
Smart Personal Protection

*How realtors will address safety concerns
with Smart Personal Protection*

Steven Allen

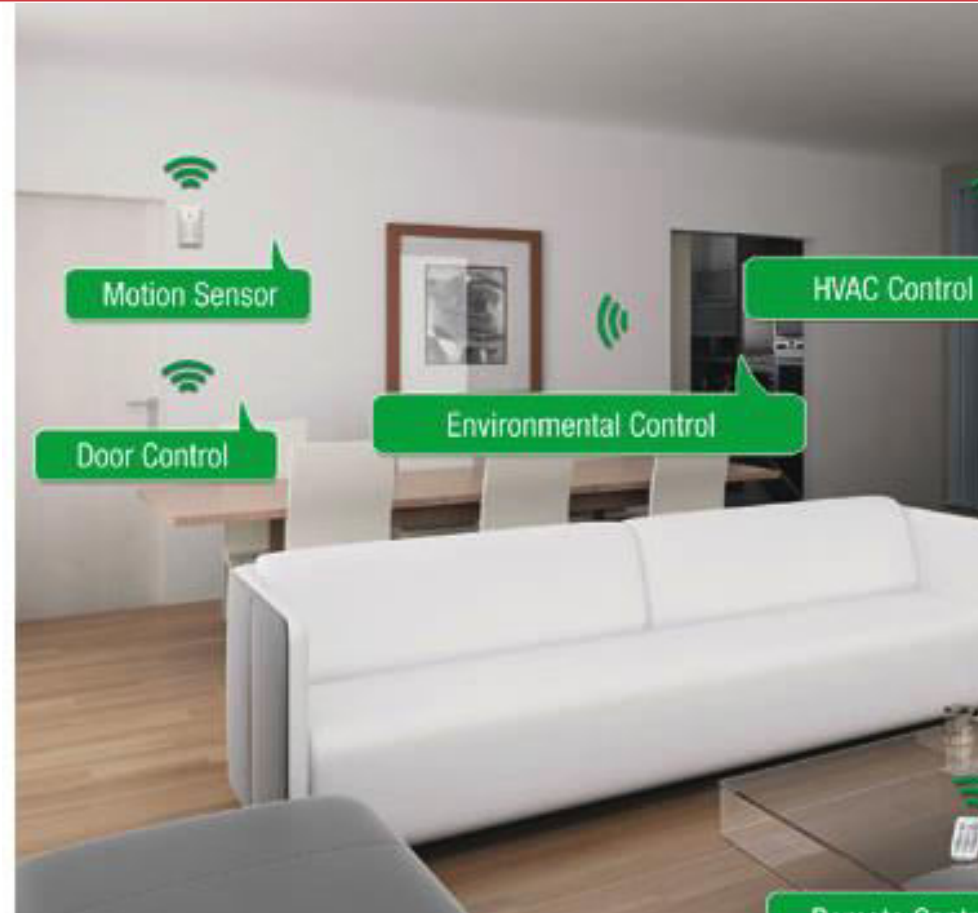
Founder / Inventor

The logo for defender24/7 features a small red icon of a building with a flag on top, followed by the word "defender" in black and "24/7" in red.

SMART HOME & IoT

The segments on the Internet of Things that will have an impact

- Physical health
- Mental wellness
- Safety and security
- Connection to family and friends



HOME SECURITY & AUTOMATION

Home Security has become the driver of home automation

Opportunity for marketing “smart homes”

