

The Transmitter

Published Exclusively for Emergency 24, Inc. Dealers

www.emergency24.com

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You Can See What's Happening with Video Monitoring

A remote video monitoring system enables central station operators — and property owners — to "look in" on protected assets from anywhere with Internet access.

Perfect for interior and exterior applications, **video monitoring prompts a priority response by law enforcement** because there is visual evidence that help is needed should there be a legitimate alarm event. (see cover story)

With the advancement of hardware and communications capabilities, video monitoring is now a cost-effective method to protect almost any type of asset.

Contact your customers to explain how video monitoring can increase their security.

To develop a new revenue stream, find out if any of your customers:

- ◆ Leave assets — such as cars, boats or ATVs — outside?
- ◆ Store large amounts of cash, metal or lumber?
- ◆ Have a Dumpster® onsite?
- ◆ Own multiple properties that are often vacant?
- ◆ Live on remote acreage and have problems with off-road vehicles?
- ◆ Drop ship equipment or building materials to job sites?
- ◆ Have children that let themselves in after school?
- ◆ Want increased protection and minimal false alarms?

The Insurance Industry is Pushing for Better Loss Control Procedures

The ability to see what is happening at the protected premise results in faster response, more arrests by law enforcement

The insurance and alarm industries have been linked for more than a century to help prevent and minimize losses resulting from fire, burglary and other calamities that cost money.

Make no mistake, the relationship has always been a financial one. For many decades, the insurance industry offered premium discounts for facilities that had alarm systems in place because there was monetary incentive to do so.

But not any longer. After decades of declining effectiveness to minimize losses, the insurance industry is re-thinking its wholesale policy of discounts for alarm systems. Large companies like State Farm and Allstate have already eliminated the "alarm deduction" in Florida and underwriters are moving to remove it from their contracts nationwide because they can no longer afford what has become a "marketing device" that has no impact on reducing claims.

This is due to high levels of false alarms and low arrest rates, as well as the insurance industry's near collapse when the financial markets melted in recent years.

In short, the insurance industry is transitioning back to focus on loss control instead of market investments.

Comparing Apprehension Levels

In a recent Department of Justice publication called "The Impact of the Economic Downturn on American

Police Agencies," it stated that more than 10,000 officers have been laid off nationwide in 2011. One example community, San Jose, CA, reduced its force by 20 percent. As Chief Chris Moore said, "responding to all audible alarms does not accomplish" the intended goals of policing.

"In 2011 San Jose had 12,450 alarm calls and of those, there were only two arrests," Chief Moore said.

As a result, this department moved to a verified response policy, which has been coined "broadcast and file," a politically friendly term that means dispatchers announce that there is an alarm at a certain location but there is no obligation to respond to it.

Video Helps Police Make Arrests

To be clear, insurance companies do not support "broadcast and file" response to alarms, as it does nothing to minimize losses. Their preferred approach is "video verification," which hastens response.

A recent case study published in *Police Chief Magazine* documented the effectiveness in 30 vacant Detroit Public School buildings that were targeted for vandalism and copper theft. During the 2010/2011 school year, there were 101 burglaries in these facilities and the police were able to close 70 incidents with arrests of 123 people. That is a phenomenal

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Visit www.emergency24.com/blogs for the latest security industry news!

Monitoring DOES Matter – More than Ever!

You know monitoring matters, so make your customers aware of how important it really is.

Consumers today want to know all that they can about potential service providers to which their personal and/or professional safety would be linked. They will search websites, check addresses and look for images of your company and monitoring center. Many will rely on website information and facility aesthetics as part of their decision-making criteria.

Why not take a proactive approach by providing prospects with marketing material about your company and Emergency 24? Be sure to tell them about your company's training and certifications, as well as that of EM24, including that it has been in business since 1967.

Monitoring most definitely matters after the sale because once all the planning is completed and the detection devices are installed, EM24 operators will likely have more interaction with your customer than you do.

In effect, Emergency 24 takes on the personage of your company so make your customers comfortable by educating them about your chosen central station.

Central Station Audits

Most consumers assume they have reliable protection with a monitored system. However, there is a tremendous difference between third-party audited central stations and companies that maintain an alarm receiver and employ a few call takers.

Yes, some call-taking companies do offer dirt-cheap services (and in some instances, it's free), but the single most important aspect of alarm monitoring is that failure is not an option. There must be built-in fail-safes, contingency plans and multiple locations to achieve true redundancy. A small generator does not cut it. Further, there are training and staffing provisions that must be followed, as well as periodic testing procedures that must be performed.

