

Subject: Don't be Misled!

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Tips and Alerts

April 2015

SAFE Security Tips and Alerts is emailed once a month to our monitoring subscribers. It contains contact links to SAFE, alarm system information you can use, fun facts, promotions and money saving tips. If you choose to Unsubscribe, we will only use your email address for notice of an issue directly relating to your alarm system function or account information.

Don't be Misled! "Summer Sales Program" may confuse customers

Many customers have told us that the information in this alert came in very handy and recommended that we send it out more often as a reminder of the seriousness of the message.

At one time or another, 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 deceptive sales pitches.



In some cases, they have managed to convince SAFE customers that it is okay to sign another agreement with a different alarm company. They often have little regard for existing customer contracts (to which they are not privy) and purposely offer incorrect or confusing information in order to make a sale of equipment or monitoring services. Sometimes, this results in double billing for monitoring service which can be upsetting and a hassle to resolve.

Someone may come to your door and say that he or she represents SAFE Security. If you have not requested a visit by a representative from SAFE Security, this person is likely not a SAFE Security representative. It is a rare situation that we may have a SAFE representative call on you unannounced. An exception to this is a specific "3G" upgrade required if your system uses cell or cell back up communication. If approached by someone claiming to be from SAFE, ask to see a SAFE ID badge or contact us immediately at (800) 669-7779.

If you have any questions regarding your alarm agreement or need system service, call us at (800) 669-7779. SAFE has your monitoring agreement, contact information and system data on file. We are ready to help!

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What's Your Sign?

Since we started our campaign to make customers aware of the importance of displaying a current yard sign, SAFE monitoring subscribers have been requesting signs in record numbers!

We want all SAFE Companies customers to use all the security tools available to them, and displaying our yard sign shows that their home or business is professionally monitored. Recent studies (Rutgers University) show that yard signs and decals are proven deterrents to intrusion.

Any of the SAFE yard signs pictured here should be displayed and working 24/7 for you. If it is very faded or shows signs of wear, you may want to replace it to be visible to first responders and would be burglars.

Importantly, if you are displaying a yard sign from a former alarm company, you should change to SAFE signs and decals as soon as possible. The monitoring station telephone number on a different alarm company's sign is no longer valid and your monitoring account status will not be recognized by first responders.

If you need a current SAFE yard sign or door and window decals (they are free), please email customercare@safesecurity.com or request through our website, www.safesecurity.com.



It's a Good Sign!



SAFE customers warding off burglars with their yard signs!

You can believe it! Our customers are Winners!

The customers pictured above all won Apple® iPads for sending in their SAFE yard sign photos in our first quarter 2015 "I Love my Yard Sign" photo drawing!

You could be a winner, too! Enter by emailing your installed yard sign to mysafesign@safesecurity.com. Once you enter, you remain in the drawing pool as long as you are a SAFE or California Security customer. Kids and pets can be in the pics, too! For more details and drawing rules, go to http://www.safesecurity.com/about_us/news_events.aspx

My very best regards,

Karen

Karen McQueen
Marketing Manager
SAFE Security

PS Remember to test your alarm system.

Savings Opportunity!



You may qualify for up to 20% reduction of your

Homeowner's Insurance Premium

Many insurance companies offer alarm monitoring subscribers a significant reduction on their homeowner's premiums - some up to 20%.

Check with your homeowner's insurance company to see if they offer a discount because you are monitored through SAFE Security. If you are eligible for a discount, we'll send you the documentation insurance companies require.

Email SAFE customer care and type "Insurance Discount" in the subject line. Or, request the Insurance Certificate online. It's quick, easy and **FREE**.

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Next Month...

A BIG Surprise - HUGE!

www.safesecurity.com

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