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Asheville Security Systems with over 260 years of combined experience

USE YOUR ALARM SYSTEM, BE OBSERVANT AND PROACTIVE



EJ Mashburn, President

**SERVING
 WESTERN
 NORTH
 CAROLINA
 SINCE 1968**

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The crooks have been working overtime lately. We have had multiple situations that have made us just shake our head and ask "what next?" We have several reports where break-ins were attempted but foiled by the security system.

Following are several incidents involving our clients with remarkable results:

INCIDENT 1

One of our customers is responsible for the apprehension of two burglars just by being observant. He lives in a neighborhood primarily occupied by part time summer residences and is on the call list of several neighbors.

When burglars broke into two of his neighbor's houses, he called the authorities to tell them the description of the vehicle and the route of escape. The police were able to apprehend the burglars with stolen goods in their possession.

INCIDENT 2

At one house the burglar



**USE YOUR SECURITY SYSTEM
 BE OBSERVANT
 KNOW YOUR SURROUNDINGS
 TO STAY SAFE**

was determined to get into the basement. Extensive damage was done to a door and a win-

dow before the burglar decided to demolish the entry/exit kitchen door. Apparently the entry warning tone was ignored as the burglar went to the basement.

Even after the siren went off, the burglar stayed in the basement where the law enforcement officers found him hiding. Chalk one up for the good guys.

INCIDENT 3

We had another situation where a man drove a distinctive truck into a doctor's office parking lot then he got out and went behind the building to ransack the doctor's truck. When viewing the recording from the doctor's camera system, the man looked up at one of the several cameras mounted outside the office.

From the recording, a picture of the man and the truck was printed and distributed to the police. A couple of days later, as the doctor's wife and daughter were going home, the daughter spotted the truck and called the authorities who were led to a

(Continued on page 2, Alarm System)

How False Alarms Affect You

Your burglar and fire alarm's function is to provide you with peace of mind, safety and security. Most times its a mundane function of arming and disarming with little thought given to its real function of protection.

Forgetting to set your alarm, as we all know, reduces your protection but what about forgetting to disarm it? Most customers will have a few choice words before shutting down the alarm and be glad once the irritating noise stops.

What just happened? Was it a nuisance or does sounding the alarm start a sequence of events that affect your overall security?

The answer could very well be reduction of security. When you sound the alarm your burglar alarm system automatically alerts the alarm monitoring center of a problem. While you are busy disarming, you might miss the monitoring centers call attempting to verify your alarm or the call might be blocked by your system attempting to send another message to alarm monitoring. The result is a police dispatch to a false alarm.

What is a false alarm? Many police agencies define a False Alarm as any activation of your burglar alarm system that prompts a police response when there was no current situation

requiring police. Besides the example above, there are many causes of false alarms including:

- Improperly securing your premises: Not closing and locking doors and windows properly.
- Procedure: Not knowing the pass word or the proper way to arm and disarm the alarm system.
- Information on file not current.
- Pets on premises with motion detection.
- Neglected alarm systems.

What can you do to reduce

(Continued on page 2)

(Continued from page 1, Use Your Alarm) man with a house full of stolen goods.

INCIDENT 4

The last incident happened to a client of over 30 years and was the most upsetting. The son got up, fixed breakfast, disarmed the security system and went back to his room. Later he heard glass break and went down-stairs to investigate and confronted an intruder with a hammer. He ran from the intruder who grabbed a knife as they ran thru the kitchen.

The son escaped into his room by slamming the door on the intruder. All this time the son was yelling to his mom not to come out that there was a man with a

knife. The mom called 911 and the intruder ran from the home. Shortly afterwards he was apprehended by the police.



Security systems work when used. We cannot rely upon the authorities to catch the burglar when most police departments

have limited manpower and resources.

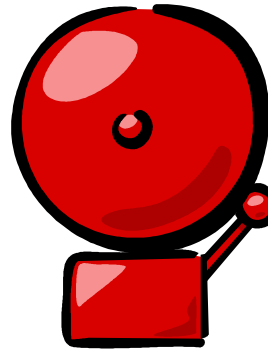
In three of these incidences, people acted quickly and provided information to enable the police to apprehend the burglars. How many other residences in the area were saved from the hassles of home violation or physical harm?

PLEASE USE YOUR SECURITY SYSTEM, BE OBSERVANT, BE FAMILIAR WITH YOUR SURROUNDINGS TO STAY SAFE.

(Continued from page 1, False Alarms) false alarms?:

- Education: Everyone associated with your system should know how to work the security system and have the correct password (this is the number one cause of false alarm responses.)
• Procedure: Close and lock all doors and windows. If you have caller id, program the phone number of the alarm monitoring center into your phone so you can recognize it when they call.
• Access: Keep the alarm monitoring centers phone number near your phone to call and cancel.

- Pets: Block pet access to areas covered by motion detection or disable that zone while you are away.
• Information: Keep Asheville Security Systems updated on changes to your premise phone number, contact list and pass word. Call our service department before changing phone providers to insure your phone connected monitoring will function properly.
• Neglect: Have your system serviced at



least once a year and when you notice a possible problem.

False alarms account for about 97% of all police dispatches. Reducing the false alarm rate will increase efficiency of police to respond when needed, reduce the chances of police officer injury and reduce the possibility of you being fined by police for a false alarm.

You purchased your burglar and fire alarm to protect you. Don't degrade your security with false alarms.

HOW ARE WE DOING?

Please provide us with comments you may have concerning our service to you. How can we improve our service to you? How has our service benefited you? We would like to know.

Four horizontal lines for providing feedback comments.

May we share your testimonial with our prospective customers?

- yes
no

If yes, please sign

MONITORING

If your security system is monitored Is the response time:

- Excellent, Good, Needs Work

Operator professionalism and courtesy

- Excellent, Good, Needs Work

POLICE RESPONSE

If we dispatched the police.

Response time:

- Excellent, Good, Needs Work

Officer's professionalism and courtesy

- Excellent, Good, Needs Work

EMAIL FORM

Use this form to apply for the following or send your request via email:

Email to: info@ashevillesecurity.com

- E-Billing, (get your bill by email)
Online Newsletters (provides a link to our current newsletter)
Update Notification (learn the latest information specific to your alarm system)
Request additional information on wireless alarm monitoring'

Name: Ph:

Address:

Email:

Privacy Policy: Your information will remain secured in our database and used ONLY for the purpose you designated.

Have a story about your security? Send it to newsletter @ashevillesecurity.com



Inside Story Headline



Caption describing picture or graphic.

ports. While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

This story can fit 150-200 words. One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and re-

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 100-150 words. The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field. You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile

new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words. Selecting pictures or graphics is an important part of adding content to your newsletter. Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context. Microsoft Publisher includes thou-

sands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols. Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.



Organization

Barry May, Editor

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

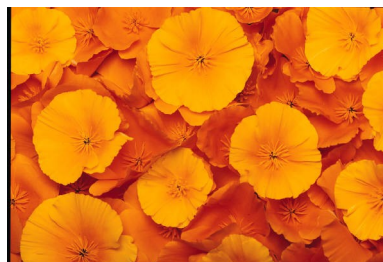
If you have any prices of standard products or services, you can include

a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual

charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.