If a central station does not follow the industry's best practices, have N+1-redundancies to account for every conceivable point of failure and open their facilities to outside auditors, you are betting your customer

relationships that their operation never encounters a utility problem or suffers the full wrath of Mother Nature.

Just like a two-buck wager on a long-shot horse, it's a gamble that rarely pays off. In fact, it's just bad business to take that type of risk when you consider the cost of customer acquisition and true value of the account compared to the possible savings for a basic digital account (not to mention complex IP systems).

A Wide Variety of Services

When evaluating EM24 in comparison to other monitoring companies, keep in mind that EM24 is able to monitor all types of accounts. That includes the archaic, current and next-generation technologies that will come to the market. We accept all of the standard reporting formats and communication technologies in case you purchased accounts for multiple dealers. We are also able to monitor any type of specialty account, such as jewelry stores, banks and commercial fire.

By choosing Emergency 24, which can meet the needs for every type of customer in your portfolio, you streamline "office work" by dealing with only one company. Plus, you will benefit from tiered pricing structures when more accounts are monitored by us.

Choose Wisely Before Moving Accounts

If you are considering moving your accounts for a small but immediate saving, be sure to figure in the cost of reprogramming systems, as well administrative time to complete the transfer, which takes away from service revenue and new customer acquisition.

To help make your decision, create a business plan and spread out those costs and savings over two years to determine the true average monitoring cost.

Also, think about the impact should you lose customers and you will see that any savings is quickly nullified.

With that data in hand, you are better prepared to decide if you are willing to switch to a bare-bone service provider and risk the loss of customers. Although price is always a consideration when buying a service, a much better metric to use is long-term company value, which comes from protecting your customer relationships.

Emergency 24 Offers Custom PERS Flyers to Help Launch Service

To help kick start a market for PERS in your area, EM24 alarm dealers can order FREE customized flyers to send to existing or potential customers.

"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. By offering



customized sales materials, we are absorbing the cost to introduce PERS to your customers," National Sales Manager, Kevin McCarthy said. "Everyone knows someone who really needs this service — a relative, friend or someone at church. Plus, it will help your business grow. To order customized copies, call PR Manager Kevin Lehan at 773-725-0222, extension 6917."

Monitors Will Now Leave Voice Mails at Premises

Effective immediately, Emergency 24, Inc. has changed its procedures to align with ANSI/CSAA standards concerning voice mails at the premise for burglar alarm signals.

Emergency 24 monitors now follow a procedure that requires a voice mail to be left at the premise, which is the first call made during the dispatch process. After leaving a message, the monitors will then make the remaining calls to notify people on the subscriber's party list.

Please note that this procedure does NOT apply to premise calls for Fire, Hold-Up or Panic signals.

Should you have any questions about the new protocol Emergency 24 monitors follow, call the Sales Department at 1-800-800-3624.

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70 percent arrest rate compared to the typical 12 percent rate for a "good department," according to the report.

These results are not unique — video intrusion alarms are delivering arrests across the country, saving insurers millions.

Those arrests actually have an exponential impact because putting one burglar in jail prevents an additional 30 burglaries they would have committed on the street. Plus, it eliminates the cost of the entire claims process incurred by the insurance company.

Be a Leader in Providing a Solution

The insurance industry is looking to alarm companies to help promote loss minimization tactics, specifically video verification.

Their point of view is that effective loss control means that video clips of burglaries are sent to your central station where they are immediately reviewed and dispatched as crime-in-progress.

As Emergency 24 alarm dealers, you are encouraged to be leaders in this effort so that we can show the value of our industry's collective services to minimize loss.

Closer to home — meaning your customers' homes — there is no better way to show the value of an alarm system than to halt a crime in progress and aid in the arrest of criminals.

EM24 End-User Brochures Available

To help you market your company and our monitoring services to existing or potential customers, order some of the end-user brochures that were created to explain why an alarm system monitored by EM24 is the best solution to increase security for any type of facility.

The full color, tri-fold brochures are printed on thick glossy stock to accentuate the image-heavy design that showcases the most advanced central station in the industry. These new brochures are available to EM24 alarm dealers in bundles of 25 for \$2.50.

"The new end-user brochure not only promotes the new EM24 central station, but it also explains to potential customers the advantage of having a monitored system and all of the various services available to them," said Kevin McCarthy, National Sales Manager. "It could actually be used as a stand-alone sales piece for your customers."

