

For your home and family's protection, the next time a door-to-door salesman knocks at your door, remember...

some represent legitimate, local security system providers. However, most could be called "con artists" who rely on high-pressure sales tactics and a string of half-truths or outright lies to make a sale.

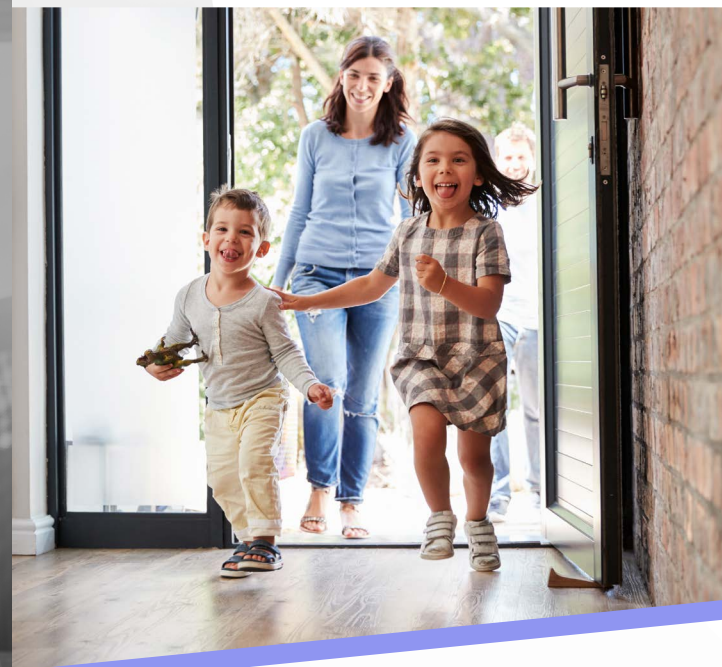
Here are some tips:

- ✓ Check with us first. We offer state-of-the-art security system upgrades as technology changes or you want to expand your system.
- ✓ If your current system doesn't support cell phone control, we can easily add it.
- ✓ If you have concerns about eliminating your phone lines, we have just the system for you.
- ✓ Protect your family's security by being an informed customer.

Before replacing your current system, talk to us.



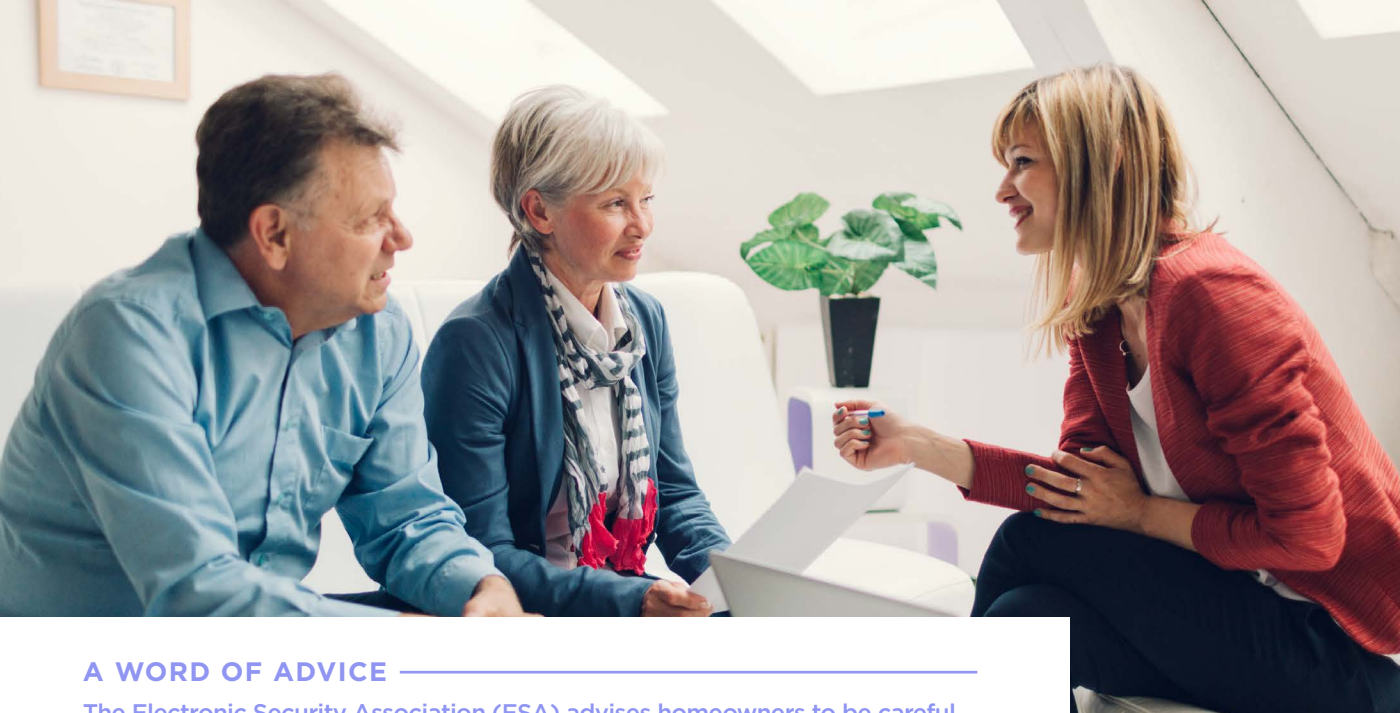
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A MESSAGE TO HOMEOWNERS

Don't trust your home security system to a total stranger

Continue reading to learn how you can protect your home and family



A WORD OF ADVICE

The Electronic Security Association (ESA) advises homeowners to be careful consumers. The ESA says that, **of the 14,000 security companies in the United States, only a handful sell door-to-door.** The odds are that the alarm system salesperson who knocks on your door isn't someone you should trust.

BEFORE YOU SIGN ANYTHING...

1. Have them present a photo ID card and a business card.
2. Ask to see equipment brochures and request a written sales proposal.
3. Give yourself a day or so to read the contract instead of allowing the salesperson to tell you what it says.
4. Call the attorney general's office or Better Business Bureau to learn if there are any complaints against the company.

DON'T MAKE A QUICK, FRONT-DOOR DECISION TO BUY A BARGAIN-PRICED ALARM SYSTEM.

- ✓ Do careful research of reputable, local suppliers.
- ✓ Ask friends and family for their recommendations.
- ✓ Check with local police and the Better Business Bureau to ensure the company you're considering has a good reputation.

Beware of high-pressure sales tactics:

Warning you that police won't respond to older security systems.

Police, fire, and ambulance services all respond in the same way, regardless of the age of your system.

Offering free upgrades to your current system.

While upgrading, they will most likely "discover" some major problem, requiring you to purchase a new system.

Pressuring you to make a decision immediately.

Reputable companies encourage you to take the time to carefully research your decision.

Offering a substantial "discount" for placing a security company sign on the property.

Among reputable security providers, signage is complimentary as part of your service fee.



Be Smart. Be Aware.