



WIRELESSLY PROTECTED



Sales Department at 1-800-800-3624.

- For more information on Telguard from EM24, contact the Sales Department at 1-800-800-3624.
- Telguard gives alarm dealers the tools to break their dependence on landlines that will soon be sunseting.
- Telguard delivers 24-hour wireless protection by transmitting full data from virtually any security system.
- Your company will save money by offering this turn-key system for monitored intrusion and fire systems.
- EM24 offers another option for alarm dealers to transmit signals to our nationwide network of central stations throughout the United States.



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



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Sign Up for EM24's New Program that Provides FREE Videofied Hardware and Pays You to Install

Alarm dealers can optimize their cash flow and use their money as needed most

Alarm dealers can add value to their company and immediate cash to the coffers with EMERgency24's new subscriber service program that provides **FREE Videofied equipment** to dealers to install at their subscribers' homes or businesses.

"This program was developed to empower alarm dealers to grow their business with an instant cash infusion and no upfront investment further than your time and efforts," said Kevin McCarthy, National Sales Manager. "We take care of everything from credit checks and monthly billing to handling technical-support calls and arranging for paid service visits. This allows dealers to focus on their core competency: sales and installation."

EMERgency24's innovative program keeps participating dealers stocked with Videofied equipment to sell and install at any time.

"Dealers can count on EM24 for a reliable supply of Videofied equipment," McCarthy said. "By receiving equipment for installations and cash up front, dealers won't be in a position of passing on a job because of equipment costs and their credit is tight. At the same time, dealers develop a revenue stream and they are still building an asset value in subscriber accounts."

To enroll in the program, dealers should call the EMERgency24 Sales Department at 1-885-760-0030.

EM24 Provides Equipment

After enrollment and completion of training webinars, alarm dealers receive a base package of Videofied equipment at zero cost. This includes:

- One XT-IP 620 Control Panel with power supply
- One XMA 621 Keypad
- One IMV 601 MotionViewer
- Two IDC 601 Contacts

"When you install that first shipment of equipment, we automatically send you more hardware to keep you stocked with hardware to sell at any time — without cost," McCarthy said. "You can even order packages to include any amount of equipment needed for a contracted sale."

Projections of Your Income

If a company sells just ONE base-package system a week, this equals \$36,000 in revenue. Keep doing that for five years and you've made a quarter of a million dollars. Plus, you have a little over \$214,000 potential market value based on a 36 multiple.

With the way the program was designed, a dealer can financially justify adding staff to sell this system and cover costs now in order to enjoy the huge benefits down the road as renewals are signed. "We anticipate that this program will be very popular with new dealers who may not have a lot of cash flow as well as more established companies that can sustain

operations without needing the monthly revenue now but want large paydays as the cycle of renewals churns in the coming years," McCarthy said.

Video Verification Advantages

Video is the future of the industry because our monitors can SEE what's happening at the property. "If we tell dispatchers we see an unauthorized person in the premises, you can expect a higher-priority response. This results in more captures and less loss, which are the main goals of law enforcement and the insurance industry, both of which are working with the alarm industry to establish video verification standards," McCarthy said.



Check out EM24's new website with many more dealer features!

New EM24 Dealer Alert Notifications

Recently, EMERgency24 introduced its Dealer Alert Notifications to inform of circumstances or situations that may impact monitoring services for your subscribers.

Dealer Alert Notifications, which are sent to the email address you provided as a point of contact, will deliver timely, initial information regarding any situation that could potentially impact service. EMERgency24 will also use this method to send follow-up details as they become available.

EMERgency24 will attempt to notify only the dealers who are impacted by these situations. For example, should there be an issue with a third-party communication vehicle such as Total Connect, only dealers with those types of accounts will receive the Dealer Alert Notification. Or, if a cell tower in suburban Pittsburgh goes down, we'd then only contact dealers with subscribers in the affected area.

There will be times, however, that you may receive an alert and your subscribers are not affected at all. As we gain more experience with this service, we will become better at identifying impacted dealers and isolating notifications to only those whose customers face issues.

If you did not see the initial Dealer Alert Notification email from EMERgency24 – we sent an introductory note when we launched this on April 24 – please send an email to EMERgency24Email@emergency24.com to let us know of the email account to which you want future notices sent.

Best Regards,



Patrick J. Devereaux
Senior Vice President

Sign Up for Online Bill Payments

EMERgency24 now offers the option of online bill payment using a credit card. To begin paying your bills online, log in to the Dealer Secure site, go to the “Admin” link, then “Billing & Payments.” You can then add a credit card for current and future payments. This new capability was developed to complement the recently offered digital invoicing option that will help minimize paperwork and make document storage much more cost effective.

Order FREE Copies of Spring-Summer Security Seeker for Your Subscribers

This issue's cover story explains to end users that the 2G cellular network will be retired by the end of 2016 and that customers should contact their EM24 alarm dealer to see if their system will be impacted. This gives you the opportunity to up-sell those customers or alleviate their concerns.

To order copies of *Security Seeker* for your customers, call 1-800-800-3624 or e-mail Ccage@emergency24.com with your account number and how many we should ship.

Try the New Dealer App for Mobile Control of Your Accounts

EMERgency24 has recently developed a new smartphone app to allow greater mobile control and interaction with alarms systems and accounts.

