

# The Transmitter

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## BE AWARE: Non-Response is NOT a Non-Issue

Although verified response — also known as non-response — has not been in the headlines recently, be assured that this policing policy is still a threat to your company.

Consider what happened in Detroit: After months of following SIAC's Enhanced Call Verification model ordinance that resulted in a 30 percent reduction in false alarms, the police department abruptly implemented a non-response policy. "When law-enforcement agencies refuse to respond to alarm signals without verification that a crime is taking place, criminals are emboldened because they think no one is coming to arrest them," said Emergency 24's Detroit branch manager Joe Ramos.

With lesser police protection, alarm system owners then question the usefulness of their system, which further puts them at risk. "The first reaction is to cancel service, but dealers need to inform their customers that there are acceptable methods we use to gain verification of the alarm so we can call for police dispatch. These include video or audio verification, as well as cross-zoning. Each of these will likely require additional hardware installation, but that will ensure police response," Ramos said. "It's crucial we educate customers in verified-response areas that we have solutions to protect them."

## Private Alarm Industry Still Fighting Significant Battles

### *Industry Lobbyist Suggests States Create Preemptive Laws*

On Jan. 24, at the Elk Grove Village, IL council meeting, the community's trustees chose not to vote on an ordinance that would have "encouraged" all new businesses (as well as others that made system changes) to install wireless fire-alarm systems that would have to connect directly with Northwest Central Dispatch, which is the public safety answering point for the community.

Business people and security industry experts attended the meeting to voice concerns about the proposed ordinance that was originally written to mandate the use of the government's selected product supplier and monitoring service.

Although the language was changed from "mandate" to "encourage" prior to the meeting, village trustees still chose not to advance the plan. The council also agreed that working with the private-sector security experts in attendance was the best course of action to maintain a high level of public safety while keeping costs in check for its business community.

"This is an issue all alarm dealers

across the United States need to be aware of so that you do not allow it to happen in your local markets," said Public Relations Manager Kevin Lehan, who is also the executive director of the Illinois Electronic Security Association. "Be involved in your local government and get to know the fire and police chiefs in the areas you have customers. Part of all of our jobs is to work with the local policy-makers to come up with the best solution for every community."

Lehan said once the Elk Grove Village council understood that its business community could get a lower price than the package offered by its chosen vendor, they agreed to letting the open market play out via competition.

"If either version of the ordinance had passed, the business community would have suffered the most. When there is only one game in town or one preferred vendor, it eliminates market pressure to keep the prices in check," he said. "When you have the support of the business community, politicians tend to listen to them."

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About 300 alarm-industry supporters attended the Jan. 11 Elgin City Council meeting to oppose a proposed ordinance that would have created a monopoly.



**EMERGENCY** 24

Visit [www.emergency24.com/blogs](http://www.emergency24.com/blogs)  
for the latest security industry news!

# Keep Selling Even After You Close the Sale

Marketing communication with your alarm-system customers should not only happen during the pre-sale stage, but throughout your professional relationship.

Continuous communication with your customers will help lengthen your affiliation and will often result in additional sales opportunities after customers realize they need a service your company provides.

For example, consider the young family that selected your company to install a simple, yet effective, alarm system right after they bought their first house a few years ago.

What if that family now has a child entering the home alone after school? Certainly, Mom and Dad will be more comfortable knowing they can receive an alert when this happens — or if it does not happen. Those parents might even be enticed to go a step further and leverage video technology to look in on their child from a secure Internet connection. Others may even be inclined to use GPS technology to track their youngster's whereabouts at all times.

Obviously, as a security professional, you know there are products and services that enable each of these capabilities quite easily. But do your customers know this too?

You can't expect customers to look for ways to spend money with your company — you must present them ideas by continuously promoting the services you offer.

## Free Weekly Autotesting to Ensure Communications

Make sure alarm systems are communicating as they should be by programming **FREE** weekly Autotests.

This is a no-cost opportunity for you to be more proactive with your subscribers. Just update each account and let subscribers know this is a value added service to help ensure their safety. **Use the Dealer Secure Services website to add the FREE weekly Autotests**

- Log into Dealer Secure Services to pull up a Subscriber's account
- Click on "Accounts" and navigate the drop-down menu to "Change Request"
- Click on "# of Autotests"
- Scroll down to "Number of Autotests Sent per Month"
- Check box marked "Weekly"

### Request *Security Seeker* newsletters from EM24

Nearly all of the new services that come to market are originated at the central station level. At Emergency 24, we

feel that we have a responsibility to help foster an interest in these new offerings by developing material for end users.

However, once a dealer chooses to incorporate a new technology into their company's offering, it becomes their job to sell the service to their customers — with support of the central station. In addition to a comprehensive website, the best, most cost-effective way for an alarm contractor to maintain an



ongoing sales conversation with their customers is to include printed materials about their complete line of products and services with hard-copy billing statements. That is why Emergency 24 produces its *Security Seeker* newsletters, which are FREE to our alarm dealers, according to National Sales Manager Kevin McCarthy.

