

# EMPOWERING YOU TO IDENTIFY AND PROTECT YOURSELF FROM THOSE THAT MEAN YOU HARM

## **MEDIA KIT**

### **MEET**

### **KELLY SIMPSON**

***Author, Body Language Expert,  
Keynote Speaker, Media Guest***

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“Kelly delivers practical and straightforward strategies for not just real estate agents, but anyone who interacts with strangers to adopt immediately in order to greatly reduce the potential for being attacked.

I never realized how often I was putting myself at risk, and this made me look at the world with a whole new perspective.”

**—Kelly Allain, Director of Business  
Development, American Road  
Group, Harley-Davidson**

# Author Information

## ***KELLY SIMPSON***

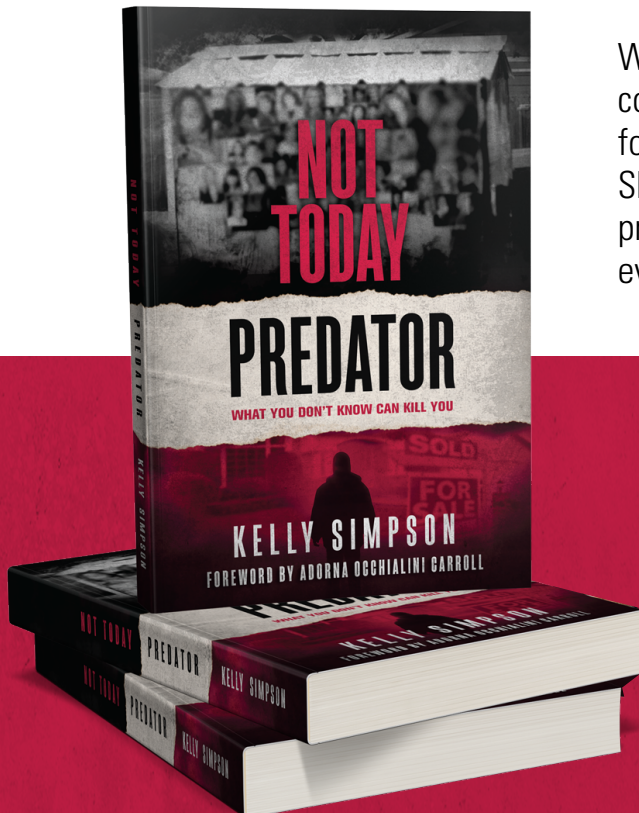
Kelly Simpson brings 25 years of experience as a REALTOR® and trainer. Her long industry tenure gives her a deep understanding of the potentially dangerous situations that can occur in the real estate industry and how to keep them from happening to practitioners.

Kelly has undergone intensive safety training, learning about dangerous personalities and predatory behaviors under some of the world's most influential mentors and trainers such as the FBI, ATF, and CIA. She has also learned from U.S. Department of Defense certified military interrogators and Naval Human Intelligence Officers.

Kelly is a Master Certified Body Language expert, teaching body language skills and Mastery Skills of safe practices to real estate professionals worldwide. She has studied statement analysis under a U.S. Marshal on how to analyze and identify deception.



With her extensive skills and experience and an unwavering commitment to real estate safety for all, Kelly Simpson founded the National Safety Council of Real Estate (NSCORE). She has positioned NSCORE to provide real estate professionals with the resources they need, ensuring that everyone goes home safely at the end of each workday.



# Not Today Predator: What You Don't Know Can Kill You

BY KELLY SIMPSON

One of the most universal signs of success and prosperity is homeownership, and a real estate agent is at the center of making it happen, opening doors of opportunity for the clients they work with and the communities they serve.

However, the way in which real estate agents conduct business has been widely used against them. And the methods used to invite contact from prospective clients can unintentionally invite contact from a **predator**. It happens far too often. Whether you are male or female, young or old—no one is immune to being victimized.

These predators don't fit a specific image; they are like chameleons that blend into the community or the circumstances as if they belong there. And they don't always act alone.

