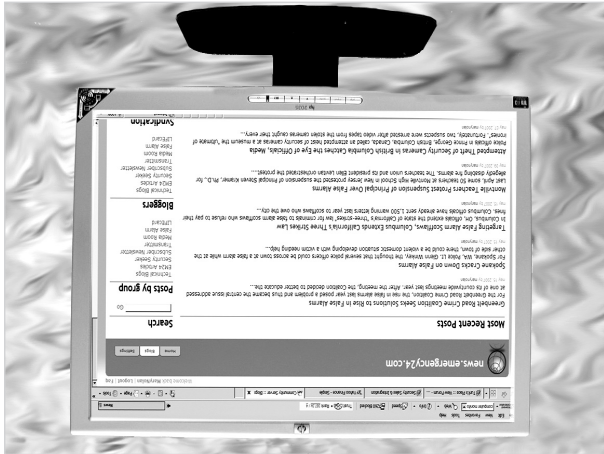
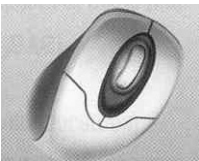


Your FREE Industry Resource
Bookmark www.emergency24.com/blogs
EM24 is populating this site with the latest industry news and events that affect your business. This blog site is a one-stop depot for security dealers, installers and other industry stakeholders.
Bookmark it today!



Want to have the latest industry news on your desktop at all times? Make www.emergency24.com/blogs/ your homepage!



New User Levels for Dealer Secure Internet Services

To help alarm companies protect account data while still being able to share this information with field technicians and office staff, EMERgency24 has modified the User Levels for its Dealer Secure Internet Services site. With eight distinct classes that restrict or allow viewing or editing capabilities, alarm dealers can assign User Levels to employees to give them access to the information they need to perform their specific duties.

New User Levels Defined

Full Access: User can access all Secure Internet Services and implement Administrative Services. User can enter new account data, make changes to data, view alarm activity and print reports; either by a global search of all accounts or by specific account number.

Full Access - Passcode: User can access all Secure Internet Services and implement Administrative Services. The only exception is that the user has no access to Subscriber Passcodes.

Limited Access: User must use a specific account number to access Secure Internet Services data. User can enter new account data, make changes to data, view alarm activity and print reports only for that

Continued on Page 2

\$1,000 Responder Reward Donation to Cabin John Park Volunteer Fire Department

EMERgency24 recently donated \$1,000 through its Responder Reward program to the Montgomery County Fire and Rescue Service, Cabin John Park Volunteer Fire Department, Company 10, in Bethesda, MD, on behalf of Splaine Security Systems of Kensington, MD.

The donation was the second in the program's history with the first going to the Ohio Township Volunteer Fire Department in Indiana on behalf of Five Star Security. This Responder Reward donation was made to acknowledge the fast response by the Cabin John Park Volunteer Fire Department (CJPVFD) to Patti and Michael Hellyer's home in Bethesda, which saved their three dogs and substantially minimized property damage. The photoelectric smoke detectors installed by Splaine Security Systems quickly recognized the fire scenario and alerted EMERgency24 monitors who dispatched the authorities immediately.

"All of our dogs are safe because of our alarm system and we didn't even have smoke damage because the fire department was called so fast. They got there so quickly that the smoke didn't have time to soak into the walls," Patti Hellyer said of the recent fire in her home. "My husband was making dog



In the front row, EMT Harry Goldman receives a \$1,000 check from Sam Splaine of Splaine Security Systems and Bernie Ramos presents a plaque to firefighter & paramedic Robert Katz.

food on the stove and we were getting ready to leave for a meeting at our neighbor's house. Apparently, the burner was left on and we left."

Two hours later, when other neighbors left the meeting, they rushed back inside to announce that Montgomery County Fire and Rescue Service vehicles were in front of the Hellyer residence.

"We walked down the street and saw all of our windows were opened, so we knew something happened. The smoke set off the alarm and the fire department was summoned. It would have been so much worse if there was no alarm system," Mrs. Hellyer said. "The fire would have grown until someone noticed what was happening. Fortunately, the only damage was that the door had to be broken down for the

Continued on Page 3

Continued from page 1:
New User Levels Defined

account number. User cannot use search functions and cannot view a list of all subscribers.

