



WIRELESSLY PROTECTED



Sales Department at 1-800-800-3624.

For more information on Telguard from EM24, contact the

dependence on landlines that will soon be sunseting.

• Telguard gives alarm dealers the tools to break their

transmitting full data from virtually any security system.

• Telguard delivers 24-hour wireless protection by

system for monitored intrusion and fire systems.

• Your company will save money by offering this turn-key

throughout the United States.

signals to our nationwide network of central stations

EM24 offers another option for alarm dealers to transmit

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



# The Transmitter

Published Exclusively for Emergency 24, Inc. Dealers

www.emergency24.com

Winter 2013

## Downloadable Dealer Literature Can Be Saved with Your Company Data in Place for More Efficiency

*Editable Forms Can Be Downloaded & Contracts Exported w/ Customer Data*

To help EMERgency24 alarm dealers become more efficient, all of the forms needed to manage subscriber accounts are available digitally and allow data to be typed into the file and saved, thus eliminating some time spent on data entry.

These forms, which should be downloaded to your local computer and saved as a master file, are editable .pdf files that have embedded "fields" that allow you to key in data, much of which will remain the same for your customer base. This includes your company information, as well as some selections that you may choose to standardize, such as the date and time of autotests. Additionally, as some dealers use the same base package of equipment for a majority of their customers, a "template" can be saved for these types of installations.

Not only does this minimize data-entry time, but it enables you to provide a clean contract/form to present to customers. Plus, the EM24 Data Entry Department will be able to more accurately enter account information without having to decipher rushed handwriting samples. Each of the editable forms is located in the password-protected Dealer Secure site.

<b>EMERgency24</b> FIRST IN COMPUTERIZED MONITORING 999 E. Touhy Ave., Ste. 500, Des Plaines, IL 60018 TEL: (773) 777-0707   TOLL FREE: (800) 877-3624 FAX: (773) 286-1992   www.emergency24.com		<b>Monitoring Service Agreement</b>	
		December 26, 2013	
(enter original transaction date above)			
<b>Notice of Cancellation</b>			
You may cancel this transaction, without penalty or obligation, within five (5) business days from the above date.			
If you cancel, any payments made by you under the contract will be returned within ten (10) business days following the receipt by the company of your cancellation notice.			
To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram to:			
EMERgency24 999 E. Touhy Ave., Suite 500 Des Plaines, IL 60018		No Later than Midnight of: January 3, 2014	
John Q. Public			
<b>Buyer's Name</b>	123 Main Street	Anytown	IL 62223
<b>Buyer's Address</b>		<b>City</b>	<b>State</b> <b>ZIP</b>
<b>Buyer's Signature</b>		<b>Date</b>	
Subscriber Cancellation Form - 6/2010			Page 1 of 1

### Print Contracts with Customer Info

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.

### Converting to Digital Billing

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.

EMERgency 24, Inc.  
999 E. Touhy, Suite 500, Des Plaines, IL 60018  
Ph.: 800.800.3624/info@emergency24.com



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

## New Subscriber App for Smart Phones is Now Available for Downloading

EMERgency24's team of in-house software developers and code writers have created an app for end users named URSecure, which is the domain name of the existing subscriber portal, which was the first of its kind.

With the URSecure app, which is available for iPhone now — the Android version is nearly ready — subscribers can securely log in to their accounts to view and alter open/close schedules and party lists, make temporary changes, request permanent changes, review account activations/history and put accounts and conditions on test.

“More and more, subscribers are expecting to be able to have interaction with their alarm system, just like they see advertised on television by some of the largest installers in the industry,” said Kevin McCarthy, National Sales Manager. “You too can offer the same functionality either as a value-added service or as another way to monetize your account base. I ask that each of you please download this app to see its capabilities and inform your customers of it.”

## More Dealers are Using EM24's After-Hours Answering Service

Increasingly, EMERgency24 alarm dealers are signing up to have our central station monitors act as their after-hours answering service.

Based on the instruction provided by the dealer, EM24 monitors will take calls, assess the situation and inform the listed contacts at the dealer's company.

Keep in mind that those contacts can be adjusted at any time so that a rotating “on-call” schedule of technicians can be facilitated.

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 attrition.

