

Newest Security Seeker Inside! A new issue of EMERgency24's *Security Seeker* is now available. These full-color, one-page newsletters give alarm dealers another opportunity to remind their customers about the importance of having a monitored alarm system. To order FREE copies for your subscribers, call 1-800-800-3624 or e-mail the request with your Dealer # to SecuritySeeker@emergency24.com

Ensure Protection with Radio Communication Back-Up
Security system owners have to be the active group that plays the percentages to protect what is most important to them. In most cases, having a professionally installed fire and burglar alarm system is adequate protection, but there are situations when having a back-up communication back-up can mean the difference between life and death. For instance, heavy snow and ice storms often mean that phone lines across the U.S. are down for days. Property owners are then not within the constant monitored security system protection afforded by a monitored security system. This is why many professionals are being trained in this new area of telephone back-up communication. The real threat of telephone security system is another security system is another benefit of having back-up radio communication.

Protect Your Family Against Carbon Monoxide Poisoning
The winter months and dipping temperatures across the country should be an annual reminder to protect your family. Carbon monoxide (CO) poisoning, according to the Centers for Disease Control and Prevention, is a leading cause of death in the U.S. each day in January, with an average of a three-fold increase in January over all the summer months combined. A main reason for this is improperly maintained gas-powered furnaces, as well as the use of portable generators and propane stoves to heat homes and cook food during power outages. To help minimize these tragedies, the National Fire Protection Association urges property owners to inspect and test their CO safety.

Inspect all fuel-burning appliances: This should be done annually by a qualified technician.

Protect occupants with a CO detector: Contact your local EMERgency24 alarm dealer about installing UL-listed CO detectors outside each sleeping area and on every level of a home, including the basement and any other finished areas. Detect a dangerous situation: CO detectors connected to a monitored security system provide highest level of protection. Two often, sensors sense or detect changes in multiple because building occupants do not recognize the danger. For example, carbon monoxide is a colorless, odorless gas that is often referred to as a silent killer.

Alert a homeowner: A monitored security system can alert a homeowner to a dangerous situation. CO detectors connected to a monitored security system provide highest level of protection. Two often, sensors sense or detect changes in multiple because building occupants do not recognize the danger. For example, carbon monoxide is a colorless, odorless gas that is often referred to as a silent killer.

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The Transmitter

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EPA Lead Paint Law

The Lead Renovation, Repair and Painting Rule, written by the Environmental Protection Agency, goes into effect on April 22, 2010.

The new rule requires businesses and individuals involved in interior and exterior renovation repair and painting in pre-1978 residences to be certified and follow specific lead-safe work practices. Minor repair or maintenance activities — less than six square feet per interior room or 20 square feet per exterior project — are exempt from the requirements.

Designed to protect children from lead-based paint hazards that can result from work performed in pre-1978 residences, the new rule may also result in a significant impact to alarm companies and public safety as costs to install security equipment in these residences increases.

The Electronic Security Association (formerly the NBFSA) has taken the position that during economic uncertainty, neither alarm dealers or their customers can incur any additional government-mandated cost increases.

Therefore, the ESA submitted public comments to the EPA seeking to delay implementation of the proposed regulations for one year. The national association also asked the EPA to consider expanding the exemption for interior room renovations to 20 square feet.

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Huge Profit Potential with PERS

Recurring revenue from subscriber monitoring agreements for fire and intrusion alarm systems has traditionally accounted for a significant portion of an alarm dealer's income. This is a very successful business model and it will continue to be for decades to come.

But now there is opportunity for dealers to also claim a share of the personal emergency response service (PERS) market, which until recently had been dominated by companies that sold direct to consumers using nationwide television advertising.

By reallocating some time and effort to develop this revenue stream, alarm dealers can realize a good return on investment in the future, especially as more Baby Boomers head into retirement.

Scrambled Nest Eggs

The market shift to alarm dealers as local PERS providers could not have come at a better time considering that economic conditions have forced many older people to live on a tapered fixed income and adjust their lifestyle expectations.

The reality is, only a small percentage of aging Americans actually has the financial means needed for healthcare and living expenses throughout their golden years. In fact, according to the American Association of Retired Persons, in order for a couple to retire in 2010 at age 65 with an annual household income of \$50,000, they must have more than \$840,000 in the bank, assuming no pension and the

couple brings in \$2,500 a month in Social Security. To have an income of \$40,000, the same couple must have saved more than \$667,000.

Of those amounts, according to Fidelity Consulting Services, they will need approximately \$240,000 to cover medical expenses even with Medicare insurance coverage if no employer-provided healthcare coverage exists, which is the case for 59 percent of American workers, according to the 2009 Employee Benefit Research Institute (EBRI) Retirement Confidence Survey. This cost estimate does not include other health-related expenses, such as over-the-counter medications, most dental services and long-term care insurance.

