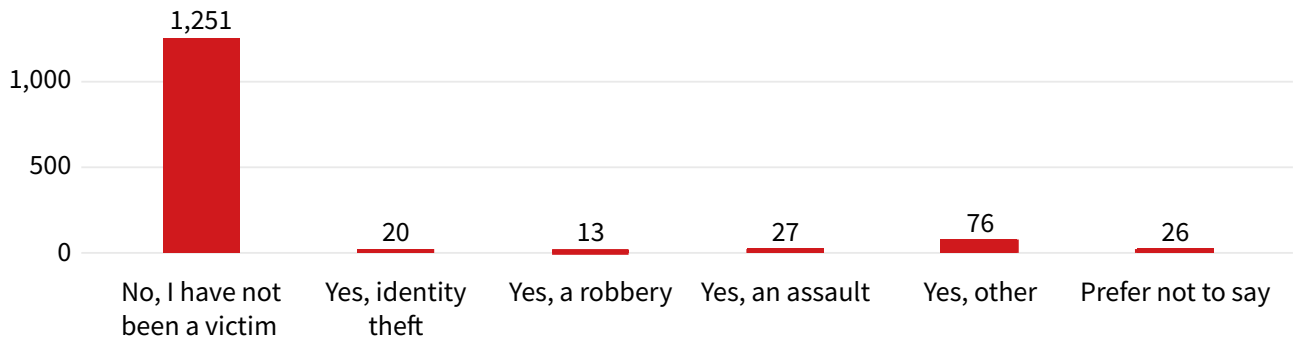
2. How many years have you worked in real estate?

1,413 Responses



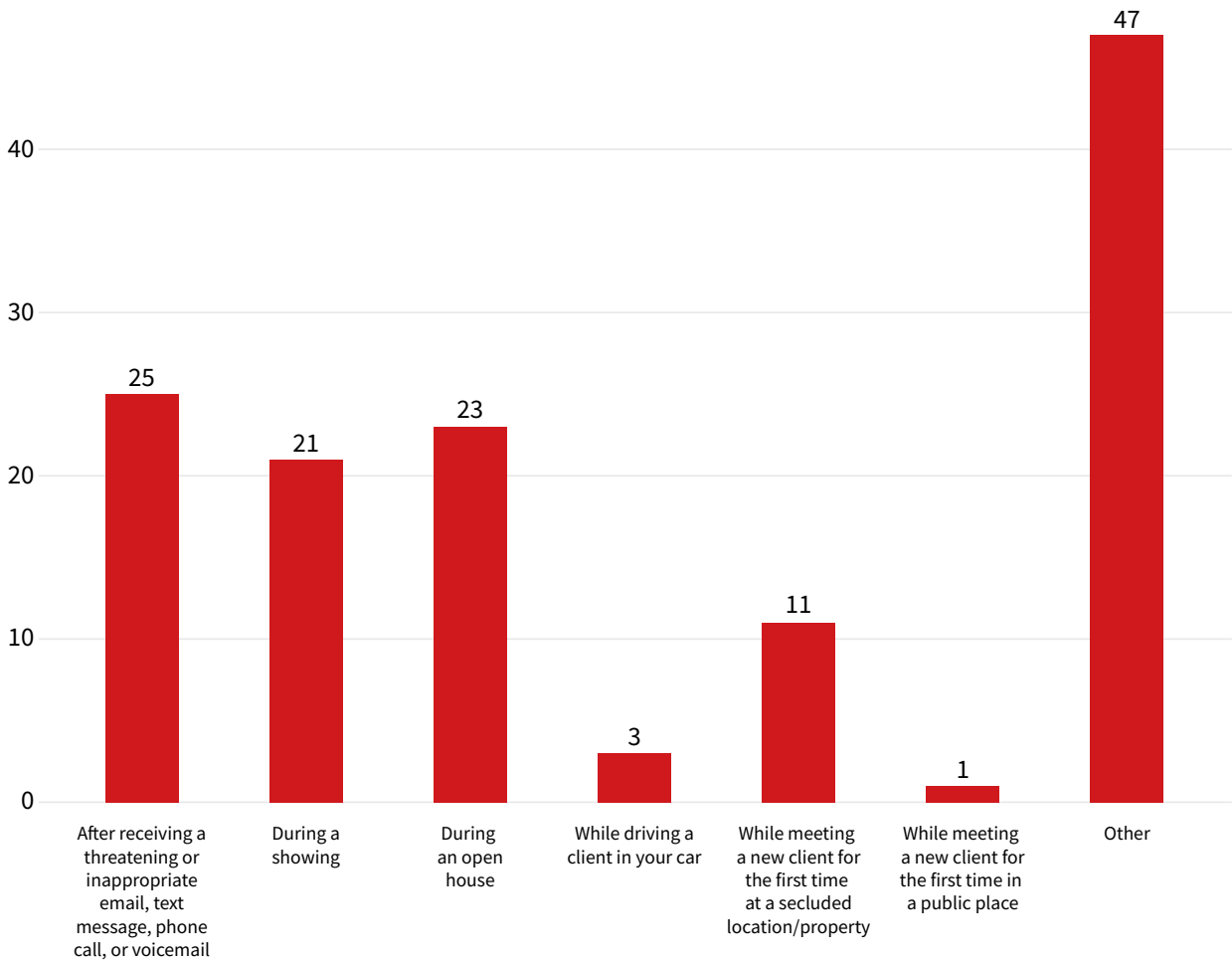
3. Have you ever been victim of a crime while working as a REALTOR®?