When it comes to agent safety, nothing is more important than being able to foresee violent behavior headed our way. The most unfortunate warning signs are those that are sent but somehow missed before tragedy occurs.

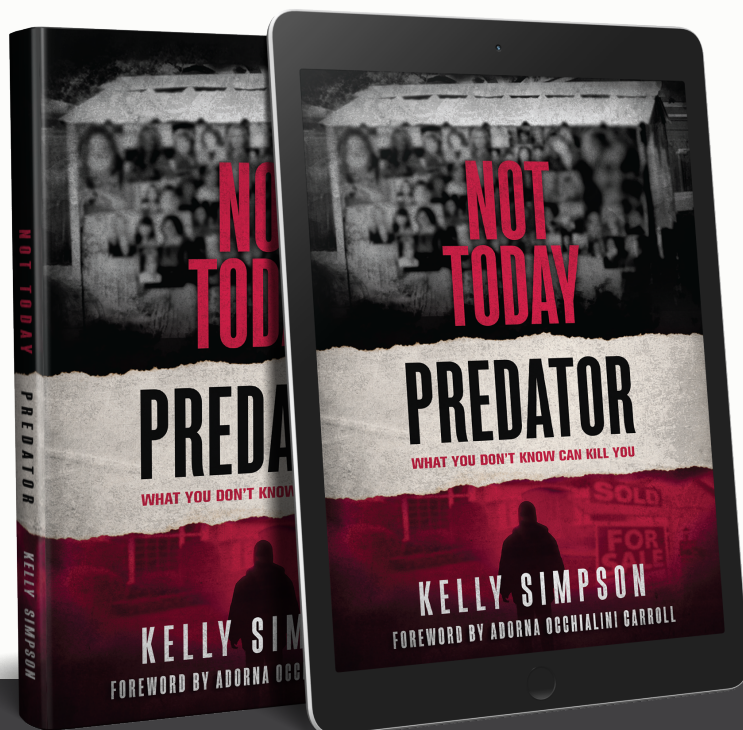
Although a physical attack may seem to come suddenly, there are often warning signs. Not only is it nearly impossible for anyone to act without giving some sort of body language clue that signals their intention, but there are a multitude of pre-attack indicators that predators unknowingly display.

## **YOU CAN opt out of the predatory crime cycle by failing the predator's test!**

It is imperative that real estate professionals train themselves to recognize a predator's signals in order to prevent a crime being committed against them and to narrow the processing time between observation and action!

## Don't Be a Target

Kelly has studied literally hundreds of crimes against real estate professionals, and several obvious issues surfaced. In *Not Today, Predator: What You Don't Know Can Kill You*, Kelly addresses these issues in depth, so by the end of the book, readers will have a much greater understanding of how to protect themselves from becoming a crime statistic while conducting business efficiently and doing the job they love.



## Non-Verbal Intelligence

In real estate, the path to clear communication with our customers and clients is incalculable. The skill of negotiation is monumental to our success and fundamental to performing fiduciary duties in protecting and serving buyers and sellers.

We negotiate with clients, with vendors, with our brokerages, on listing appointments, and even with ourselves. We negotiate all the time! One of the most important negotiations we can enter is the one we struggle with internally; it determines the quality of our life and has a significant impact on our industry.

