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# INTRODUCTORY

# Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

### Dear [Name],

We appreciate the opportunity to introduce [Your Company] to insert [Recipient Company].

With over **[Years of Experience]** and proven performance, **[Your Company]** protects what you can't afford to lose. As one of the leading security companies in the area, **[Your Company]** is the "sign of security" to hundreds of satisfied residential and commercial customers throughout **[Area]**. We offer a comprehensive selection of systems and service including: intrusion and hold-up alarms, fire detection systems, CCTV surveillance, access control systems and armed patrol response. In addition, our Underwriter's Laboratories (U.L.) listed Central Monitoring Station provides the latest in computerized monitoring and supervisory services.

Through our recognized experience and service, we have addressed the wants and needs of businesses such as yours and initiated security programs designed to be transparent to your day-to-day business operation, yet provide maximum safety and protection for your personnel and customers.

We would like to meet you and show you how the professional security services of **[Your Company]** will work for **[Recipient Company]**. Our growth is the successful blend of customer satisfaction built upon prompt, efficient, and caring service from dedicated personnel. Enclosed for your review is a partial list of the diversified businesses which make up **[Your Company]** family of customers.

We shall contact your office on **[Date]** to arrange an appointment to present our program for the safety and protection of your business.

Sincerely,

# **NEW CONSTRUCTION**

# Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

Dear [Name],

### DO YOUR BLUEPRINTS INCLUDE PROTECTION OF YOUR INVESTMENT?

Your materials are solid. Your work is the best. It's your job to deliver results and come out ahead of the competition.

Unfortunately, no building is exempt from the potential setbacks of crime or fire damage. Incorporating security into your plans is crucial to protecting the value of your efforts.

Planning your security system in advance will:

- PREVENT OCCUPANCY DELAYS many cities require 24-hour Central Station monitoring of sprinkler extinguishing and fire detection systems. Plan for your FIRE system now!
- SAVE YOU MONEY the system will be installed during construction stages ensuring an aesthetically pleasing system.
- ATTRACT POTENTIAL BUYERS customers are more inclined to buy and lease space with built-in safety and protection.
- PROTECTION FOR YOUR EQUIPMENT & MATERIALS protect your construction site from vandalism and theft with our video verification system.

A good security plan, like a good construction plan, requires special attention and detail. [Company Name]'s team of security consultants can help you design your system to maximize the safety and protection of your location, yet cost-effective to' meet your budget parameters. Call [Phone Number] today to arrange appointment to review the best in security services.

Sincerely,

# **RELOCATE** Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

### Dear [Name],

Congratulations for the continued growth and success of your business which has prompted your relocation to larger facilities.

Relocating a business requires taking many "top priorities" and executing a program to ensure all are completed successfully. With the security and safety of your business of foremost importance, we at **[Your Company]** can help eliminate the worry of this priority. We will provide the planning and installation of a versatile, user-friendly, security system designed to meet the "life-style" of your business today and adapt to meet your growing needs. Proper planning in many cases can save the owner up to 20% of the installation costs and guarantee an aesthetically pleasing security system.

Planning your security program in advance will:

- SAVE YOU MONEY the system will be installed on or before move-in day ensuring an aesthetically pleasing system with minimum disruption to business.
- PREVENT OCCUPANCY DELAY many cities require 24-hour Central station monitoring of sprinkler extinguishing and fire detection systems.
- PREVENT AN EARLY LOSS your new location will have a security system operating when inventory and office equipment arrives.

A good security plan requires special attention and detail. **[Your Company]**'s team of security consultants can help design your security to maximize the safety and protection of your new location, yet stay cost-effective to meet your budget requirements. Call **[Phone Number]** for complete details or to arrange appointment.

Sincerely,

# **BREAK & ENTRY**

Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

Dear [Name],

### CRIME AND FIRE DAMAGE POSE THREAT TO BUSINESS LOCATIONS

As crime and fire continue to spell disaster for thousands of business or home locations in insert city area, many business or home owners do not realize the need for a security system until it's too late. Unfortunately, most of us still believe "it always happens to someone else."

