

RRC ONE-DAY COURSE



# Cyber Security: Protecting Your Business and Clients



April 12-13, 2022

8:45 – Noon each day

Presented by  
Arizona REALTOR®  
Association

Course Location: ZOOM  
Instructor: Juanita McDowell

Cost: \$125 prior to April 4<sup>th</sup>  
(CRS Designee Discount: \$99  
prior to April 4<sup>th</sup>)

Questions: 602-248-7787  
[www.aaronline.com](http://www.aaronline.com)

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Technology has revolutionized the ways we live, shop, socialize, entertain, access information, and conduct business in the modern world. Powered by the Internet, cloud-based tools, social media, and mobile apps, the technology revolution has delivered tremendous positive impact by bridging gaps between cultures, improving quality of life, enhancing operational efficiency and speed, and many other advancements. However, if used without proper safeguards, modern-day technology can expose agents and their clients to many vulnerabilities. Viruses, malware, social engineering, identity theft, and other malicious threats (all of which are growing at alarming rates) are particularly concerning because the nature of the business requires real estate professionals to collect and store their clients' personally identifiable information. This course empowers agents with the strategies and tools you need to navigate your business and clients through the perilous legal, online, and social media world. Course participants also leave with actionable tips and strategies for personal security as well as security for your technology devices.

#### After completing this course, learners will be able to:

- Describe how viruses and malware can infect your computer and mobile devices
- Identify techniques to encrypt your data to avoid getting viruses and malware
- Define encryption and explain its important role in securing your data
- City, state and federal laws relating to technology that affect your job as an agent and your interactions with consumers
- Explain the National Association of REALTORS® policies on technology and how they impact your business
- State the terms and dangers of copyright infringement and identify safe sources
- Assess the impact and importance of using proper online etiquette and how to handle online conflicts
- Leverage tools and techniques to keep you and your technology devices safe

Individuals who take this course will earn 8 CRS Education course credits toward the CRS Designation. This class also counts as an elective towards the Arizona GRI designation.

Register: <https://www.aaronline.com/calendar/view-event/?id=1570>

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For more information on other RRC courses or obtaining the CRS Designation, the premier designation for residential real estate professionals, visit [CRS.com](http://CRS.com).

## About

The Residential Real Estate Council is the largest not-for-profit affiliate of the National Association of REALTORS®.

With more than 34,000 agents, the Council is the leading education and networking organization for residential real estate agents.

It also awards the prestigious Certified Residential Specialist Designation® to top-producing REALTORS® who meet education, experience and transaction requirements.

Learn more about the Residential Real Estate Council and how the organization can help you today.

[CRS.com](http://CRS.com)