

## CONSUMER REPORT

# Selecting the RIGHT Alarm System to Protect Your Home or Business

## The Security Industry's "7 Insider Secret Tips"



Written by

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AUSTRALIAN SECURITY INDUSTRY  
ASSOCIATION LIMITED

**Take the risk out of protecting your home and loved ones or your hard earned business. Get on the front foot and stop brazen and dangerous thieves in their tracks by installing the RIGHT alarm system to suit you... it's easy when you know how!**

**From the Desk of: Ian Zampech of Security Find  
Gold Coast, QLD**

**Subject:** A special FREE (and controversial) Security Industry Insider's Report for home owners and business people who want to be fully informed (BEFORE they spend a cent of their hard-earned money) about selecting the RIGHT alarm system to protect their property.

Dear Home Owner/Business Person,

If you're concerned about the alarming crime trends sweeping the suburbs right now and want to do something to protect your home or business then installing an alarm system is probably the BEST thing you can do.

According to insurance giant NRMA, statistics show that ***in Australia someone is burgled just about every minute.***

And the NSW Bureau of Crime Statistics reveal only 5 per cent of break and enter crimes are solved by the police, so the chance of recovering your stolen possessions is very low.

What's worse is that thieves are more likely to return to the scene of the crime within 3 months of a break in.

**The best you can do is try to keep the burglars out...**

The Commonwealth Government National Crime Prevention Programme (*Lock Burglars Out*) recommends a highly visible back to base alarm.

The problem is, the security industry can be something of a minefield for the consumer to negotiate.

Technical jargon makes it difficult and at the end of the day making the RIGHT decision to suit your home or business can be difficult if not stressful and time consuming.

After all, we're talking about a "once only one off" decision.

It's not like a new jacket you can return if you don't like the colour when you get home.

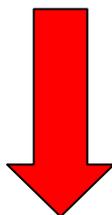
**Once your alarm system is installed... that's it, you're stuck with it!!**

So you have to get it right.

There's nothing worse than an alarm that goes off all the time or worse still, can be easily defeated by a burglar!

Well, that's why this "Insider Guide" was written by an expert with 14 years of experience in the industry... to help you make the RIGHT DECISION TO PROTECT YOUR HOME OR BUSINESS.

So with this in mind, here is **The Security Industry's 7 Insider Secret Tips to Selecting the RIGHT Alarm System to Protect Your Home or Property:**



## **Security Industry Insider Tip #1 – Match Your Sensors to Your Alarm System**

There are dozens of different motion sensors on the market so here is a list of the main types and what they do.

- **Passive InfraRed (PIR)** - this one detects changes in temperature in the room, like the body heat of a burglar. It is usually the least expensive
- **Dual Technology** - A PIR sensor with a Microwave unit inside which works like the Police speed guns. This type can tell if there is a solid object moving around the room. More expensive than a PIR
- **Pet Sensors** - Allow small pets to move around the house without setting off the alarm. There are only a few manufacturers that make reliable pet sensors

The BEST alarm for your home or business may use Brand "X" sensors connected to a Brand "Y" alarm system - they don't have to be the same brand (except for wireless sensors which must be the same as the alarm system).

Many security companies buy their sensors from the same manufacturer as the rest of the alarm equipment, because they get a discount.

Good for them but it may not be good for you.

Be prepared to spend a lot of time if you want to research these different types and then find out which brand is going to be best for your situation. Alternatively, you can request some quotes from Security Find Certified companies who always use the right sensor for the job.



## **Security Industry Insider Secret Tip #2 – Select ONLY the BEST Quality Installation**

There's an old advertising line, "Oils Ain't Oils"... remember that one? What it was saying was that even though all oils look the same and supposedly do the same job... there was a big difference between "ordinary" and high quality engine oils.

Obviously it's wise to choose the high quality one if you want your engine to work efficiently and last longer.

Same with the cable configuration used in your alarm system... "Configurations Ain't Configurations"!

If you want your home or business to be as secure as it can be you must only use Mode 3 configuration. Only Mode 3 configuration should be used to attach your alarm system to your phone line.

Many technicians DO NOT use Mode 3 because it takes extra time to install.

They know you can't tell the difference but it sure helps a burglar defeat your alarm.

A Mode 3 configuration has a separate cable running from the alarm to the Critical Point in the phone wiring of the building.

An "ordinary" and easier to defeat system will simply connect your new alarm to the nearest phone cable making it easier for intruders to bypass.

Because it involves running new cable and "extra" work, some installers avoid Mode 3 and you are none the wiser.

Insist on Mode 3 ONLY!

*The installer recommended by Security Find knew a lot more about the product than the people from the other security companies I had spoken to. Prices were about the same but your guys knew a lot more about how to get the alarm doing what we wanted.*

**Andy Phillips**  
Customer Relations Manager, Classic Holiday Club

## Security Industry Insider Tip #3 – For Maximum Safety and Security Use a Monitored System

Five or ten years ago the thieves would quickly leave your home or business when the siren went off but now the only effective way of protecting your home, business, property and your personal safety is with a back to base monitored alarm system.