**It is the negotiation of our personal safety.**

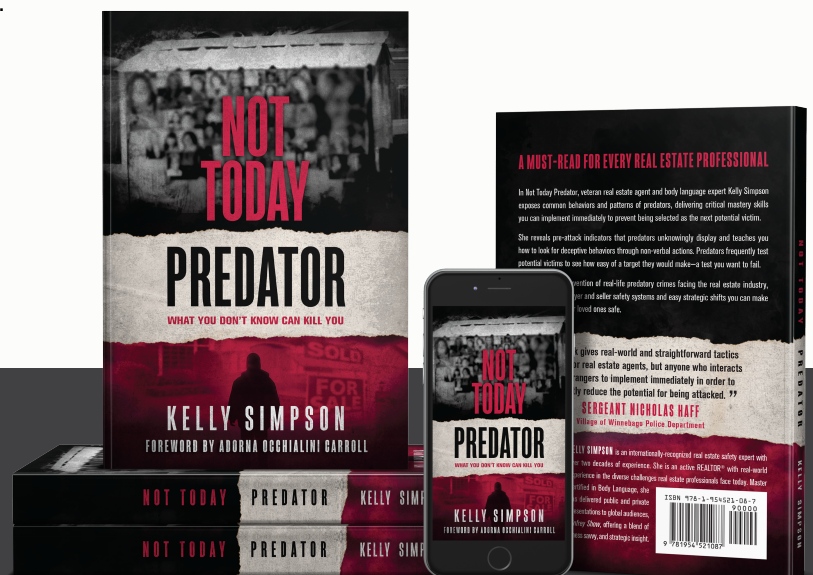
Words may be considered our primary method of communication, but it is not the only method. When we interact and communicate with each other, we communicate on two levels, verbal and non-verbal. When it comes to your personal safety, the ability to recognize and interpret non-verbal communication when dealing with a predator is one of the most powerful safety tools you can leverage.

## The Good, The Bad, The Ugly: Rewriting the Story

Violent, predatory crime does not occur at random. Responsibility for real estate agent assault always lies with the predator. Responsibility for both individual and collective agent safety lies with the real estate professional(s).

You are in control of your risk settings, the ones that affect your day-to-day life and help create a safer environment for you and your family. While no one plans to be in a dangerous situation, we all need to be prepared for any possibility. Accessibility, due diligence, behavioral cues, statement analysis, and situational awareness are all important elements of the safety prevention equation.

To safely unlock our future, we must adopt change as expectations and behaviors in this world also change. The mastery gained throughout these chapters provides you with the tools and knowledge necessary to master dangerous situations.



# Not Today Predator: What You Don't Know Can Kill You

BY KELLY SIMPSON

Real estate professionals put themselves at risk every day—not on purpose, nor even accidentally. They assume inherent risks while fulfilling everyday job requirements.

In fact, the United States Department of Labor has listed real estate sales and leasing as a hazardous occupation. Violent attacks don't happen at random. Responsibility for real estate agent assault always lies with the predator. Responsibility for both individual and collective agent safety lies with the real estate professional(s).

You are in control of your risk settings and can opt out of the predatory crime cycle and become a difficult target.

**Kelly Simpson** is an internationally-recognized real estate safety expert with over two decades of experience in the real estate industry. She is an active REALTOR® with real-world experience in the diverse challenges real estate professionals face today.

Kelly artfully weaves real-life shocking stories in *Not Today, Predator: What You Don't Know Can Kill You* to address the issues in depth. A sought-after industry safety speaker and media guest, she also travels to real estate events, associations, and brokerages offering Mastery workshop trainings.

## What People Are Saying

"Gut Wrenching! The insights, analysis, and expertise that Kelly Simpson shares in this book are invaluable! Anyone who has ever worried about their personal safety should read *Not Today, Predator* and send your awareness level and nonverbal intelligence soaring!"

—Cheryl Nelson, Former COA, *BlackBox Inc.*

## Not Today Predator: What You Don't Know Can Kill You

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## Book Info:

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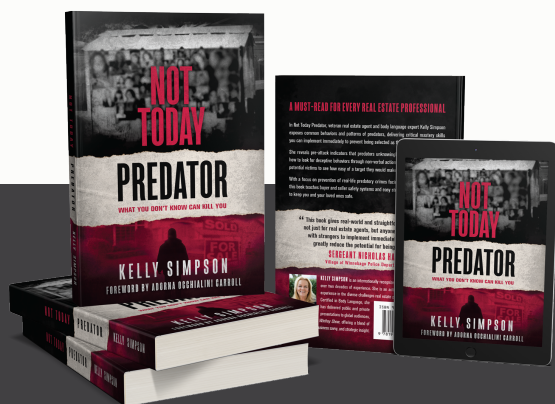
## About the Author

A real estate professional with a compelling record of accomplishments, Kelly Simpson is known for her extensive market knowledge, unmatched devotion to her clients, and a passion for sharing her message about real estate professional safety.