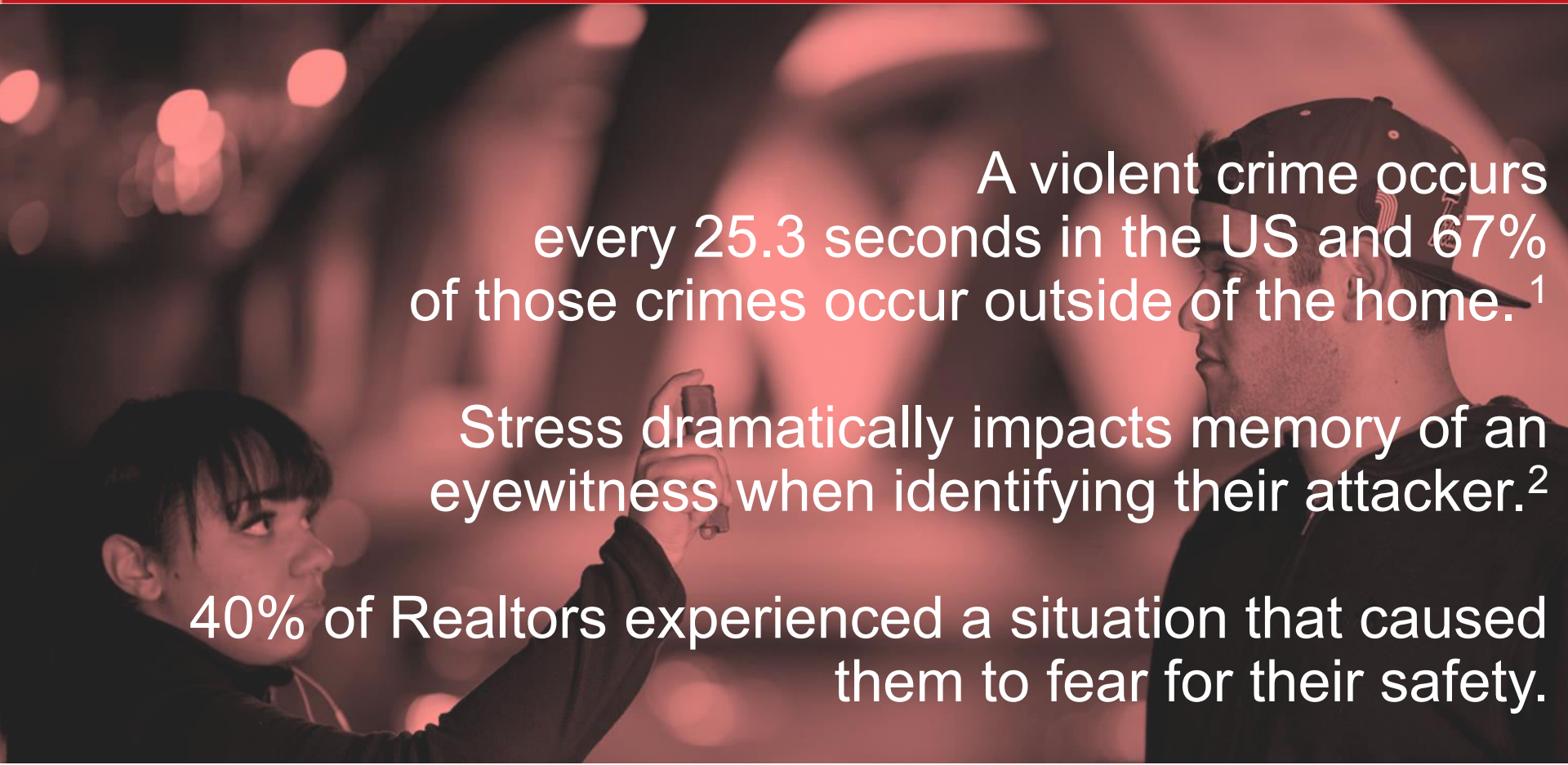
Everywhere Security with Smart Personal Protection



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SAFETY PROBLEM



A violent crime occurs every 25.3 seconds in the US and 67% of those crimes occur outside of the home.¹

Stress dramatically impacts memory of an eyewitness when identifying their attacker.²

40% of Realtors experienced a situation that caused them to fear for their safety.



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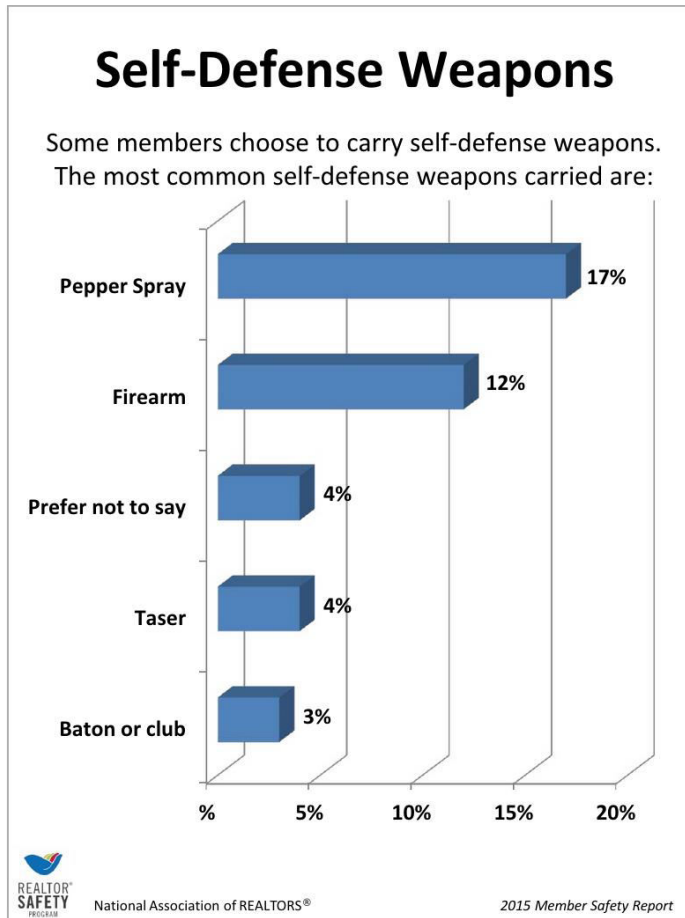


