



Safe Marketing is Smart Marketing

Keep your safety in mind when you're preparing or updating your marketing materials and other information you make public:

1. **All of your marketing materials should be polished and professional.** Don't use alluring or provocative photography in advertising, on the internet, on social media or on your business cards. There are many documented cases of criminals actually circling photographs of their would-be victims in newspaper advertisements. These victims were targeted because of their appearance in their photographs.
2. **Concentrate on your professional proficiency** rather than your personal information in newspapers resumes, online or business cards.
3. **Limit the amount of personal information you share.** Don't use your full name with middle name or initial. Use your office address rather than your home address – or list no address at all.
4. **Make phone numbers hard to trace.** Rather than use your personal cell phone or home phone number – which can be typed into some websites to find your home address – consider using a toll-free number. This can't be traced and prospects may appreciate a free call. You can have calls to this number automatically forwarded to any phone. Alternatively, you can block your own phone number from showing up on caller ID. Ask your telephone company if they can permanently add caller ID block to your line. (Note: they may charge a fee for this service.) Or you can dial "*67" before you dial the number. If you have caller ID blocked permanently, dial "*82" to unblock a given call.
5. **Be careful how much personal information you give verbally as well.** Getting to know your client does not need to include personal information, information about your children, where you live and who you live with.

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