



NEWS RELEASE

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Collin County Area Realtors Prioritizes Agent Safety with Tether RE Partnership

PLANO, Texas— The Collin County Area Realtors (CCAR) announced today that it will provide Tether RE to its members as a member benefit. Tether RE is a platform dedicated to enhancing the safety of real estate professionals.

This collaboration aims to provide CCAR members with tools designed to protect them at every stage of the real estate transaction, reflecting CCAR’s commitment to ensuring the well-being of its community.

“Agent safety has always been a top priority for us, and this partnership will help to ensure that our members are protected from the initial contact with clients to the final closing. Providing our members with Tether RE’s innovative safety tools will help to empower them to work confidently and securely in the field,” said Jennifer Parker, CCAR President.

Vanessa Martin, Co-Founder of Tether RE, discussed the alignment between the two organizations, “Partnering with CCAR, an association firmly dedicated to the safety of its members, is an exciting opportunity to support their mission. Our multi-layered safety platform will provide CCAR’s members with confidence and security, reinforcing their commitment to fostering a safer work environment.”

Existing CCAR members will receive specific instructions on how to activate their Tether RE subscription as an included benefit. Official onboarding will begin in February, providing agents with the tools and training necessary to leverage Tether RE’s comprehensive safety features.

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Affiliated with Texas REALTORS® and the National Association of REALTORS®, Collin County Area REALTORS® is the source for professional and reliable real estate information, serving professionals in Collin County and the surrounding North Texas region. Since 1958, the organization’s mission has been to provide advocacy, education, and resources that enable its members to succeed in a competitive industry. CCAR is also committed to upholding professional standards and enhancing the safety and efficiency of real estate transactions for its members and their clients. They are dedicated to protecting their agents and feel confident that the addition of this member benefit will positively impact their members. They take pride in offering their members a solution that seamlessly integrates safety and productivity, empowering agents to excel in every aspect of their work.

About Tether RE

Tether RE delivers a comprehensive safety platform tailored to real estate professionals. It offers 24/7 live safety monitoring for real-time support during showings and client interactions, along with client background checks to ensure safer engagements. Key features include discreet SOS Alerts, enabling agents to quickly notify emergency contacts or authorities, and Proximity Safety Timers that automatically track showing schedules. The platform also includes Impact/Struggle Detection, which senses sudden movements or impacts and sends immediate alerts, providing agents with an added layer of protection.