

The Transmitter

Published Exclusively for Emergency 24, Inc. Dealers

www.emergency24.com

Summer 2012

Contracts Protect Your Company; Give You Control

During the 1960s, EM24 founder Dante Monteverde was an alarm contractor. He knows what it is like to walk in your shoes.

Based on his experiences, EM24 has the most dealer-friendly contracts in the industry so that installers always maintain ownership of accounts and there are no term lengths that bind a dealer to our central station.

Compare this to other third-party providers and you will find that many contracts allow the monitoring center to buy your alarm accounts before you can sell it to somebody else. This is called the “right of first refusal.”

“When a central station holds the right of first refusal over your company, they are allowed to match any offer you receive,” said Senior Vice President, Patrick Devereaux. “These types of clauses reduce the effectiveness of negotiating in good faith. Astute buyers, who generally have more money to offer, know the clause exists in your contract with the central station and they will not bother to even consider a transaction. You are left with a reduced number of potential prospects. Generally, you will probably get less for you company in the long run. As an EM24 alarm dealer, you have much more control over your company.

EM24 Represents Illinois Alarm Industry in Washington D.C.

Municipal monitoring and background checks were the two main topics the delegation spoke about to Congress.

On April 18, dozens of alarm industry professionals gathered in Washington D.C. to participate in the Electronic Security Association’s (ESA) Day on Capitol Hill to promote the national organization’s political agenda to members of the United States Congress.

There were two very important issues that the ESA delegation pushed to their representatives and senators: 1) the ability for alarm dealers in every state to have access to national and international law enforcement databases for background checks and 2) asking the Federal Trade Commission to look into the municipal monitoring problem that originated in the Chicago suburbs.

“Believe it or not, 28 states in the union do not have access to the database to do comprehensive background checks. This includes every state that borders Illinois,” said Public Relations Manager, Kevin Lehan. “That means a person can have a felony in one state, then move to

another and get work in the alarm industry. There are two bills — one in the House and the other in the Senate — that would grant access to the state to do background checks on alarm industry professionals.”

Regarding the issue of municipal monitoring, the ESA does not have a bill introduced to stop this practice, but the country’s elected officials now know it is an issue.

“By representing Illinois alarm dealers and sharing our experience with the rest of the ESA delegation from across the country, we raised awareness of the problem. By having a clear understanding of the issue, they could then properly explain to their elected officials how municipal monitoring hurts the alarm industry. Nationally, the ESA sees this issue as one of their biggest concerns,” Lehan said.



The ESA delegation gathers at the Capitol Building.

EMERGENCY 24

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

You Must Adapt to New Market Conditions

The sky is *NOT* falling.

That's your competitor making it rain by going to market in a new manner. Instead of fretting over it, alarm dealers must adapt to the market conditions and work with their central station to position themselves to not only compete, but to thrive.

If that means creating a market niche, offering a new service or promoting the private industry's technical superiorities, you should do it. If you don't, your business will suffer.

Yes, We Can Do That!

Increasingly, alarm components are being integrated with other electronic elements in a building, namely audio/visual entertainment systems.

It's natural then for A/V system installers to branch out to offer security devices in their packages. For example, many building owners now choose to have cameras trained on points of entry so a motion sensor can trigger a video system that displays real-time images on monitors or televisions in a picture-in-picture manner. They may even incorporate access control capabilities to allow entry into the premise. Once this step is taken, it makes sense for A/V installers to offer interior motion sensors, as well as PIRs, glass-breaks and so on.

The impact of this integration is that alarm dealers now have a new class of competitors in their market place. However, that does not mean you have to cede the territory. Instead, alarm dealers should branch out to A/V systems, market their security expertise and leverage knowledge of working with a central station to incorporate other unique capabilities, such as fire systems, environmental monitoring and two-way voice.

Think about it. If you, as a prospect, had to choose only one company with similar offerings to install these two distinct systems, wouldn't you hire the professional with specific skill set that could help protect your family or employees?

Additionally, making the decision to offer A/V installation services may present an opportunity to focus on vertical markets, such as multi-family housing or assisted-living facilities to name a couple.

Look for New Revenue Streams

In addition to planting your flag in new ground, alarm dealers should examine their core competency to find ways to expand their service offerings to existing customers – and their families. Although Personal Emergency Response Service (PERS) is not new, the demand for it is growing as the cost of assisted living and nursing care continues to

outpace almost all investment portfolios. That's why many central stations have begun to offer it in recent years.

PERS presents a great opportunity for alarm dealers to increase their recurring monthly revenue stream with minimal service outlay because most installations require only an electrical outlet and a telephone line. Lower-level technicians can be assigned to program the devices, make the delivery and explain how to use it to the end-user. The result is a minimal-cost installation that generates significant income, which may even justify adding staff.