Just recently, a break-in occurred on **[Street]**. Burglaries, robberies, aggravated assaults - these are the types of crimes happening daily in our community.

While no business or home is exempt from the setbacks of crime or fire damage, a well planned. Cost-effective security system can play a major role in preserving the life of your business.

At **[Your Company]**, your security is our business. Our services include: (Examples, list your companies services.)

- Burglar & hold-up
- Fire detection systems
- CCTV surveillance systems
- Access control systems
- U.L. Central station monitoring
- Armed response

Call **[Phone Number]** today and a **[Your Company]** professional will conduct a no-cost security survey to help you structure a system which will protect your business or home and its assets while you spend your time concentrating on profits or enjoying your family.

Sincerely,

# **NEW BUSINESS**

Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

Dear [Name],

Congratulations on the opening of your new business at [Business Name]!

While you undertake the many activities necessary to launch a successful business, we would like the opportunity to join your team as your security partner. **[Your Company]** has a special security package designed and priced for the safety and protection of new businesses such as yours. In addition, the program will:

- SAVE YOU MONEY You will get a **[Number]**% discount on a security system designed for the greatest degree of protection with minimum impact on your budget.
- PREVENT AN EARLY LOSS Immediate availability for system installation. Your building will have a security system operating when your inventory and office equipment arrives.

### THIS PROGRAM IS UNMATCHED BY ANY ALARM COMPANY BECAUSE [YOUR COMPANY] QUALITY IS UNMATCHED IN THE INDUSTRY!

Your security is our business. Call today—[Phone Number]—and a [Your Company] professional will conduct a no-cost security analysis of your premises to help you structure a system which will protect your business and its assets while you concentrate on profits.

Sincerely,

# **CHAMBER OF COMMERCE**

# Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

Dear [Name],

As a fellow member of the **[Area]** Chamber of Commerce, we wish to welcome your company's membership to the Chamber and extend our sincere wishes for a most successful tenure in the activities of this vibrant business organization.

For businesses just like yours, **[Your Company]** has introduced a special CHAMBER MEMBERS SECURITY PACKAGE designed and priced for the safety and protection of your assets, personnel, and your most important commodity – your customers. At **[Your Company]**, the provider of security for hundreds of satisfied customers in **[City]**, we protect what you can't afford to lose.

As the **[Your Company]** security consultant for your area, I would like to stop-by to personally introduce the various services we offer and answer any questions you might have regarding the safety and protection of your business. I will contact your office **[Day]** to arrange a time most convenient for you.

Sincerely,

# CONTROLLER

Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

Dear [Name],

### TODAY'S TECHNOLOGY CAN INCREASE PROTECTION WHILE IT DECREASES YOUR COST.

Is your "older" security system costing you more than the latest technology?

With the constantly changing economic conditions cutting into budgets, it just makes good business sense to maximize your operating dollars—especially the dollars allocated for the safety and protection of your investment and personnel.

For hundreds of companies just like yours, **[Your Company]** has replaced aging alarm systems with state-of-the-art technology and lowered the monthly monitoring cost.

We know your schedule is busy, but in 30 quick minutes we can provide a "no obligations" security survey of your facilities. We will present a proposal that could possibly SAVE YOU MONEY with a cost-effective security program.

As one of the leading, full-service, security companies serving **[City]**, we have addressed the wants and needs of businesses such as yours and provided the full compliment of security services through our quality assurance program which guarantees we deliver as promised."

We will contact your office **[Day]** to arrange an appointment to present our program. It could provide extra dollars you can transfer to another "line item."

Sincerely,

# **DON'T GET CAUGHT**

# Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

Dear Homeowner,

### CRIME HAPPENS, DON'T BE CAUGHT UNPROTECTED! .

No matter how much we wish it would go away, CRIME has a solid foothold in our communities. It seems every day we read or hear about criminal activities right in our own neighborhood.