1,413 Responses



4. Where and when did the crime occur?

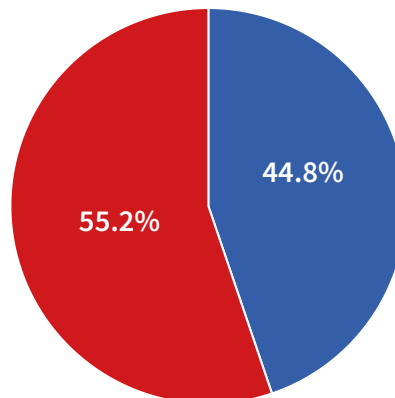
131 Responses



5. In the past 12 months, have you met a new or prospective client alone at a secluded location/property?

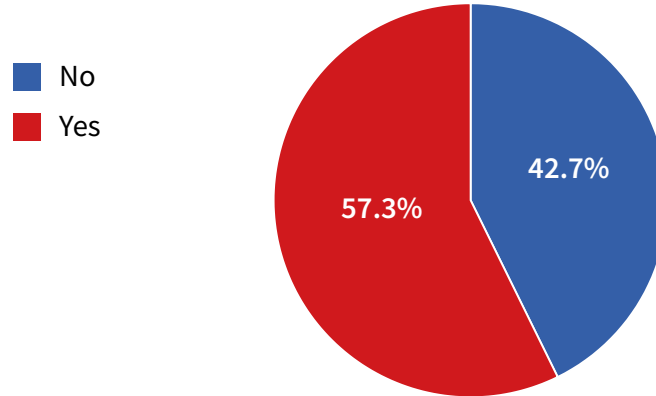
1,393 Responses

■ No
■ Yes



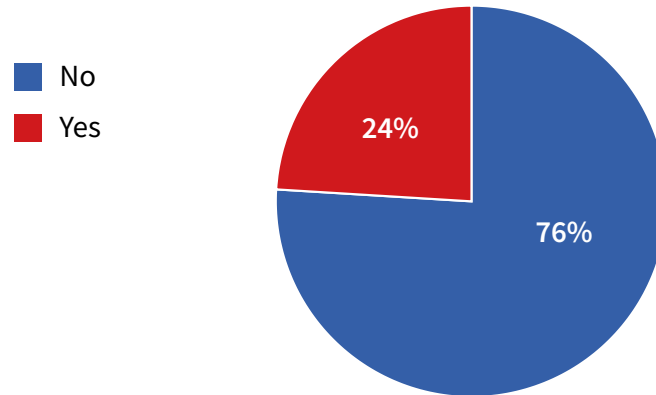
6. In the past 12 months, have you hosted an open house alone?

1,393 Responses



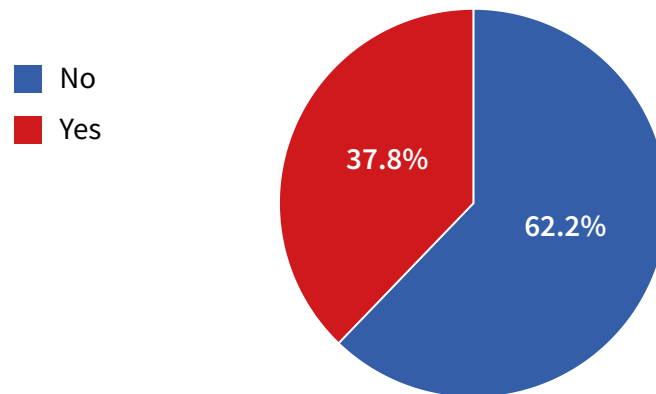
7. Did you feel unsafe while hosting an open house alone?

