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Realtors Offer Members Smart Phone App to Stay Safe

Salem, OR – The Oregon Association of Realtors has entered into a partnership with a technology company that will help protect brokers on the job. The association will work with Guardly, a leading provider of mobile personal safety applications, to provide a smart phone application for Oregon Realtors.

Recent stories from around the country document the need for an additional layer of safety for Realtors, whose job often includes meeting strangers in remote locations and working late into the night.

The new technology is a smart phone application that will connect users to their contacts through instant messages and real time location tracking. Built-in security features include the ability to snap and share pictures of an assailant and sound a loud whistle.

"Most Realtors have little if any security training and regularly meet with strangers at various times of day in vacant homes. This makes them prime targets for criminal attacks," said Oregon Realtors President John Hoops.

Guardly's Business Development Director, Luke Slan put it this way: ""This partnership sends a strong message that OAR is innovative and forward thinking when it comes to the safety of its members."

According to research by the National Association of Realtors (NAR), 39 percent of Realtors said they are concerned about safety but carry no safety device. NAR also nine out of ten real estate agents carry smart phones.

The Oregon Association of Realtors serves 13,000 members in Oregon. The Association was founded in 1932 to organize the real estate profession in Oregon. Today, the Association is a force for education and a business and legislative advocate for free enterprise and private property rights in Oregon.

Guardly's platform for emergency communication facilitates rapid social, mobile and location-aware responses to calls for assistance. Smartphone users that find themselves in an emergency situation can alert, connect and collaborate with local authorities, campus security as well as their own safety groups in a single tap.

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