



Module 1 – Privacy

This is an interactive handout. Your participation is vital in this course.

Take the Pre-Test (Write True or False Down Below)

- 1.
- 2.
- 3.
- 4.

Immediate STOPS as you practice real estate

1. Using Public Wi-Fi
Solution: Use VPN (Public Internet Access)
2. Leaving your webcam exposed.
3. Thinking you free real estate apps cost you nothing
4. Taking real estate photos with Location Services On

Mentions in this module

- www.Spokeo.com – People Search Engine
- www.Intelius.com
- www.mylife.com – Protect your privacy and reputation
- Discover what info is being exposed.
 - DCentral 1 App by John McAfee - Find out what apps are tracking you.

READING ASSIGNMENT

Title: *Why Does Privacy Matter? One Scholar's Answer* (www.theatlantic.com)

Things you can do to protect your privacy:

1. Create a secure _____ by creating a master password and adding 2 capital letters to it.
2. Google _____ your name.
3. _____ of web-based websites
4. Encrypt your _____.
5. GMAIL – Turn on _____ verification
6. PUBLISH a Google voice and not your real cell _____ number!

Additional Options:

- Grasshopper.com
- RingCentral.com

Privacy – Why Should You Care?

Reasons:

1. Trust is at the core of your business
2. Golden Rule
3. Driver's License numbers can put someone at risk for identity theft

Note: Visit www.idtheftcenter.org

Password Rules

Make sure your password is at least 8 characters long with numbers and symbols.

ACTION ITEM #1 – Develop a privacy policy for your real estate business.

Password Strength	Time it takes to Crack
6 Characters long	10 minutes
Add 2 extra letters and a few uppercase letters	3 years

Add one more character
and some numbers and
symbols

44,530 years

Module 2 – Data Security

Mentions

www.ftc.gov

Document to Read Later

“Cyber and Data Security Risks and the Real Estate Industry”

Website: _____

Learn how to send Encrypted Email

Gmail

1. Open Firefox>Select Tools>Add-ons
2. Click on “Get Add-on”
3. Search for Encrypted Communication
4. Restart Firefox
5. Open Gmail
6. Start typing>Right-click and select Encrypt

Recommended Reading After the Class:

- From Realtytimes.com – Hackers Perpetrate Wire Transfer Fraud in Real Estate Transactions
- From International Business Times – Cyber Criminals are Getting More Sophisticated, So Watch Out for These New Scams
- InMan News – Agents, brokers commit not to show homes to strangers
- Download – Data Security and Privacy Toolkit for Real Estate
- Download – Cyber and Data Security Risks for Real Estate (by AIG)
- See Youtube.com for *How to Encrypt Email on Outlook and Gmail*

TO DO

Check out Company – Shred-it – Professional Shredders for businesses

Module 3 – Safety

Mentions:

First Rule of Safety – Know Thy Client

Website: www.secureshow.com

Apps: MyForce, _____, and _____

Gadgets: Cuff and Smart Sole

Safety Tips:

- Meet ALL Prospects (buyer and seller) in the office prior to showings.
- I use this meeting to pre-qualify for motivation and financials, but safety is also a factor.
- Get a copy of the buyer or seller's driver's license, and write down their license plate number.
- Determine who will attend all showings-- "Mr. Prospective Buyer, who will be attending showings with you?"
- Get a copy of their driver's license too.
- Avoid the pitfall of arriving and there being extra "friends" at the property.
- Arrive At The Showing Early.
- Enter the home, then lock the door behind you.
- If something does not feel right, don't open the door. Trust your instincts!
- Keep The Client in Front Of You-- This allows you to keep an eye on the person at all times.
- Hold your Keys in your hand--Naturally your pepper spray is on your key chain.
- Travel In Pairs-- There is nothing wrong with bringing another agent with you to home showings.

Class Exercise:

- What is the first thing that you will share with a co-worker or friend after you leave this class?
- List 2 things you'll change (process, procedure) when you get to your RE office or home.

Questions? Get in touch with Juanita

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