“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,” said Emergency 24 National Sales Manager Kevin McCarthy. “Emergency 24 can field those calls and make notifications based on the conditions the alarm dealer defines. We will handle those calls in almost any way you would like us to.”

To learn more about the new after-hours answering service for your company, call the Emergency 24 Sales Department today at 1-800-800-3624.

## Download Customizable Bill Inserts to Warn Your Subscribers of Scammers Targetting Them

State and local officials across the country are warning consumers about a telephone scam designed to intentionally deceive your subscribers by claiming to have information about their alarm system, or by offering them free upgrades to their existing system.

By downloading customizable billing inserts — located at [www.emergency24.com/ScamCalls](http://www.emergency24.com/ScamCalls) — for your next mailing, you can warn your customers so they aren't deceived and so you don't lose an account.

These inserts allow you to digitally add your company name and phone number and asks the subscriber to call you if they ever receive unsolicited calls “from their alarm company.”

**Know Who You are Speaking with When You Receive Calls about Your Alarm System**

State and local officials across the country are warning people about unscrupulous phone callers who may intentionally deceive you by claiming to have information about your alarm system, or by offering free upgrades to your existing system. If you receive unsolicited calls like this, before you take any action, please contact us at the number provided to the right.

**Sent to you by:**  
**GENERIC ALARM COMPANY NAME**

**Company Phone #:**  
**YOUR TELEPHONE #**

*Too often, these unsolicited sales calls are SCAMS!*

## 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 Winter Security Seeker for 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](mailto:Ccage@emergency24.com) with your account number and how many we should ship.



## Help Homeowners Understand Value Exchange of Central-Station Contracts and the Service Provided

It's not business, but personal when selling to residential customers who want an alarm system to protect their family, treasured possessions and memories created within a home.

Even homeowners who are astute business people at the office change their mindset once they cross the threshold, especially when it's their family's personal security being discussed — as well as accepting the terms of the central-station contract for providing such services.

On the face of it, the contract may seem one-sided, but when you deconstruct the value of the services provided compared to the compensation sought, the terms will make more sense.

It's your job to help the homeowner understand how the monitoring contract is a balanced agreement.

### Educate the Homeowner

It is natural for the homeowner to be taken aback by contract terms like “Limits of Liability, Waiver of Subrogation and Negligence.” Homeowners mentally calculate their potential loss to be a great deal more when they consider the total loss of a home, its contents and the possibility of loss of life.

For this reason, do not allow the homeowner to review the contract without explaining the reasons for those terms and the limitations that are outlined. If you've gotten your

potential customer to the point of contract review, you just need to close this part of the sale and the deal is done.

Take the time to proactively explain that the central station is not providing an insurance policy, but instead a service that is designed to minimize losses. Interject that if a central station were to act as an insurer of property, meaning the company takes on the risk of being exposed to huge liabilities for property damage or other tragedies, a completely different calculation of cost would be needed to offset the potential risk with a just reward.

In fact, make a direct comparison: Insurance underwriters calculate each policyholder's premium based on decades of historical data that factor in the likelihood of countless loss scenarios — including having an alarm system backed by central-station service — and quantify the outcomes to predict potential claims.

That means that any potential failures by the central station are already factored into the premium being paid. To ask the central-station to take on the same risk with increased monitoring fees would only be redundant and wasteful.

### A Fair Exchange

Enforceable by law, a contract is a promise made by one party to another in exchange for adequate

consideration, which reasonably and fairly compels the first party to fulfill their promises to the second. Relating to the central-station contract, adequate consideration is the fee paid in exchange for monitoring services.

When explaining the contract to your customers, be sure they understand the primary function of a monitored alarm system is to detect an alarm event quickly and then transmit that alarm-event information to emergency responders immediately, which helps minimize losses.

Another benefit to the homeowner is they can then inform their insurer that there is a monitored system in place that will help minimize potential losses in the event of an emergency. For this, they may receive a discount to their premiums.

It must be clear to the homeowner that central-station monitoring service is not an insurance policy but is intended to increase life-safety and peace-of-mind. That accounts for the true value of the service.

By explaining the value exchange to the customer, homeowners should clearly understand the differences between monitoring service and an insurance policy that covers total losses, thus the “adequate consideration” is much lower than premiums to insure a property and its contents.

## New Dealer App for Mobile Control of Accounts

EMERgency24 has recently developed a new smart phone 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.”