View + Party: User can only view account data, alarm activity and print reports, either by a global search of all accounts or by a specific account number. Plus add/change/delete party list.

View Only: User can only view account data, alarm activity and print reports, either by a global search of all accounts or by a specific account number.

View + Test: User can only view account data, alarm activity and print reports, either by a global search of all accounts or by a specific account number plus put an account on test by use of a specific account number.

Limited View: User can only view account data, alarm activity and print reports by use of a specific account number.

Test Only: User can only put an account on test by use of a specific account number and passcode.

Improve Collection Methods to Receive More Money Owed to Your Company

Collecting payment for system monitoring is more difficult during economic downturns. It makes sense then for alarm dealers to take all steps necessary to bring in revenue that is owed to their company. One of the most effective methods is to set up a system whereby a subscriber's checking account or credit card automatically send payments at agreed-upon intervals. Each of these transactions only costs about \$0.20 and eliminates the time needed to track-down payments.

"To set up automatic payments, all an alarm dealer has to do is collect their customer's information and give it to their bank who will handle the transaction," said Chuck Gitles of American Chartered Bank. "This payment method is key in the alarm industry because attrition rate is dramatically lower compared to customers who write a check each month. For example, if a customer set up for auto payment has a credit score north of 680 and the account is aged at least one year, the dealer can expect significantly lower attrition on those accounts compared to

EM24 Now a Master Dealer of Connect24 Clearinghouse Service

EMERgency24 is now a master distributor of DSC's Connect 24 service, which is an alarm clearinghouse that can route cellular signals direct to our digital receivers. One benefit of this relationship for EM24 alarm dealers is that billing has been simplified so there is only one check to write instead of two.

More importantly, EM24 is able to waive activation fees, which saves alarm dealers \$5.00 for each new Connect 24 account that is set up. Over the first year of service, this decreases the cost per subscriber by seven percent!

The actual charge you'll pay is for your regular monthly monitoring fee from EM24, plus the \$5.95 that you previously paid to Connect 24.

New Issue of Security Seeker Coming Soon

EMERgency24 is developing a new issue of *Security Seeker* to give alarm dealers another opportunity to reiterate to their customers the importance of having a monitored alarm system.

"This issue will be a single page to minimize postage and it stresses the un-thought-of benefits of a monitored

Twenty-five signals are included each month, with additional signals billed at \$0.15 each.

With the closure of the analog Skyroute system due to the AMPS deadline, this is the perfect time to transition customers to the GSM network.

Along with additional reliability and increased affordability, Connect 24's digital GSM transmission is a perfect solution for subscribers not using a traditional PSTN phone line (VoIP for example). This ensures EM24 alarm dealers will be able to retain hard-earned customers by offering a secure wireless solution that is compatible with any control panel that communicates using Contact ID.

alarm system. It will help dealers minimize subscriber attrition," said Kevin McCarthy, EM24 National Sales Manager.

To order copies for your customers, call 1-800-800-3624 or you can e-mail your request (with dealer number and quantity) to: SecuritySeeker@emergency24.com.

those not on an automatic payment program." **Collection Letters for Download** As a way to help its dealers collect from customers who are not responding to bills, EMERgency24 wrote three customizable collections letters that can be downloaded from the Dealer Literature page on the company website. Each letter has highlighted spaces to reference a specific account number, list the address of the protected property and state the outstanding balance. The letter series was created to be sent at intervals of 15, 30 and 60 days past the original due date with the language becoming more direct as time passes.

"Alarm dealers work hard to build a customer base to generate recurring monthly revenue," Kevin McCarthy said. "We believe that by following these collection procedures and staying on top of billing that falls behind, alarm dealers will receive a greater portion of revenue that is rightfully theirs."

