EXp Realty launches Facebook safety check-in tool for agents

EXp Realty has launched a new check-in feature that keeps track of agents and allows them to request emergency help, the brokerage announced Wednesday.

The tool, called Safety Check for Workplace by Facebook, allows agents, brokers and other real estate professionals to check into houses they enter through the online platform. If something happens and they feel unsafe, they can also notify their colleagues and call for emergency assistance.

Over the past few years, several tragic high-profile incidents have put agent safety at the forefront of industry discussion. Among other tips, experts suggest agents who go on showings alone always keep at least one other colleague informed of where they're going.

Safety Check, which operates on the larger Facebook Workplace platform, also sends supervisors and selected colleagues notifications about the status of agents who are out working. At the moment, eXp Realty has more than 14,000 agents across the U.S. and Canada.

"We hope the need for Safety Check is limited," said Mitch Robinson, eXp Realty's senior vice president of marketing and communications, in a prepared statement. "But we're committed to making sure eXp Realty agents, brokers and staff are more connected and stronger when we need each other the most."

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