795 Responses



8. In the past 12 months, have you shown vacant properties in areas with poor or no cellphone service?

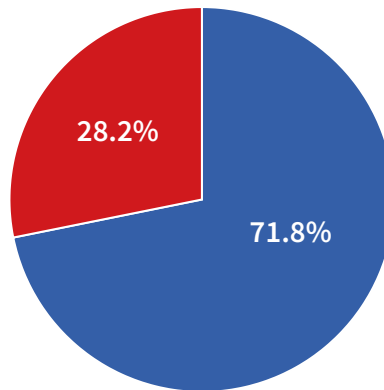
1,381 Responses



9. Have you ever participated in a self-defense class?

1,381 Responses

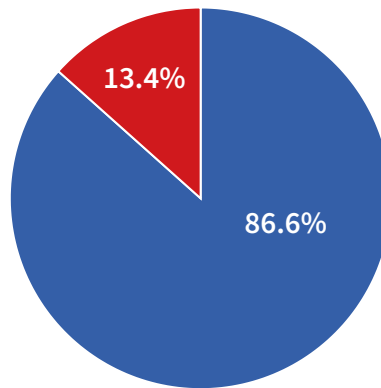
■ No
■ Yes



10. Do you carry self-defense tools?

1,381 Responses

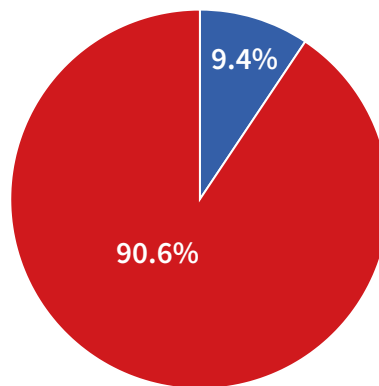
■ No
■ Yes



11. Have you advised clients selling their home to keep certain items safe during open houses and viewings?

1,376 Responses

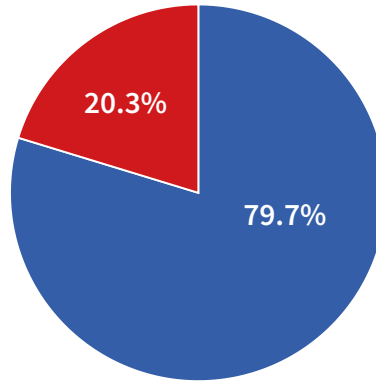
■ No
■ Yes



12. Do you use apps for safety while on the job?

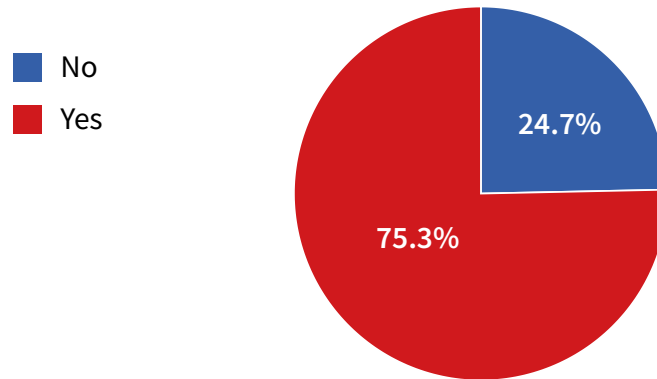
1,376 Responses

■ No
■ Yes



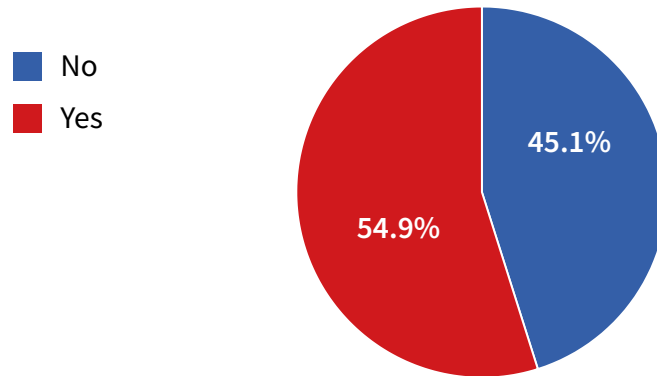
13. Do you notify a spouse, friend or family member of your location before showing a home?