Now you can take action to assist your law enforcement agencies in hardening the defenses of your community against crime with the installation of a **[Your Company]** security system. We design and install alarm systems to provide safety for your home and family against forces of burglary and fire.

As part of our on-going efforts to provide safety and "peace-of-mind" to our area communities, **[Your Company]** is providing no-cost security surveys to home in your neighborhood. In fact, we're making an exclusive, limited-time, offer to the homeowners in your area until **[Date]**.

[Your Company] will present:

- A [Number] percent discount on a complete burglary and fire alarm system
- FREE system monitoring for burglary, fire, medical, and other emergencies for **[Number]** months;

You'll also be interested to know most home insurance companies offer substantial discounts (typically up to 20%) for homes that have a qualified security system installed.

Take the necessary action today to provide safety for your family. Contact me at **[Phone Number]** to arrange a free, no-obligation security survey and demonstration.

Sincerely,

# **ELIMINATE RISK & WORRY**

### Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

Dear [Name],

### THIS INFORMATION COULD SAVE YOU TIME, MONEY, AND ELIMINATE THE RISK & WORRY.

Just stop for a moment to consider what crime and fire damage could do to your business. Replacing stolen office equipment could cost your business substantial dollars and countless hours of down-time. Vandalized files can take weeks to reconstruct and just one fire could put you out of business.

At **[Your Company]**, the sign of security to hundreds of satisfied customers in **[Area]**, we protect what you can't afford to lose.

For businesses just like yours, **[Your Company]** has recently introduced a special security package designed and priced for the safety and protection of your assets, personnel, and your most important commodity – your customers. This program will:

- Save you money a system designed for the greatest degree of protection with minimum impact on your budget.
- Guarantee your satisfaction [Your Company Discount Program] (example might be "a six-month money- back guarantee if you are unhappy with our service.")

This program is unmatched by any alarm company because **[Your Company]** is unmatched in the industry!

Your security is our business. Call **[Phone Number]** today and we will arrange for a no-cost security analysis of your premises and present our quality program which will provide your business with the expertise and professional security attention you expect!

Sincerely,

# TAKEOVER

Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

Dear [Name],

### YOU COULD BE PAYING TOO MUCH MONEY FOR YOUR SECURITY SYSTEM!

In the past several months, we have welcomed many companies such as yours to the **[Your Company]** family of customers with new security systems featuring state-of-the-art technology. These systems, installed through the guaranties and assurances provided by our years of recognized service, are now saving them hundreds of dollars per month. Included among these customers are **[Testimonial Customer Company Names]**.

You too can take advantage of our "RECESSION BUSTER" program which will return operational dollars to your profit line, yet provide the optimum in safety and protection for you, your personnel, and your customers. Unmatched in the industry, our program includes:

- Low installation costs
- Guaranteed monthly rates
- 24-Hour service and protection

While you take care of your business, your security is our business. Call **[Phone Number]** today and we will help eliminate the worry affiliated with your security and protection and save you money.

Sincerely,

# **TOO MUCH CRIME**

# Letter

[Date] [Name] [Company] [Address] [City, State, Zip]

Dear [Name],

### TOO MUCH CRIME...TOO LITTLE PROTECTION!

Our law enforcement agencies here in **[City]** are as good as they come. Second-to-none. But with everything else they have to deal with these days, they can't always be right there when we need them. Consequently, it's up to us take the necessary steps to protect our homes and loved ones.

And that's where [Your Company] would like to help!

If you've ever thought about the safety, security, and peace-of- mind a home security system would give you and your family, we encourage you to talk with us today. For a limited time, **[Your Company]** is making a very special offer. With the installation of a **[System Name]** security system by **[Date]**, **[Your Company]** will give you:

- [Your Financing Offer]
- Deferred payments for [Number of Months]
- FREE system monitoring for [Number of Months]

Just give us a call at **[Phone Number]** and we will be happy to send you more information or schedule a time to give you a personal, no-cost, security survey for your home.