"In most cases, a glossy letter-sized sheet folded in thirds and added to a billing statement in a standard Number 10 envelope remains under one ounce, meaning that postage will not increase for that quarter's mailing," McCarthy explained. "These types of end-user material are offered for the purpose of helping you grow your business. By eliminating the cost of material development, meaning content and printing, and with no extra postage required, why not take advantage of a free post-sale marketing campaign?"

Welcome, #9328 EMERGENCY 24, EMPLOYEE ACCOUNTS!		Account # M10001
Accounts	History/Activity	Testing
<u>Number of Auto Test Sent per Month</u>		
<input type="radio"/> Twice a Day (60 autotest signals sent per month)		
<input type="radio"/> Daily (30 autotest signals sent per month)		
<input checked="" type="radio"/> Weekly (4 autotest signals sent per month)		
<input type="radio"/> Monthly (1 autotest signals sent per month)		
<input type="radio"/> None		

- Click on "Send Request" and a "ZW" condition will be automatically added to the account
- When adding your Autotest to the list of conditions, select the Internal Condition of "805" and callback Option 4. It's that easy!

## Continued from Page 1: Industry Fighting Significant Battles in IL

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### Elgin City Council Hears from Industry

On Jan. 11, the IESA was able to fill the Elgin Council meeting with 300 people opposed to the community's plans to implement a municipal monitoring mandate.

A series of speakers from the alarm industry explained that they should allow the free market — instead of government intervention — to dictate which companies earn jobs in the town. With such a large crowd in attendance, the council did not vote on the issue; instead, it was pushed off until the Jan. 25 meeting, during which the IESA again showed up to oppose the measure that was ultimately tabled and remains unapproved.

### John Chwat Urges Preemptive Laws

John Chwat, Director of Government Relations for the Electronic Security Association issued the following statement:

*ESA members and state chapters must fight any attempts by local governments to usurp private-sector monitoring and life-safety fire and security alarm business. When a municipality (town, city or county) begins to consider at the council or board of supervisors level, whether or not to offer services that ESA industry members provide their residential and commercial customers, it must be identified early on, and met with opposition. ESA members and industry dealers and officials should express their concerns directly to city, town or county elected officials in visits, or letter writing.*

*Meetings with local government staff and other decision-makers are also important. Securing support from law enforcement and the fire community is also very key. Many states provide in their laws that a municipality cannot pass ordinances or undertake financial obligations unless the state legislature permits them to do so.*

*One of the most effective means to prevent a local government from undertaking services or actions is to "preempt" them from doing so by having the state legislature pass a law preventing these actions. This is not an easy process and involves identifying a sponsor for the bill, seeking its passage and making sure the Governor signs it into law. It is one tactic to consider in opposing municipalities taking over private sector businesses.*

# 8 User Levels for Dealer Secure Internet Services

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To help alarm companies protect account data while still being able to share this information with field technicians and office staff, Emergency 24 has developed eight distinct user levels for its Dealer Secure Internet Services site.

This allows dealers to tightly control viewing or editing capabilities by assigning user levels to employees to give them access to the information they need to perform their specific duties.

## USER LEVELS DEFINED

**Full Access:** User can access all Secure Internet Services and implement Administrative Services. User can enter new account data, make changes to data, view alarm activity and print reports: either by a global search of all accounts or by specific account number.

**Full Access — Passcode:** User can access all Secure Internet Services and implement Administrative Services. The only exception is that the user has no access to Subscriber Passcodes.

**Limited Access:** User must use a specific account number to access

Secure Internet Services data. User can enter new account data, make changes to data, view alarm activity and print reports only for that account number. User cannot use search functions and cannot view a list of all subscribers.

**View + Party:** User can only view account data, alarm activity and print reports, either by a global search of all accounts or by a specific account number. Plus, they can add/change/delete party list.

**View Only:** User can only view account data, alarm activity and print reports, either by a global search of all accounts or by a specific account number.

**View + Test:** User can only view account data, alarm activity and print reports, either by a global search of all accounts or by a specific account number, plus put an account on test by using a specific account number.

**Limited View:** User can only view account data, alarm activity and print reports by using a specific account number.

**Test Only:** User can only put an account on test by use of a specific account number and passcode.

## EM24 After-Hours Answering Service

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EM24 now offers an after-hours answering service to notify alarm dealers when subscribers require immediate attention to their system. 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 an machine, hoping for a call back," National Sales Manager Kevin McCarthy said. "EM24 can field those calls and make notifications as you determine. To learn more about this new service, call our Sales Department at 1-800-800-3624."

## 'Notes' Field for Dealer Use Only

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

# 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