To order copies of the new end-user brochure for your existing subscribers or potential customers, call 1-800-800-3624.

EM24 Offers After-Hours Answering Service

Emergency 24 now offers an after-hours answering service to notify alarm dealers when subscribers require immediate attention to their system.

Marty Mayo, President of TAS Security Systems in Albuquerque, NM, explained, "Emergency 24's answering service allows for a seamless connection for our customers on the service side of the business. Many times the issue is solved by the central station, and does not require a call from a technician in the middle of the night. It saves us time and money!"

Giving end-users access to a live human being at all times is a proactive way to minimize

New UL-Listed Central Station Headquarters
Your security specialist chose EMERGENCY24 for your alarm system because of our special-response, reliability and experience. Our UL-listed facility and alarm monitoring software were designed by our in-house staff of engineers and programmers. Every aspect of UL requirements must be met at all times, this ensures security property owners receive the ultimate level of protection.

Security for Homes & Business
While there is always a chance a home or business will be affected by crime, fire or other unforeseen events, an EMERGENCY24-monitored security system can significantly minimize the impact of the incident. That's because EMERGENCY24 monitors respond to alarm signals and dispatch the appropriate emergency services should help ever be needed.

Dedicated to Developing the Next Generation of Technology
As the leading technical innovator in the industry, we are guided by a sense of responsibility to continuously seek and develop the next generation of security services for home and business owners. Some of our most recent offerings include:
■ Smart Home Automation Technologies
■ Personal Emergency Response Services
■ Wireless Remote Video Monitoring
■ Website and Internet Server Supervision

About EMERGENCY24
Since 1967, EMERGENCY24 has been the leader among central station alarm monitoring companies. By embracing the emergency services through a dispatching process through innovative use of technology, EMERGENCY24 remains ahead of the technological curve by striving to reduce programming and engineering expertise that allows us to respond to almost any customer need in a timely manner. That's why EMERGENCY24 has consistently been rated the "most preferred" central station by alarm dealers across the nation.

Five Locations Nationwide
To supplement our headquarters in Chicago and ensure functionality even if a catastrophe should happen, EMERGENCY24 operates a redundant network of central station monitoring centers across the United States, with branches in Washington D.C., Denver, Los Angeles and Milwaukee.

EMERGENCY24
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EMERGENCY24
Protecting millions of lives and billions in assets since 1967.

Increased Peace of Mind
An alarm system monitored by EMERGENCY24 is one of the best ways to protect people, pets and property should there ever be an intrusion. The medical emergency, gas buildup, water leak or almost any other catastrophic event. Having a team of trained monitors prepared to handle any signal that comes from your security system ensures a fast response when it is needed most. Even when you are not at home, emergency services are dispatched immediately. This provides around-the-clock protection for family, businesses, irreplaceable objects, important documents, financial data, critical network and much more.

Electronic Alarm Notification
EMERGENCY24 can notify property owners electronically when an alarm event happens so they can advise the station immediately, regardless of their location. Alarm notification messages can be sent to a cell phone via text messaging or to an email account.

Solutions for VoIP
EMERGENCY24 offers several security solutions for property owners who have migrated to VoIP phone services, which often impact the functionality of an alarm system.

Who We Monitor
EMERGENCY24 monitors alarm systems for every type of facility and subscriber across the U.S. including: Residential, Commercial, Industrial, Government, Military, Hospitals, Chemical Plants, Agricultural Operations and High Security Installations such as Financial Institutions, Jewelry Stores and Pharmacies.

Insurance Discounts
EMERGENCY24 meets or exceeds all UL requirements. UL representatives routinely inspect all kind facilities to ensure ongoing compliance. You may be eligible for a discount on your property insurance when you report that your property is monitored by a UL-listed central station.



EM24 is Now a Telguard Master Reseller *Convert Your Customers to EM24 and Pay Only 1 Bill!*

EM24 offers another option for alarm dealers to transmit signals to our nationwide network of central stations throughout the United States.

- Your company will save money by offering this turn-key system for monitored intrusion and fire systems.
- Telguard delivers 24-hour wireless protection by transmitting full data from virtually any security system.
- Telguard gives alarm dealers the tools to break their dependence on landlines that will soon be sunseting.

For more information on Telguard from EM24, contact the Sales Department at 1-800-800-3624.



WIRELESSLY
PROTECTED

