

Door-to-Door Neighborhood Farming Safety

Door knocking can be a great way to generate leads and learn how to sell real estate. Make a Safety PLAN to help keep you safe while you canvas a neighborhood.

Prepare

Look confident

Avoid risk

Never assume it won't happen to you

Prepare

- Ensure you have a 'buddy' and they know the estimated time and route of your round. Ensure they have your contact number and that you contact them when you have finished or if your plan/route changes.
- Have a procedure in place for your buddy to activate if you cannot be contacted, including contacting your next of kin and taking other steps to locate you such as contacting your broker.
- Consider carrying a personal safety alarm, which can be used to shock and disorientate an attacker giving you vital seconds to get away.
- Have an alert system in place to raise the alarm with colleagues, such as making a phone call to ask them to check the 'red file' if you need immediate assistance.
- Always have a charged phone with your broker and/or buddy's number; preferably with at least one of them being in your area.
- Avoid wearing expensive jewelry and carrying valuable items such as laptops.

Look confident

- Where possible canvass in pairs or groups.
- Plan your route. If on foot, look confident as you travel. Google Street View is particularly useful for identifying landmarks in an unknown area.

Act to avoid risk and danger

- Try to use well-lit routes.
- Be mindful of your position in the doorway. Consider standing off slightly to the side, and also standing a few feet back.
- If you do have to pass higher risk areas, consider how you would respond if you felt threatened.
- Keep your mind on your surroundings. Avoid distractions such as your cellphone or headphones.
- Whenever possible, walk facing oncoming traffic.
- If you think you are being followed, trust your instincts and take action. Act confidently, cross the road, turning to see who is behind you. If you are still being followed, keep moving. Head to a busy area and tell people what is happening. If you believe you may be in danger, call the police – DIAL 911.

Never assume it won't happen to you

- Never enter a stranger's house, even when invited. Always remain on the doorstep and out of arm's reach. Ensure you have a clear exit.
- If someone is aggressive or confrontational do not engage; politely end the conversation and leave that address. Report this to colleagues so they avoid same situation.
- Have a list of excuses prepared to help you leave any situation quickly.
- Beware of dogs even when they appear friendly. Dogs are territorial by nature and if they feel they need to protect their family, they can become unpredictable.
- Trust your instincts. Do not knock on a door or enter driveway that you feel uncomfortable about.