Sincerely,

# **UPSELLING** *Phone Script*

your security company. This is not an emergency call! How are you today?

Great! The reason for my call is to let you know that I am calling to schedule your, no charge, customer care call that includes the following services:

- Replace your old worn yard signs and decals
- Test your system connection to our central station we want to make sure you get the help you need in that time of need
- Clean your keypad(s)
- Update your call list names and ensure you know what to do in the event of an emergency
- Review false alarm procedures to prevent unnecessary false alarm charges
- Perform a security, video, automation, (access if commercial), and fire assessment
- Complete an alarm certificate for your insurance carrier to ensure you are getting the maximum insurance discounts
- Provide system instructions (for you and your employees) if needed
- Ensure you have my contact information

Normally, this service would cost over \$\_\_\_\_\_, however as a way of saying thank you for Your charge for a 1 - 2-hour service call

your valued service, we are doing this at no charge for you this month.

I am scheduling this call for this week or next week. Which would be better for you?

GREAT! Then would \_\_\_\_\_\_ or \_\_\_\_\_ be a better day for you?

Pick the day

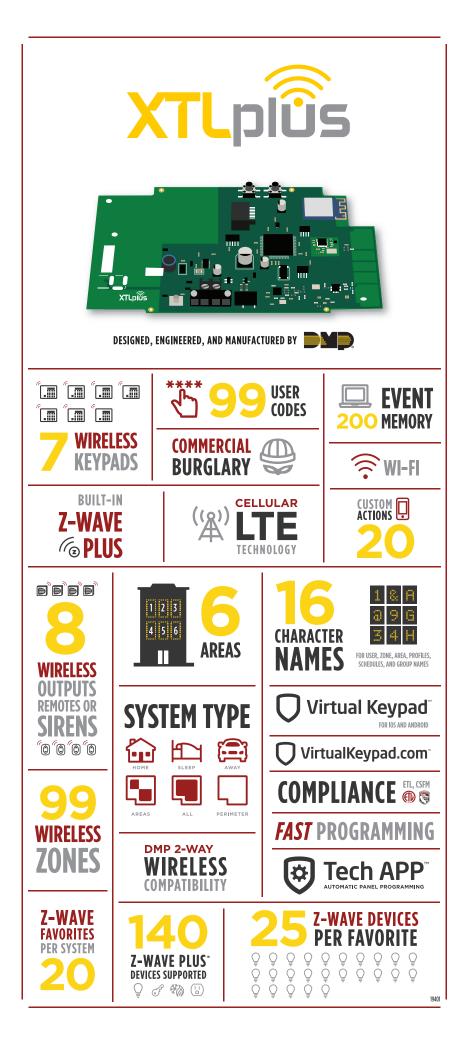
Pick another day

Excellent, then I have you down for \_\_\_\_\_. Will 10:00 a.m. work?