Competing with the Government

In an age during which local government bodies are strapped for cash, alarm dealers may find themselves competing for customers with the public sector. When this happens, alarm dealers are usually handicapped by the local Authorities Having Jurisdiction (AHJ) in multiple ways, including mandates for fire systems to connect to a municipal fire-alarm board and AHJs "influencing" potential customers to use the government's services.

Faced with these conditions, alarm dealers must assert their position collectively that they are qualified service providers with decades of experience in the local market. Additionally, you should contact EM24 (**Kevin McCarthy or Kevin Lehan**) and we *WILL* assist you in this fight.

The first step we will take is to contact the local AHJ to have a discussion about why the government wants to supplant the private sector from its rightful place in the market. The next step would be to educate alarm-system owners about the lower cost offered by the private sector and demonstrate the private sector's superiority in technology, physical-plant requirements and service.

"Fortunately, most potential customers would prefer to work with the private sector — especially after they are informed of the higher central-station standards that must be met when compared to the local public safety answering point (PSAP), which is not audited by third parties like Underwriters Laboratories or FM Mutual," said National Sales Manager, Kevin McCarthy. "End-users must be made to understand that private-sector central stations provide services that PSAPs cannot, including notification of party lists and implementing false-alarm prevention tactics like multi-call verification, cross-zoning and video monitoring. Ironically, PSAPs actually increase their revenue by fining users for a false dispatch. When we have been able to inform a local market about possible government take-over of alarm monitoring before laws are put into effect, we have been very successful in stopping the market encroachment by government bodies."

'Notes' Field for Dealer Eyes Only — Not Dispatching Instruction

To avoid misunderstandings about the use of an account's "Notes" field in the dealer portal, know that the data is for a dealer's internal use only. It is not seen by monitors.

"Monitors do not have access to the notes via the dispatch software. As such, it cannot be used to give us dispatch instructions," said Ellen McGraw, Data Entry Manager.

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.

Emergency 24 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 requiring 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 attrition, said Emergency 24 National Sales Manager Kevin McCarthy.

"There is nothing more annoying to a customer than to be awoken in the middle of the night with non-stop beeping from the alarm system and then having to leave a message on a machine, hoping for a call back," McCarthy said. "Emergency 24 can field those calls and make notifications based on the conditions the alarm dealer defines. We will handle those calls in any way you would like us to."

To learn more about the new after-hours answering service, call our Sales Department at 1-800-800-3624.

Save Time Setting Up New Accounts

Dealers can streamline the process of setting up new accounts by using the time-saving techniques that have been built into the Emergency 24 online data-entry system.

Account Information

Click on **Accounts, Add New Subscriber** then **Copy Existing Account**. This will allow you to copy account information from a current account to a reserved account.

Conditions for an Account

Click on **Accounts, Add New Subscriber** then **Copy Condition List**. This will allow you to copy account conditions from a current account to a newly created account.

Customized Condition Template

Click on **Accounts** then **Condition Templates** and **Create/Edit Customized Template** to choose the format of the template by clicking on the text link labeled **Here**.

A standard list of conditions will be displayed. Check the boxes on the left-hand side of each condition you would like to have added to the template. You may also edit the **Authority Name/Sensor Location** at this time.

Monitored CO Detectors Provide Protection

More than a dozen states have passed legislation requiring the installation of Carbon Monoxide (CO) detectors and many others have CO-detection laws pending.

The nationwide emphasis on preventing additional CO-related tragedies gives EM24 dealers the chance to have frank discussions with customers on the benefits of CO detection.

First, it's important to know that all system-connected CO detectors contain a limited-life gas sensor. Underwriters Laboratories (UL) mandates the detector send a trouble signal to the control panel

When complete, click **Create Template** at the bottom of the page. This template can now be added to any account of the same format by going to **Accounts, Condition Templates** and then **Add Customized Template**.

Select the template and enter the proper authority phone numbers and then hit **Submit**.

User-Defined Conditions

Click on **Accounts, Condition Templates** then **Create/Edit User-Defined Template**. At the bottom of this page you can enter the name of a new **User-Defined Template**. To do so, choose the format and number of conditions to add by clicking on the text link labeled **Here**.

An empty template will appear with appropriate fields for the format. Enter the condition information, call-back data and description.

You would then click the text link labeled **Continue**. This data can now be added to any account of the same format by navigating to **Accounts, Condition Templates** and then **Add User-defined Template** where you would choose the template and enter the proper authority phone numbers. When this is complete, click **Submit**.

when it reaches its end-of-life (EOL). Without EOL signal capability, system-connected CO detectors are not code compliant. System-connected CO detectors monitored by a central station provide the highest level of protection, especially in areas where occupants sleep.

If a CO situation arises or the sensor has reached its EOL, occupants will be notified by the detector's audible beeping, a message to the control panel AND the central station. Without this level of supervision, the life-safety system is compromised.

EMERGENCY 24

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

