

The Sentinel



SAFE Security Customer Newsletter

April 2011

Helpful Home Security Tips

Ah, spring is in the air! As we get ourselves in shape for the upcoming nicer months, it is time to ensure your alarm system is ready for an upcoming vacation or just normal activity at home.

We know that burglars never go on vacation, and recent studies by the Police Executive Research Forum found that police agencies across the nation report spikes in crime fueled by the recession.

Here are a few tips to help keep your system in shape for the coming months.

Tip #1: Review or update the emergency contact information we have on file. Call us at (800) 669-7779 or your monitoring station if you need to make a change. Also, make sure that these trusted emergency contacts know how to use your system. Re-familiarize them with the system if needed.

Tip#2: Always lock up your home. Even if you don't think that it is necessary to lock your doors and windows to run a quick errand, it is. A burglary can happen anytime and anywhere. It could be your

house next time. One of the greatest home security tips is to make sure you keep the house locked.

Tip #3: Use your alarm system - turn it on! Only a monitored alarm system can send the message that an intruder has been detected on the premises.

Tip #4: Keep the entrances to your home well lit. Dimly lit or non-lit entrances are an invitation to burglars. It gives them covert access to your home. Consider exterior lights that automatically turn on at nightfall or have motion detectors attached to them.

Heed the security tips above and you will make your home less of a target for criminals. We will share more great security insights in upcoming email issues of *The Sentinel*.



SAFE Rewards Customers may find FREE monitoring in their emails!

Our customer loyalty program is expanding and as a "Thank You" to program members, SAFE will award a month of free alarm system monitoring to ten Rewards Program members each month!

Starting in April 2011, SAFE will randomly select ten email addresses from our Rewards Program email list and award a certificate good for one month of free monitoring. Lucky customers who find the certificate in the body of their email and respond within 30 days will receive a month of monitoring, absolutely FREE!

SAFE customers who participate in the SAFE Rewards Program already receive discounts on service, upgrades and products, and a \$500 Goodwill Reimbursement of homeowner's insurance deductible if a loss (due to break-in or burglary) is incurred while monitored by SAFE. Plus, SAFE Rewards members receive regular safety tips, security news, money saving ideas and special promotions via email in *The Sentinel* newsletter or *Tips and Alerts*.

If you wish to become a SAFE Rewards member or wish to verify the email address you have previously registered in our Rewards Program, go to http://www.safesecurity.com/products_services/products.html. Enter the word "Sentinel" in the "Offer" box. There is no obligation to purchase, but you must be a customer in good standing with SAFE.



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Friends and Family Referral Special: Refer a new customer to SAFE and we'll send you \$100 cash! Recent Rutgers University study statistics show that a higher density of alarm systems in neighborhoods actually decreases the burglary rate. So, tell your neighbors about SAFE – it will make your alarm system more effective. The extra cash helps, too!

ALERT: “Summer Sales Program” May Confuse Customers



We have received reports from some SAFE Security® monitoring subscribers who have been given false or misleading information regarding their SAFE monitoring accounts by sales representatives of other security alarm companies.

At one time or other, we have all been subject to high pressure sales tactics of participants in a “Summer Program”: groups of people canvassing entire neighborhoods, selling items from household cleaners to magazine subscriptions. The security alarm industry is not immune to their sometimes deceptive sales pitches. In some cases they have managed to convince SAFE customers, still under contract, that SAFE does not exist or that it is okay to sign another contract with a different alarm

company. They purposely confuse customers who then have a monitoring or billing mess to resolve.

Our message to our customers: please be aware that contacts initiated by salespeople from other alarm companies or summer program participants who see your SAFE yard sign or window stickers as a sales opportunity are not authorized by SAFE. Their information is more than likely inaccurate.

SAFE is here to provide you superior service and satisfaction. If you have any questions about the status of your account or your monitoring service, or if you are experiencing problems with your system, call SAFE Security first at (800) 669-7779. We have your contact information and system data on file, and are ready to provide the superb customer service our subscribers have come to expect from SAFE.

SAFE SECURITY Money Saving Tips

Some savings tips are like “an ounce of prevention;” it’s what you *avoid* that saves money. For example, we have had recent reports of customers needing on-site service to correct a communications issue between their system keypad and the monitoring station, a situation that may have been created by an electrician, or a telephone or cable technician.



Communications technology in our homes is so integrated these days that occasionally a “non security” technician installing or repairing a phone, internet or cable line may inadvertently disable the land phone line used by the security alarm system. In effect, the alarm system, if triggered, may not call the monitoring station.

Savings Tip: *Avoid a costly security service call by testing your system before* the other technician leaves the premises and have that technician correct the issue. Testing your system just takes a couple of minutes and can save the time and cost of a service call. Complete downloadable test instructions are located in the SAFE Operations Manual at http://safesecurity.com/support/residential_manual.html.

Here’s another Money Saving Tip: Many SAFE customers are taking advantage of a possible discount (up to 20%) on their homeowner’s insurance premium. If you haven’t yet, call your insurance agent to see if you qualify for a “monitored security discount.” If you are eligible, email me or SAFE customer service. We’ll send you the documentation insurance companies require. It’s so quick and easy!

My best regards,

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