

Meeting the Information Needs of REALTORS® Using NOTEbooks™ Knowledgebase

At National Association of REALTORS® Information Central, we serve a large and varied audience. With over 800,000 members specializing in all aspects of real estate, we needed to provide members with quick access – day and night, globally and locally – to key real estate topics that affect their business. We needed to offer our members knowledge-based information on critical industry issues, as well as frequently requested topics. To meet this need, we built a collection of online guides to “hot” real estate topics, known as *Field Guides*, using NOTEbooks™ Knowledgebase.

Safety, for example, is a key issue in real estate offices and associations nationwide because our members work late hours, alone in the field. Using NOTEbooks™ Knowledgebase, we prepared a field guide on REALTOR® safety that provides ready-to-use safety tips, full-text resources from the Internet, and online access to materials from our physical library collection. Through NOTEbooks™ Knowledgebase, Online Catalog and Circulation databases, our REALTOR® member is able to read up on the issue of safety, apply practical tips to his or her business practices, and request additional library materials be sent to his or her office for use at office meetings – all through one combined interaction.

NOTEbooks™ Knowledgebase allows us the freedom to create anything – from a straightforward bibliography to a virtual “field guide” – so that we can respond to our users’ ever-changing and diverse information needs. The database is easy to use, manages our most frequently requested information, and allows us the flexibility to create what we need in the format we want.

(Sample page provided below)

Field Guide to Safety Tips for REALTORS®

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CONTENTS

- [Safety Tips](#)
- [Additional Resources](#)


Looking for tips on how to protect yourself ? Learn how to be safe at open houses, in your car, at the office and showing properties. Here are some current articles and videos on safety measures for REALTORS®.

Safety Tips

■ [Stay safe: are you doing everything you can to protect yourself from harm,](#) (*REALTOR® Magazine*, April 2001) 

■ [What you can do about safety,](#) (*REALTOR® Magazine*, Sept. 2000). 

■ [13 tips for outwitting the bad guys: Several safety experts gave Today's REALTOR® some easy-to-implement safety ideas for you to use,](#) (*Today's Realtor®*, July 1998). 

■ [Risky business: cops, victims say real estate can be hazardous to your health,](#) (*Today's REALTOR®*, June 1997). 

■ [Enter at your own risk: staying safe without compromising your business,](#) (*RealtyTimes*, July 24, 1998). 

5 Safety Tips from NAR

- Don't hold an open house alone. Never show property alone at night or advertise it as vacant.
- Don't list your home phone number on your business card. Buy a voice pager. Use a cellular phone if you must sit a property that doesn't have a phone. Call your office every hour.
- Always take your own car for showings. When you leave your car, lock it.
- Let potential buyers explore a home on their own, with you following behind. Avoid going into the basement or confined areas with a prospect.
- Let your office know whom you're meeting and where the showing will be.




Source: National Association of REALTORS® - Public Affairs. 

Additional Resources

The following materials are available through NAR's Information Central Library. Call 800/874-6500 for assistance. (A **\$7.00 fee** may apply. Click here for information about the Library's [Service Fees](#).)

■ [Personal safety for real estate professionals,](#) (*Indianapolis, IN*) VIDEO VT134

KEY

-  - Full-text article from ProQuest®.
-  - Link to external website site (non-NAR).
-  - Information from the National Association of REALTORS®.

NAR's Information Central

Call toll-free: 800/874-6500

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