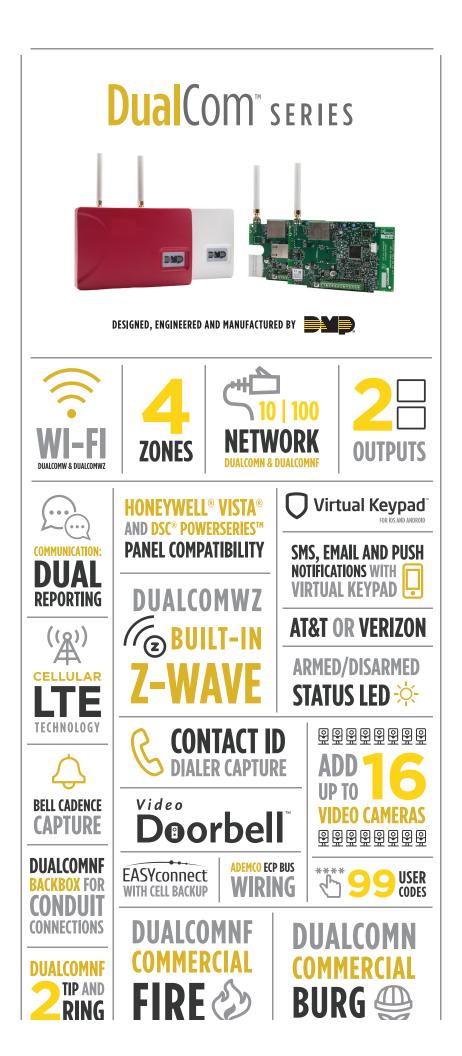
The day they chose

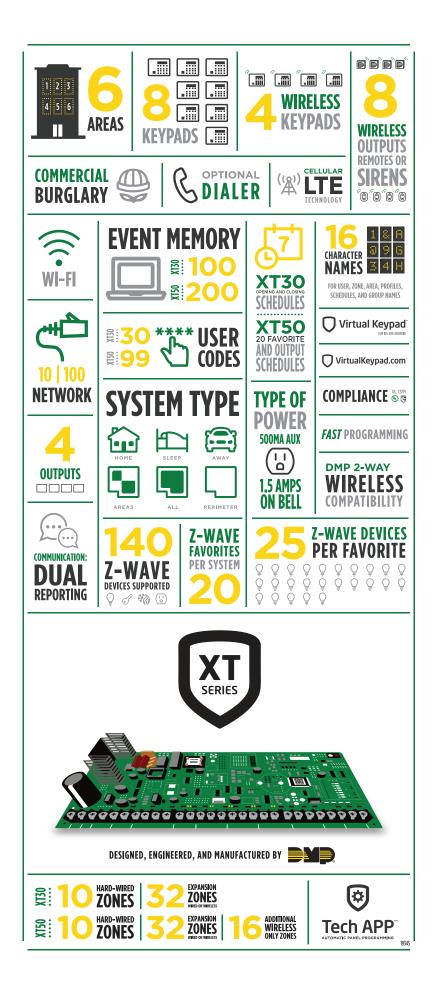
(If yes, schedule it. If no, give them another choice, then book it)