1,354 Responses



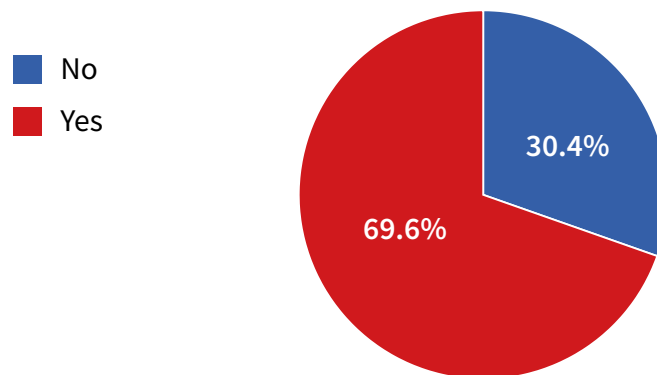
14. As a REALTOR®, do you have any personal safety protocols in place?

1,354 Responses



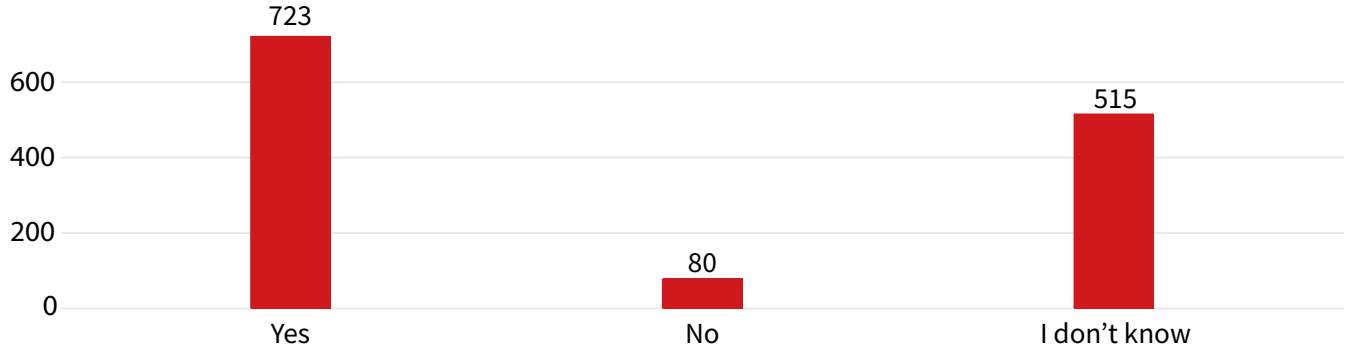
15. Are you consistent in following your safety protocols with every client?

724 Responses



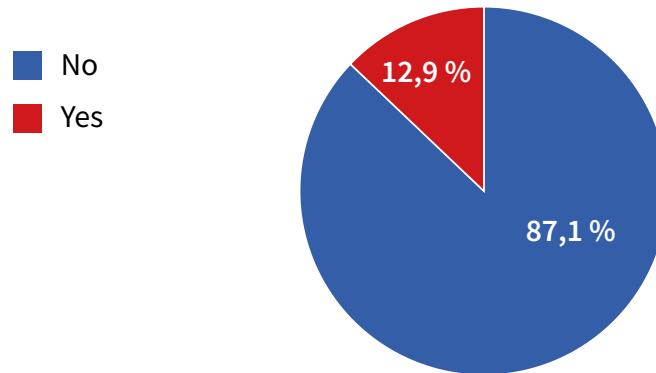
16. My real estate office has a standard procedure for safeguarding and properly disposing of client data and client information.

1,318 Responses



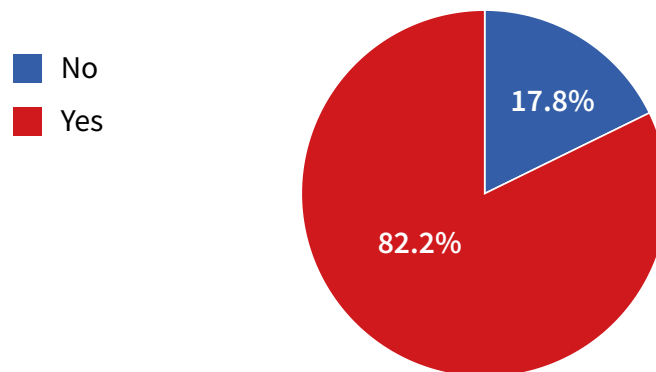
17. Have you ever taken a REALTOR®-specific safety course?

1,318 Responses



18. Did you feel more comfortable and better prepared for unknown situations after taking a REALTOR®-specific safety course?

169 Responses





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REALTOR®. Member of the Canadian Real Estate Association and more.