



Keeping people and places safe since 1966

SPOTLIGHT: VIDEO ALARM VERIFICATION

Video-verified alarms let our monitoring center operators access pre-alarm footage to help determine the cause and extent of an alarm. Video verification provides first responders with timely, relevant information prior to arrival. This, along with 2-call verification, helps reduce false alarms and prioritizes your emergency with police and fire departments. Call **1-800-684-1111** to increase your security with video verification.



CONTROL & CONVENIENCE

There's more to security than sensors and sounders. First Alarm's enhanced security services, below, add important features to better secure your premises.

FirstCONNECT lets you remotely access and control your home's security system and connected devices from your smart phone. Use your phone to arm and disarm your system, know when your children or employees come and go, check on animals, receive alerts in real-time, and save money on electricity.

FirstVIEW puts our eyes on your home or business when you can't be there and can provide a virtual security escort. Our monitoring center operators will act on suspicious events, and immediately inform you and authorities. They can also audibly intervene to warn intruders.

FirstNET eliminates the need for telephone lines, Internet and cellular connections, and ensures that signals get through during an emergency. We recommend having dual-path communication in place to back up your system. When an event on your property arises, our monitoring center operators answer calls and respond with help 24 hours a day, every day of the year.

FirstLINK is a web-based service that allows you to view alarm activity at your locations. We charge one flat monthly fee for all sites linked to your account.

"TOP FIVE"

Below are the top five reasons smart home and business owners come to First Alarm:

- 1. EXPERTISE:** We've been in the security business for over 50 years and, again this year, were recognized as one of the top security systems providers in the industry. Deter. Detect. Respond. It's all we do and all we've done — and will do for you!
- 2. ACCOUNTABILITY:** Our employees are licensed by the Bureau of Security & Investigative Services, have passed criminal background checks and drug testing, and are professionally trained and certified.
- 3. SERVICE:** Every time you call First Alarm, you'll be welcomed by a live voice. We're always ready to help with personalized, experienced service.
- 4. CRISIS CONTROL:** We own and operate our own video-centric monitoring center, enhancing delivery of timely and accurate alarm information to you and first responders. Our center has been rated a 5-Diamond Call Center by The Monitoring Association, and is UL-certified and FM-approved.
- 5. COMPLETE SOLUTIONS:** We know your security needs and wants are unique. That's why we partner with you in designing integrated and comprehensive security and life safety systems. Do you or a parent need a wearable medical alert device? Depending upon your area, we can provide that, too!



CONTROLLING ACCESS IS SMART BUSINESS

Access control systems track who's coming and going — and when. From a few doors to an entire enterprise, First Alarm will design a system that works with electronic keys, cards, or biometric data, such as fingerprints, to dramatically improve security. Call today to learn how a well-designed access control system can pay for itself.

SAVE MONEY, BUT LET US KNOW!

Let us know if you're planning to ditch your land line for VoIP. This change can affect communication with your system and our ability to help protect you. Call us beforehand to ensure continuity in your safety.

TIME FOR A TECH REFRESH?

Get more for your money by upgrading to a newer control panel with more features and/or the ability to remotely access and control your system and connected devices. To learn more, call **1-800-684-1111** or contact a security consultant at your local branch office.

SAFETY TIP: BEYOND "STOP, DROP & ROLL"

The beauty of the upcoming season is met with a drier climate. Stay safe with these American Red Cross tips.

- Have, and know how to operate, a fire extinguisher.
- Yell "fire" loudly, get out, stay out, and then call 9-1-1.
- Use the stairs instead of an elevator.
- If doors or door handles are warm or smoke blocks your escape route, find another way out.
- If you must escape through smoke, get low. Close doors behind you, if safe.
- If you can't exit due to smoke, heat or flames, stay in the room with the door closed. Call the fire dept. or 9-1-1, and put a wet towel under the door, if possible. Open a window and signal for help with a bright colored object or flashlight, if at night.
- Once outside, go to your meeting place and have one person call the fire dept. If you can't get to your meeting spot, follow your family emergency communication plan.

For planning resources and more information, visit www.ready.gov/home-fires.

REMINDERS

Overdue for a tune-up?

Our free monthly timer test assures reliable security communications. For just \$99 and typically less than 90 minutes, we'll come out to test, inspect, and adjust your system and devices for optimal performance. Let us know what else you need so we can be prepared on arrival.

Signs & stickers:

Yard signs and window decals are great deterrents, so we want you to use them! We'll replace yours at no cost.



Reduce your insurance premium:

Having a security and/or fire system may reduce your premium as you reduce risk. To help put more money in your pocket, we provide FM-Approved and UL-Certified services. Ask your insurance carrier about discounts, and be sure to mention if your system is monitored.

Referral bonuses:

Our referral cards are going like hot-cakes! Thank you for spreading the word about what makes us unique. If referral bonuses are news to you, call your security consultant to find out how you can get \$50 credits toward alarm monitoring services for both you and the folks you refer when referrals result in system installations. There's no limit on the number of cards you may redeem.



LET US HEAR FROM YOU!

We want to know how to serve you better — and when you've received great service. Let us know on one of our social networks, or call or email your security consultant, a branch manager, or another employee. We're on Facebook (facebook.com/FirstAlarmShieldMe), Yelp (each branch office has its own page), and Google. Reach any of our five branch offices at **1-800-684-1111**.



How can we help you?

Contact First Alarm at the numbers below for your area, or visit firstalarm.com to speak to a professional security consultant about installing or upgrading your security system, or about any of our products and services.



Email Alerts

Receive First Alarm opening and closing updates via email. Sign up at firstslarm.com.



Changed phones?

Let us know before you change phones or cancel your land-line telephone service.



Pay Direct

Contact 831-687-4270 to sign up for Direct Pay credit card payments.



Corporate Offices

1111 Estates Drive, Aptos, CA 95003
1-800-684-1111

North Bay
707-542-1111

SF/East Bay
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