REALTOR[®]
SAFETY
PROGRAM

“[safety] is a priority
borne of tragedy”

NAR President Chris Polychron
March 2015

WHAT DO REALTORS DO TODAY?



13% of members use a ***smart phone safety app*** to track whereabouts and alert colleagues in case of an emergency.

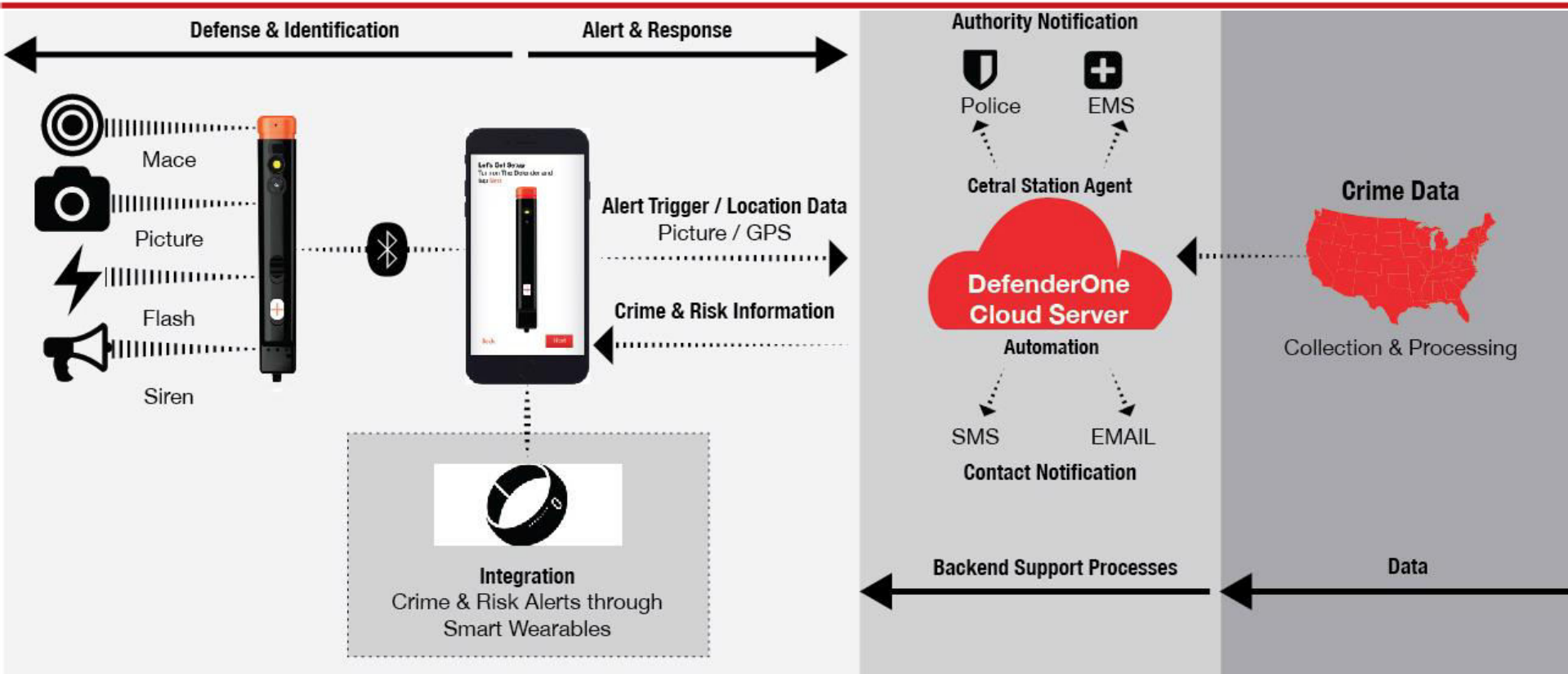
“Something for Us”

Smart Personal Protection satisfies the security and self-defense needs of realtors to address on-the-job risks.