The EBRI Retirement Confidence Survey also states that 35 percent of retirees report they have long-term care insurance (separate from health insurance, Medicare and Medicaid) to help pay for care they might need in a nursing home, assisted living facility or at home. However, estimates by private long-term care insurance providers show that only 10 percent of Americans age 65 and older have private long-term care insurance. This suggests that many retirees are counting on coverage they do not actually have.

Indeed, this is coverage retirees need based on the figures cited in the most current MetLife Market Survey of Nursing Home & Assisted Living Cost. For example, in 2008 the

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New EPA Lead Paint Law)**

An ESA Task Force has been created to further review the details of the proposed regulations, find out from the EPA what the impact of the rule will be on our industry, and work with allied industry groups involved with this issue. The association is also considering legislative options via the U.S. Congress.

Requirements for Renovation Contractors Include Certification and Training

■ All firms performing renovation, repair or painting work *must become certified*. This can be accomplished only by paying a fee and applying to either the EPA or the State, if it has an EPA-authorized renovation program.

■ Firms must have one or more “Certified Renovators” assigned to jobs where lead-based paint is disturbed. To become certified, a renovator must successfully complete an EPA or State-approved training course conducted by an EPA or State-accredited training provider.

■ All renovation workers must be trained. Renovation workers can be trained on-the-job by a Certified Renovator to use lead safe work practices, or they can become Certified Renovators themselves.

Determine if Lead Paint will be an Issue Before You Quote a Job

■ The age of a home can tell you a lot about whether lead-based paint is likely to be present.

■ If it was built before 1978, it may have lead-based paint.

■ The older the home, the greater the likelihood that lead is present in the paint and accumulated dust.

■ Consider when additions were built. Some parts of the home may have been built later than others. Later additions are less likely to contain lead-based paint and contaminated dust.

Protect Accounts from Scam Artists

Request free billing inserts from EMERgency24 to alert customers of unethical door-to-door tactics

EM24 wants to help protect your accounts and alert subscribers about a group that sends college kids door-to-door claiming that they represent your alarm company. These teams offer free upgrades or claim there are system troubles then request to see the alarm equipment.

After reprogramming the panel, they present paperwork to be signed that creates a contractual relationship above and beyond your subscriber agreement. **This is a scam!** To order free billing inserts for your customers, contact the Sales Department at 1-800-800-3624 or e-mail scam-alert@emergency24.com.

Summer Scam!

Each summer, groups of young people are dispatched across the United States with the sole purpose of convincing home owners to sign security system contracts that supercede current agreements with their alarm dealer.

These con artists look for security signage and often pretend to be a company representative offering a “free, one-day only” equipment upgrade. **THIS IS A SCAM!**

Your Alarm Dealer will never arrive unannounced for system checks or for any other reason.

Should you be contacted in this fraudulent manner, please call the police immediately and they will investigate the solicitor’s true affiliation, review vendor permits and check other requirements based on local laws.



New Issue of Security Seeker Available

EMERgency24 developed 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 is a single page to minimize postage and it stresses the un-thought-of benefits of a monitored alarm system. It will help dealers minimize subscriber attrition,” said Kevin McCarthy, EMERgency24 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.

Tell Us About Recent Successful Dispatches

During the last few years, EM24 parlayed successful dispatches into local and national publicity for the installing dealer through its Responder Reward program.

The EMERgency24 Responder Reward Program was developed to help publicize successful dispatches and foster goodwill from responding agencies. In some cases, EM24 will

make a contribution to a charity of the department chiefs’ choosing when responders are dispatched to an emergency situation.

EM24 dealers interested in saluting their local emergency responders for successful dispatches should e-mail a summary of the event, date/time and subscriber account number to k.lehan@emergency24.com.

Ensure Protection with Radio Communication Back-Up
Security system owners should be risk-averse groups that place the percentage of profit what is most important to them in their eyes, having a professional backup system is essential to a central station in a disaster protection, but there are times when the difference between life and death. For instance, heavy snow and ice storms down many phone lines across the U.S. Property owners are then left without the constant protection afforded by a monitored security system. The real threat of telephone lines being occasionally severed to disable a security system is another benefit of having back-up radio communication. This is exactly what happened in Lake Elsin, CA, when a homeowner had a natural chain fire send a natural chain fire to a security system because a fence line entered back into her home. Out on her own, she had to call the fire department, or the phone lines, which were the only way that would have triggered an alarm and then notified the service and a team in front of her. That there has been communication with the central station monitoring center on that incident, the situation may not have culminated in such a tragic outcome.

