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**PASSWORDS AND ONLINE PROTECTION
FOR THE MODERN-DAY REALTOR®**



HOW MANY OF YOU HAVE PASSWORDS THAT ARE:

Family Names

Pet's Name

Addresses or Former Addresses

TOP 25 MOST USED PASSWORDS

- ▶ 123456
- ▶ 123456789
- ▶ qwerty
- ▶ 12345678
- ▶ 111111
- ▶ 1234567890
- ▶ 1234567
- ▶ password
- ▶ 123123
- ▶ 987654321
- ▶ qwertyuiop
- ▶ mynoob
- ▶ 123321
- ▶ 666666
- ▶ 18atcskd2w
- ▶ 7777777
- ▶ 1q2w3e4r
- ▶ 654321
- ▶ 555555
- ▶ 3rjs1la7qe
- ▶ google
- ▶ 1q2w3e4r5t
- ▶ 123qwe
- ▶ zxcvbnm
- ▶ 1q2w3e

**WHAT KIND OF SENSITIVE CLIENT
INFORMATION DO YOU HAVE
ACCESS TO?**



HOW CAN HACKERS EXPLOIT YOUR PASSWORDS?

- ▶ Password guessing/cracking
- ▶ Recognize passwords you reuse
- ▶ Impersonate you to scam you
- ▶ Impersonate you to scam your clients and friends



“PASSWORDS ARE LIKE UNDERWEAR: YOU DON'T LET PEOPLE SEE IT, YOU SHOULD CHANGE IT VERY OFTEN, AND YOU SHOULDN'T SHARE IT WITH STRANGERS.”

Chris Pirillo

CEO of LockerGnome and Tech Enthusiast

**HOW CAN YOU PROTECT
YOURSELF AND YOUR CLIENTS?**

1. USE LONGER PASSWORDS

- ▶ A completely random 6-character password can be hacked using brute force attacks in **2 hours**
- ▶ A completely random 12-character password can be hacked using brute force attacks in **2,000 years**

2. CONSIDER THESE PASSWORD CHARACTERISTICS

- ▶ Upper case letters
- ▶ Lower case letters
- ▶ Numbers
- ▶ Special characters (i.e. @, \$, %, ^, &)

3. CONSIDER PASSPHRASES INSTEAD OF PASSWORDS

- ▶ Take a memorable and personal phrase and make it a password
- ▶ The phrase "When I was seven, my sister threw my stuffed rabbit in the toilet."
 - ▶ Wlw7,mstmsritt... = When I was seven, my sister threw my stuffed rabbit in the toilet.
- ▶ Don't choose phrases that are well known (i.e., sentences from books)

4. MAKE YOUR PASSWORDS UNIQUE

- ▶ Unique passwords prevent hackers from reusing your password on other sites
- ▶ Add a subset of the URL to the end of your password or passphrase
 - ▶ Wlw7,mstmsritt...gmail for gmail password
 - ▶ Wlw7,mstmsritt...facebook for facebook password
- ▶ Consider using a password manager to create completely unique passwords for every service you have

5. USE THE PAO METHOD

- ▶ PAO = Person - Action - Object
- ▶ Imagine a famous person, a place in the world, and an object that person could do something with
 - ▶ Person: Beyonce, Action: Driving, Object: Jello mold, Location: Mount Rushmore
 - ▶ "BeyoncedrivingaJellomoldtoMount Rushmore"

6. USE TWO FACTOR AUTHENTICATION

- ▶ 2FA provides a code you need to log into a site alongside your username and password (a.k.a something you have and something you know)
 - ▶ Code is generated through an app or sent to you via text message
- ▶ Many services provide this for free - it just has to be enabled

7. CONSIDER YOUR SECURITY QUESTIONS

- ▶ Ensure that the answers to password reset questions are not public information
 - ▶ Choose questions about your likes and dislikes
 - ▶ Avoid questions like "What is your mothers maiden name?" or "Where were you born?" - these can be found with a Google search!

“THE ONLY TRULY SECURE SYSTEM IS ONE THAT IS POWERED OFF, CAST IN A BLOCK OF CONCRETE AND SEALED IN A LEAD-LINED ROOM WITH ARMED GUARDS.”

Gene Spafford

Professor of Computer Science Purdue University