SMART PERSONAL PROTECTION HOW IT WORKS



One Action – Everywhere Security



REALTOR SAFETY

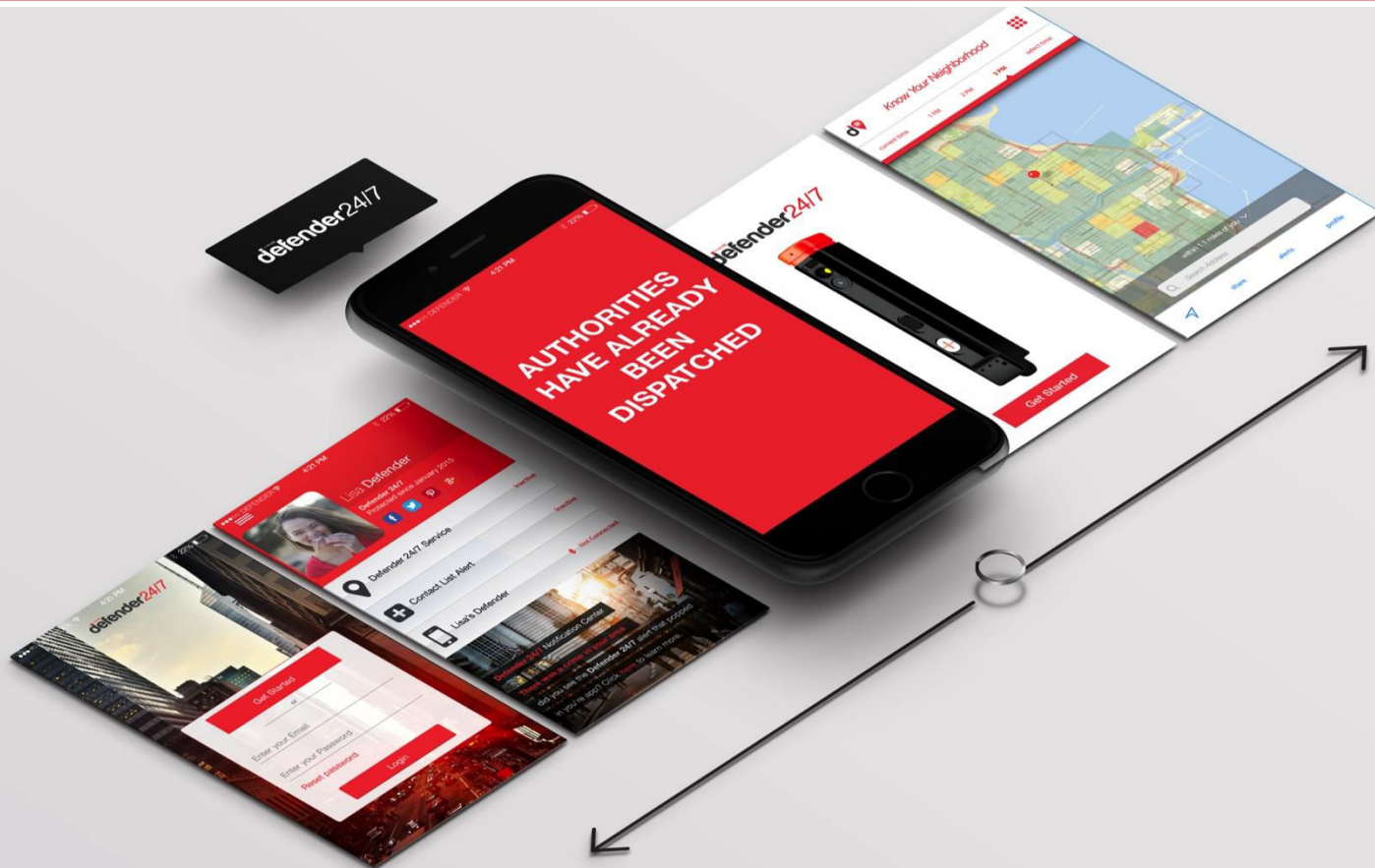
with Smart Personal Protection



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Innovation Path



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