Kelly has received extensive training in the area of deception detection, statement analysis, and dangerous personalities. This, paired with her certification as a Master Certified Body Language expert, has led to an exceptional record of success in understanding and reducing the number of threats in the real estate industry.

Kelly's passion inspired her to create the National Safety Council of Real Estate (NSCORE). NSCORE provides threat-management consultations, resources, and protective strategies to real estate associations, organizations, and professionals around the world.



"Kelly Simpson PERFECTLY describes the dangers that take place when working with strangers and effectively constructs a plan on ways to protect yourself. Not only is this book inspiring and will leave you wanting to learn more, but the imagery will keep you on your toes!"

—**Dr. Melissa Marsili.**

"*Not Today, Predator* delivers practical and straightforward strategies for not just real estate agents, but anyone who interacts with strangers to adopt immediately in order to greatly reduce the potential for being attacked. I never realized how often I was putting myself at risk, and this made me look at the world with a whole new perspective."

—**Kelly Allain, Director of Business Development, American Road Group, Harley-Davidson**

"*Not Today, Predator* gives real-world and straightforward tactics for not just real estate agents, but anyone who interacts with strangers to implement immediately in order to greatly reduce the potential for being attacked."

—**Sergeant Nicholas Haff, Village of Winnebago Police Department**

"What Kelly Simpson reveals in this must-read book is something that can absolutely transform your awareness of safety in any field. Part compelling stories, part instructive handbook, *Not Today, Predator* is full of Mastery Skills everyone should know."

—**Shirley Ramos Ret. Chief QA Analys, Bally Ent.**

"Gut Wrenching! The insights, analysis, and expertise that Kelly Simpson shares in this book are invaluable! Anyone who has ever worried about their personal safety should read *Not Today, Predator* and send your awareness level and nonverbal intelligence soaring!"

—**Cheryl Nelson, Former COA, BlackBox Inc.**

"In my business as a mortgage loan officer, I work with and become friends with many real estate professionals, including the author, Kelly Simpson. Anything that can help to keep them safe so they can conduct their business is crucial. This is a must-have guide to help keep them safe!"

—**Matt Kennedy, Vice President Mortgage Lending, Guaranteed Rate Affinity**

"This one hits HOME! As a leader in this industry, it is my job to make agent safety and awareness top of mind for the agents I serve. This book will be my new go-to guide. Chilling stories and current research tell a tough story, but one that needs to be heard. The brokerage workbook is relevant and a definite must in new realtor training. I'm grateful to have a companion in helping real estate agents be on the path to Mastery when it comes to the "DOs and DON'Ts" and their safety in the field."

—**Laura Boyer, Regional Vice President, Coldwell Banker Real Estate Group**

# Sample Interview Questions

## ***KELLY SIMPSON***

- Let's start with the title, *Not Today Predator: What You Don't Know Can Kill You*. This seems like a shocking title. What emotions do you hope to conjure with your audience when they see your book?
- Is this a book only for real estate agents?
- What motivated you to want to share this message with your readers?
- Can you remember a specific event that shaped your sense of urgency in sharing this message with your audience?
- How have you seen dangerous trends in real estate safety over the years, and how is this affecting the current generation of real estate professionals?
- Social media has a huge presence in our society. How do you feel it is affecting the potential dangers in the real estate industry?
- Are there any positive trends that you are currently seeing pertaining to safety and awareness for real estate professionals?
- Can you give our audience one key takeaway that you hope they have after reading your book?
- Do you have other materials available for real estate professionals to use in their everyday lives?
- Where can listeners go to learn more about the book?

