10 Step Checklist for Protecting On-The-Market Listings

To protect a listing from crime during extended marketing periods, use this 10-step checklist as a guide:

Reinforce Doors and Windows
Replace or upgrade any damaged entry points before the listing goes live (e.g., broken locks, unsecured windows).

Install Smart Locks
Use high-security electronic locks with access logs rather than standard lockboxes, which can be compromised and leave no record of who entered.

Add Visible Cameras and Motion Sensors
Exterior surveillance cameras and motion-activated lighting around key areas create visible deterrence and cover the perimeter after dark.

Set Up an Alarm System With Signage
An active alarm, combined with clear, visible signage, signals the property is actively monitored and protected.

Use Mobile Surveillance
For listings without regular on-site activity, deploy a mobile surveillance system with remote monitoring so activity can be reviewed from afar.

ALWAYS AWAKE. ALWAYS ON GUARD.

Pre-qualify Buyers and Require Agent Accompaniment
Limit access to verified, accompanied visitors only. Unsupervised open house traffic significantly increases theft risk during the leasing/selling process.

Limit Viewing Frequency
Fewer, more controlled showings reduce exposure compared to high-traffic tours, where monitoring every visitor is impractical.

Remove or Lock Up Valuables
During marketing periods, remove any high-value items from the premises and disconnect utilities where appropriate.

Keep Up With Maintenance
Maintained external areas show active oversight, and are consistently among the most cost-effective crime deterrents available.

Review Insurance and Compliance Requirements
Confirm with insurers that your policy covers vacancy periods and understand what security measures/documentation may be needed.