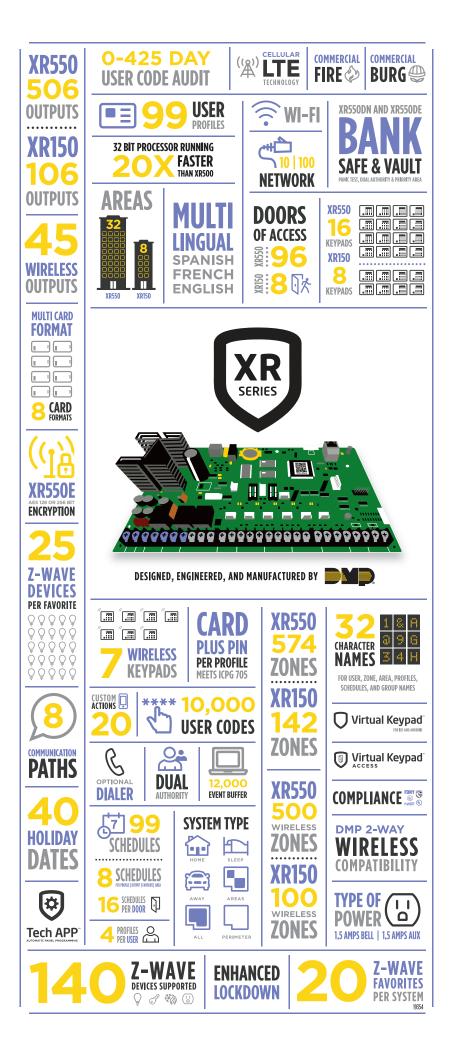


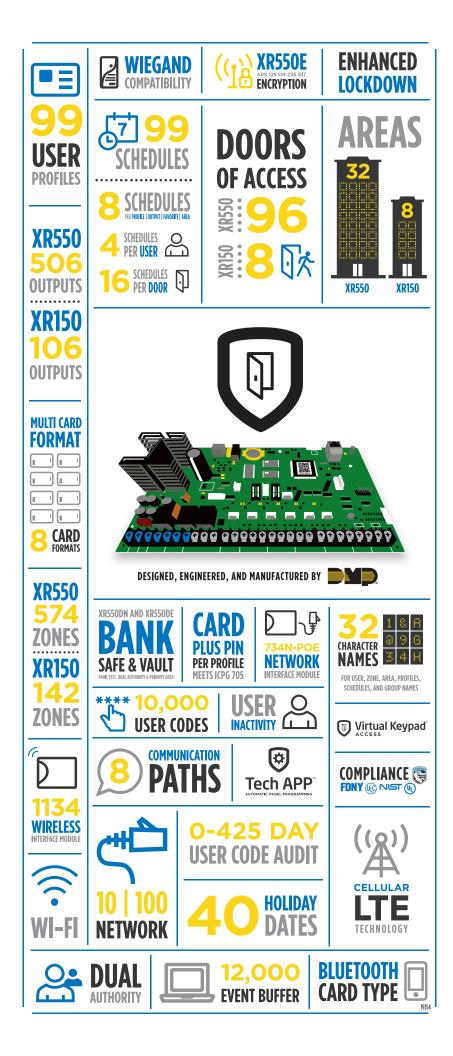












# PANEL SPECIFICATION CHART

PANEL SPECIFICATIONS	XTLplus™	XTLtouch™	ХТ30	XT50	XR150	XR550
Total Number of Zones	99	99	42	58	142	574
Number of Possible Hardwired Zones	0	0	42	42	142	574
Number of Possible DMP Wireless Zones	99	99	32	48	100	500
Number of Areas	6	6	6	6	8	32
Event Buffer	200	200	100	200	12,000	12,000
Number of User Codes	99	99	30	99	10,000	10,000
Number of Door Access Points	0	0	8	8	8	32 out of box 96 max.
Number of Supervised Keypads	7	7	8	8	8	16
Auxiliary Power	N/A	N/A	500mA	500mA	1.5 Amp	1.5 Amp
Switched 4-wire Smoke Detector Power	N/A	N/A	100mA	100mA	Yes	Yes
Bell Power	N/A	N/A	1.5 Amps	1.5 Amps	1.5 Amps	1.5 Amps
Form C Relay Outputs	N/A	N/A	0	0	2 to 106	2 to 506
Annunciator Outputs	N/A	N/A	4	4	4 to 146	4 to 578
24 VDC NAC	N/A	N/A	N/A	N/A	Optional	Optional
Number of Possible Z-Wave® Devices	140	140	140	140	140	140

COMMUNICATION OPTIONS	XTLplus™	XTLtouch™	ХТ30	ХТ50	XR150	XR550
Digital Dialer with Serial 3 Communication	No	No	Yes	Yes	Yes	Yes
Full Communication Over Data Networks	Yes	Yes	XT30 "N"	XT50 "N"	XR150 "N"	XR550"N" or "E"
Cellular	Yes w/ 265LTE	Yes w/ 265LTE	Yes w/263LTE	Yes w/263LTE	Yes w/263LTE	Yes w/263LTE
Encrypted Communications	No	No	No	No	No	XR550 "E"
Contact ID Reporting Format	No	No	Yes	Yes	Yes	Yes
Smartphone App	Yes	Yes	Yes	Yes	Yes	Yes
Dual Reporting to Two Receivers	Yes	Yes	Yes	Yes	Yes	Yes
Dual Phone Line Capability	No	No	No	No	Yes	Yes
8 Communication Paths	No	No	No	No	Yes	Yes
Adaptive Technology	No	No	No	No	Yes	Yes

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# NOTES