EM24 Offers Custom PERS Flyers in Ad Campaign to Launch Service

Readers of security industry trade magazines should be on the look out for the new illustrated advertising campaign that will help EM24 launch the PERS offering nationwide. Modeled after the Charles Schwab television commercials, the artwork received a "posterized" treatment to produce an effect similar to the animated ads produced by the investment giant. To convey the message in a linear fashion, a comic strip format was used to lead readers from the first through sixth frame.

The first "story" is about an alarm dealer company owned and operated by Al Armstrong. He's having trouble with subscribers not being able to pay for or cancelling their monitoring service. After discussing the situation with an office staff member, Al realizes that EM24's PERS offering is a way to reclaim some of the lost recurring monthly revenue. To help kick start PERS in his area, Al decides to order customized flyers from EM24 to send to his existing customers in the next set of billing statements.

Second in a Series The second "comic strip" ad is geared toward larger alarm dealer companies that often employ more office staff to perform marketing, accounting and management duties. The setting is a conference room where four people are discussing stagnant growth, the aging U.S. population, soaring cost of healthcare and ways to generate new revenue. It is decided that with free customized flyers from EM24, PERS will be a very cost-effective service to introduce to their customers.

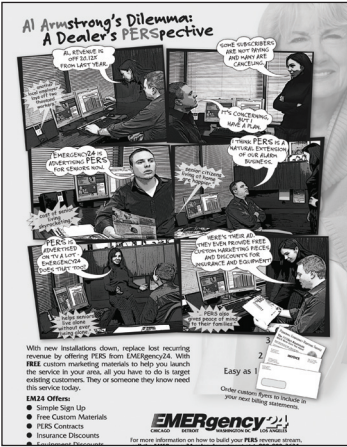
"The goal of the campaign is to depict scenes that mirrors the current economic scenario we all face. When dealers see these ads in *SDM*, *Security Sales & Integration* and *Security Dealer & Integrator*, we want them to say, 'Hey, that's the situation I'm dealing with now,'" said Kevin McCarthy, National Sales Manager. "With PERS, we've given alarm



Two customizable flyers from EM24 were designed to help launch PERS. dealers the solution to regenerate lost recurring monthly revenue."

A Call to Action The "call to action" for these ads encourages dealers to contact EMERgency24 to order customized flyers that will have their company name and contact information imprinted within the design.

Since these were first offered at the end of 2008, tens of thousands have been requested and sent to dealers across the county. "These flyers were created to inform potential customers – end-users and their relatives – about the advantages of having a PERS system for senior citizens living alone," Kevin said. "By offering customized sales materials, we are absorbing the cost to introduce PERS as a value-added service for our alarm dealers," Kevin explained. "Everyone knows someone who needs this service – it could be for themselves, a parent or a neighbor. Ultimately, PERS was developed to help our dealers grow their businesses."



First of two posterized ads from EM24

Continued from page 1:
Responder Reward Donation

firefighters to gain access, but that is the least of our worries. We could have lost our dogs and everything in our home."

During the ceremony, CJPVFD Chief James Seavey said that incidents like this highlight the important role alarm-system installers play in keeping our communities safe and the value of having a security system monitored by a central station. "This situation underscores the importance of having a monitored alarm system."

Bernie Ramos, EM24 Washington D.C. Branch Manager, praised the actions of the members of the CJPVFD Company 10 when he presented the plaque. "To illustrate the important role firefighters play in communities across the nation, I want to highlight the actions of the people in this room. The fire at the Hellyer's home is a perfect example of how alarm installation companies, central stations and emergency responders work together to make our communities safe. Because of the quick and fast response by Company 10, the Hellyer's were able to spend the holidays in their home."

Sam Splaine, President of Splaine Security Systems, explained that security is a linear process. "If any link in the chain fails – the sensor, communication to the control panel, alarm transmission to EM24, dispatch of the responders – then everything else is wasted. A smoke alarm monitored by EM24 is so much more effective than a system that only has an audible alarm. If no one is home, the neighbors won't hear your alarm because of the way houses are insulated, but they might hear the windows explode eventually. Unfortunately, by that time, most of the house is gone and pets have no way of escaping. That sums up the importance of having a monitored alarm system."