

## Location, Location, Location: Real Estate Industry Lacks in Incident Response Planning

Reputation is essential to client retention in the real estate industry, and with rising consumer expectations around information security, they understand the importance of keeping their information secure.



**69%** OF  
**REAL ESTATE ORGANIZATIONS**

Surveyed Have Ever Experienced a Data Breach

**58%** OF  
**REAL ESTATE ORGANIZATIONS**

Surveyed State a Data Breach Occurred in the Past 12 Months

### Real Estate Organizations Understand that it Pays to Be Prepared

**57%**

State Information Security Is Very Important to Their Company

**46%**

Believe a Data Breach Would Be Costly\*

**42%**

Feel a Data Breach Would Have a Major Impact on Their Reputation

**77%**

Have Hired a Third-Party Security Expert to Evaluate Security Practices

\*In terms of money and time taken to rectify the situation.

## Real Estate Organizations Feel They Are Equipped

The real estate industry has the measures in place to create a security-minded corporate culture, as 56% believe they have access to the appropriate tools and support. While they excel in employing policies, there is room for improvement in incident response planning.

### Policies and Protection Strategies

- 64%** ▶ Employ Information Security Policies
- 33%** ▶ Have Regular Infrastructure Auditing
- 15%** ▶ Have a Paper Shredding Service to Protect Against Data Breaches
- 88%** ▶ Have a Cyber Insurance Policy
- 19%** ▶ Perform Vulnerability Assessments

### Response Plan

- 29%** ▶ Have an Incident Response Plan
- 47%** ▶ Took a Few Weeks to Resolve the Most Recent Data Breach