Protect Your Family Against Carbon Monoxide Poisoning
The northern winds and digital temperatures across the nation should be an annual reminder to protect your family, employees and other occupants from the dangers of carbon monoxide. Water is the source with the highest occurrence rate of CO poisoning, according to the Centers for Disease Control and Prevention. In fact, CO poisoning results in at least two deaths in the U.S. each day in January, which accounts for 40 percent of the deaths in that month. To help minimize these tragedies, the National Fire Protection Association urges property owners to inspect all fuel-burning appliances. This should be done annually by a qualified technician. Protect occupants with a CO detector. Contact your local EMERgency24 alarm dealer about installing UL-listed CO detectors inside each sleeping area on every level of a home, including the basement and any other locations required by applicable law. Detect a dangerous situation: CO detectors connected to a monitored security system provide the highest level of protection. The effect, serious illness or fatalities happen in multitudes before building occupants do not recognize there is a buildup of the colorless, tasteless gas that is often referred to as “silent killer.” Devices sending a trouble signal to the control panel when a system-connected CO detector reaches its end-of-life or another benefit of monitoring service. That means if a CO situation arises or the gas sensor has reached its end-of-life, you will be notified by the detector’s audible beeping, a message at the control panel and a telephone call from an EMERgency24 alarm monitor. Without the level of constant supervision, a life-safety system is compromised.

Disaster Recover Plans Needed

Listen to just a few sobering tales about businesses impacted by disasters and you will learn the importance of having a solid recovery plan in place.

Jim Christensen of JCBCM Consulting, Ltd., recently explained to a group of alarm dealers that developing a disaster recovery program is the most essential step to minimize losses should the unthinkable happen to your company, especially in a down economy.

“Beyond the challenges that businesses normally face, there are numerous contingencies that can impair, if not halt, their operational capabilities. This is greatly accentuated in a fragile economy,” Mr. Christensen explained, referring to banks’ reluctance to lend capital. “And all too often, distractions that abound in managing a business in a difficult environment result in either nominal business continuity planning or no planning.”

Having a solid disaster recovery program in place will help alarm dealers survive an interruption of business should there ever be a catastrophic loss at a company’s office. This could include flooding from natural bodies of water or pipe bursts, a large-loss fire, theft of critical computer equipment or natural weather emergencies.

“Environmental matters, communication integrity and protection of critical data are all vital to the survival of a company,” he said. “Add to that the impact of unique events such as the flu pandemic and you have a multitude of contingencies to contend with as a business owner.”

Not only is a disaster recovery program recommended, for some firms, it may be required, especially if your company is a service provider for other businesses. “In a recent development, universal standards for continuity planning have become a topical business issue,” Mr. Christensen said. “Because of the mandate for larger companies to have a defined plan, they are pushing down the same requirement to their suppliers. This is in an effort to have a coordinated plan amongst all the parties.”

Mr. Christensen, who is one of only 2,500 Certified Business Continuity Professionals across the United States, has worked in the Business Continuity Management arena for more than 15 years.

For each of his clients, he develops a unique plan to minimize or eliminate the impact of unforeseen events using an organized and common sense approach to this mission-critical initiative.

To learn more about his invaluable services, visit www.businesscontinuitymgt.com. There is an online survey that will help you assess the readiness of your company in addressing this important issue. You can also reach Mr. Christensen at 1-815-477-3655 and jim@businesscontinuitymgt.com.

(Continued from Page 1: PERS Profit Potential)

national average cost for a private room in a nursing home was nearly \$80,000, while the cost for assisted living rates increased annually to more than \$36,000.

Cost-fighting Benefits

Because of these astronomical costs, many Americans will be forced to stay in their homes longer than they intended just a few years ago when home equity could be counted on to fund many retirement dreams.

Fortunately, PERS provides the means for independent senior living by enabling subscribers to call for assistance at the touch of a button that activates a two-way voice communicator. Not only does PERS give confidence to the end-user, but it provides invaluable peace of mind to their families who will often pay for the service themselves.

That’s why alarm dealers should start to cultivate this market now by targeting their existing subscriber base. Just by letting customers know you are a provider of PERS, your recognized local brand will give you the advantage when they choose a company to meet their needs, current and future.

Launch PERS with Free Customized Flyers from EM24

Free customized flyers to help alarm dealers launch the new PERS offering are available from EM24. By providing marketing materials aimed at end-users, alarm dealers will not have to invest heavily to introduce PERS to subscribers and their families.

“Everyone knows someone who needs this service,” said Kevin McCarthy, EM24 National Sales Manager. “It could be for themselves, a parent or a neighbor. Ultimately, PERS was developed to help dealers grow their businesses.”

To order free custom flyers, call 1-800-800-3624 or e-mail your request (with logo and contact info) to custom-flyers@emergency24.com.

Customize E-Mails to Subscribers to Notify of Alarm Signals

The E-Mail Notification of Signals service that EM24 provides has been updated to allow alarm dealers the ability to customize the message by choosing what information to transmit to each subscriber.

When a dealer registers a new account or edits an existing account for this service, they will have the option to “check” the information fields they would like to see in the notification. The content of the notification messages is chosen by fields, such as “account,” “date and time,” “subscriber name” and “condition description.”

Please note that all fields will be included by default and that you must manually make your selections for each account. Also, dealers who wish to make modifications to individual account’s E-Mail Notification of Signals may do so via the Dealer Secure Services site.