The EM24 Dealer app — available for both iPhone and Android devices — enables dealers to access their subscribers' accounts, view recent history, place entire accounts on test and find nearby subscribers using the device's global positioning system, which will then provide driving directions to the property.

With the ability to passcode protect the EM24 Dealer app, you will always have safe, secure access to your subscribers' data. “In recent months, EMERgency24 has been rolling out new digital tools to help dealers minimize hard-copy paperwork and allow them to do more of their tasks online and via their preferred mobile devices,” said Kevin McCarthy, National Sales Manager. “The dealer feedback we are receiving has been overwhelmingly positive. One dealer said that he and his team use this app about 10 times each day, particularly for testing installations and to store subscriber dialer phone numbers in the Notes field. He said this is the easiest way for his installers to send that information back to the office. This app has made the job easier for their company. I encourage you to download the app today and share with me the ways you use it.”

Convert to Digital Billing Soon

EMERgency24 encourages dealers to choose paperless billing that's sent the moment an invoice is generated to a designated email account. To receive digital invoices in .pdf format by email, log in to the Dealer Secure site, go to the “Admin” link, then “Billing & Payments,” then click on “Invoice by Email.” From this page you can then input an email address to which the digital invoices will be sent. Also note that by signing up for invoices by email, you will no longer receive a paper bill via the U.S. Post Office.

You Can Now Merge Customer's Information into Digital Contracts

Dealers can now merge account data into a .pdf of the monitoring agreement.

To output contract data to the digital file, log in to Dealer Secure Services and click the green button labeled “Access Dealer Services Version 2013.” Click on “Tools,” then “Documents,” followed by clicking another green button labeled “Download Monitoring Service Agreement.” You will be prompted to enter an account number and then click “Generate PDF.” This outputs all account information into the appropriate fields.

Increase Value of Accounts with Video Verification

As an alarm dealer, which of these would you place more value upon when taking a 10-year view: 250 traditional subscribers or the same number of accounts that have a video component?

Let's even say all things are equal — both produce the same amount of RMR. Which would you choose?

EMERgency24 believes video systems will retain more value than a blind system, and here's why: False dispatches are causing some law-enforcement agencies to rethink their response policies, thus impacting the value of monitored systems in the eyes of subscribers.

While protocols like the Security Industry Alarm Coalition's enhanced call verification (ECV) are very effective, some emergency response agencies require more information about what is happening at a premise before dispatching police.

This is where video verification can not only salvage the value of your subscriber base, but increase it. The reason is that video verification usually delivers faster police response.

If a central station operator sees a human in the video and the ECV process cannot verify that person is authorized to be in the premise, the monitor reports this to the police dispatcher. This can result in a priority response, more captures and reduced insurance losses.

Should an operator receive a video clip with no human present, verification calls are still made, just

like a traditional alarm system. If the alarm is not cancelled by an authorized person, a request for dispatch still happens like a regular alarm.

How Video Verification Works

Video verification documents a change in local conditions. When a sensor goes into alarm, cameras record clips or open a feed to live video at the premise. The video and/or notification to view the live feed are sent to a central station where operators survey the situation.

With video evidence and other means of verification, such as audio or cross zoning, central station operators can tell dispatchers more about what is happening at a property. As such, the quality of the process improves, raising the priority for dispatch and hastening response. This is inline with the protocol followed by most law-enforcement agencies across the United States.

It's important for contractors to know that video verification is dependent on central station service and does not disrupt the alarm business model.

Video Verification Progress

For video verification to truly gain acceptance by all ancillary industry stakeholders from end-users, police and the insurance industry, there must be uniformity in how it is applied. With several years of field experience gained by industry stakeholders, some of the advancements for the next generation of verification are being implemented.

Differentiations can be made for residential, commercial and high-value commercial, as well as interior and exterior applications.

Within the commercial realm, there are different risk levels to be accounted for, such as the potential loss at a fast-food chain compared to sporting goods store that has a stock of weapons and ammunition.

Fortunately, one distinction everyone agrees upon is that professionally installed and monitored systems will garner prioritized response that do-it-yourself, self-monitored systems will not enjoy.

That alone gives alarm contractors a tremendous selling point to current and potential customers, especially as some of the largest technology companies in the world enter into the DIY “smart-home” market with automation systems and smoke/carbon monoxide detector devices.

While the industry works on these issues — and many more — whatever the final form of this standard ends up being, video verification will deliver value for every stakeholder in the battle against property crime.

Alarm-system owners will get a fast police response and alarm contractors will benefit from satisfied customers. At the same time, police remove criminals from the streets and the insurance industry cuts down on claims they have to pay out now and in the future. A win-win for everyone.

That's why we believe video alarm systems will have greater value.

Follow Laws (& Good Ethics) for Door-to-Door Sales

Like it or not, door-to-door marketing is becoming the norm for alarm dealers as many in the industry have taken to the streets in order to compete with one of the fastest growing companies in our sector.

While EMERgency24 encourages alarm dealers to go to market in whatever way that best suits their

company, it is important that they do so within the confines of the law.

That means being familiar with local regulations, such as allowable hours of door-to-door sales and which communities require peddlers' permits. Additionally, it is suggested that companies using this marketing method provide their staff with

identification cards that include a recent photograph, state the person's name, give a physical description (height, eye and hair color) and clearly shows company affiliation.

That way, there can be no confusion about who your sales team represents, which is the biggest complaint by the industry about this selling method.