Here's why:

- **The Monitoring Room knows within seconds after your break-in occurs and their immediate phone call to your home or business signals the intruders that help is on the way – it gets them out of your home or business**
- More than ever neighbours are ignoring alarms out of fear or apathy, so unfortunately you can't rely on them
- **The Monitoring Room can alert you when the power has gone off, which beats the intruder who turns off your power and returns the next day to break-in, by which time the alarm battery is dead**
- In the case of a Medical or Fire emergency, Professional help can be summoned with the press of a button
- **Should you find someone in your house while you are home (or a Hold-up at your business) the Panic button is a guaranteed way of requesting urgent help**



- When would you prefer to know that someone has broken into your home or business? Seconds after it happens or when you return home from shopping or arrive at work the next day?
- **If a fault occurs with your alarm the Monitoring Room receives notification of what's wrong – very handy if you are away**
- In the event of a fire, a smoke detector attached to your alarm can give the Monitoring Room early warning of the presence of smoke in the building

Try having your alarm system monitored for a few months and see how much extra peace of mind it gives you. But don't get locked into any contracts, especially if you just want to trial it.

Note, it's cheaper to trial monitoring when you install the alarm than say a year down the track, so give it a try at the time of installation then you will be in a position to make the RIGHT decision!

Call us if you haven't received a copy of our "*Why Security Find Clients are Different*" document if you would like more information about monitoring and why the monitoring service arranged for you by Security Find is different than any offered by a 'security company'.

## **Security Industry Insider Tip #4 – Avoid Using “Free Remotes” to Turn Your Alarm On/Off (Often Given as a Bonus to Win the Job)**

Some companies will offer to throw in a pair of remotes to win the job - don't get remotes unless you really want or need them because they can weaken your security.

Even though the keypad is the oldest method of operating your alarm system it is still the most secure because it needs a code manually punched in to disarm the alarm, unlike remotes.

Also, make sure you sight the keypad being quoted to ensure:

- **It looks OK (because a few on the market are oversized, ugly and really stand out... not the best look to have near your front door!)**
- It doesn't have a flap that will stand open a little after a year after it is installed (Some keypads are notorious for this!)
- **It has Panic, Medical and Fire buttons to obtain help in an Emergency (this only works for a monitored alarm system)**

Basically, you want to make it difficult for a burglar so whenever possible use a keypad, where you physically enter numbers into. This isn't possible for every type of building so do the best you can.

## **Security Industry Insider Tip #5 – Never Accept a “Price Downwards” Incentive Without Checking on Quality of Goods Supplied**

If a company revises their price downwards, make sure you are still getting the same keypad you have been shown.

Every manufacturer of alarm systems carries a cheaper model.

You need to be fully aware of the details of any “price downwards” recommendations, so make sure you ask for details. An installer who has been Certified by Security Find will make it very clear in writing everything you will be getting.

## **Security Industry Insider Tip #6 – Avoid “Totally Wireless” Alarm Systems If You Can**

If possible, hardwired is always the best type of alarm to use.

When you think about it, it makes sense. A hard wired system is more difficult to “interrupt”.

The problem is some buildings are not suited to totally hard wired systems. In these cases some wireless sensors will need to be used.

**A wireless sensor must be made by the same manufacturer as the rest of the alarm.**

If this is your situation choose the brand carefully because the performance of the wireless components AND the sensor's detection capability must both be excellent.

However, it is best to steer clear of "completely wireless" alarms (where the keypad is built into the alarm control box) unless absolutely necessary, because they are much easier to get past.

*I can't think of anything you could do to improve the way you helped us. From your first point of contact, the security installer, the people in the Monitoring Room ... it's the best service I have ever had.*

**Ron Clack**  
**Owner - Star Garden Cafe**

## Security Industry Insider Tip #7 – Avoid Selecting Your System on Price or Brand Name

Two things to be aware of here.

1. An example: In a two storey building it is usually not possible to place a wired keypad at the front door. A few manufacturers make a wireless keypad which is perfect for this scenario. Others have to use a "work around" solution. Most security companies will quote you on the brand they like using (price, familiarity, etc) not necessarily the best one for you. No one brand is always the best choice.
2. Some brands are cheaper than others particularly if they are trying to break into the market with manufacturer's discounts. If they don't succeed breaking into the market you could be left with an alarm which no one can service in five years time. If that happens you will have to buy another one. You'll be back to square one.

It is best to use a manufacturer that has "stood the test of time" rather than a new company offering generous discounts just to get a slice of the market.

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There you have it, 7 "Insider Tips" to help you make the decision to best suit your circumstances.

As I said earlier, selecting a security system is a big and important job because once it's there, it's there and you definitely DON'T want to be left with something that doesn't work the way you want it to.

So it's important to get it right the first time and here is a checklist to help you.

### **SECURITY INDUSTRY'S CHECKLIST FOR CHOOSING RELIABLE, ETHICAL INSTALLATION COMPANIES**

If you can get the company right you will probably get all of the other points below right however, choosing the right installer is the hardest decision of them all. The picture below shows the damage caused by an alarm installation company and because they really exist we had to mask the logo. And the worst part about this situation is that this disaster was performed by a well known, medium-large size company who ran a full page ad in the yellow pages.



So it's hard to tell which companies do the best work. Therefore here are some things that you should be checking about the security company that is installing the alarm system in your home or business:

- They hold the correct type of licence and it is current
- Any technicians are also licensed and hold the correct cabler's registration**
- The person quoting you knows how each alarm component works not just that, "the green wire goes here and the red one there". They need to know how each motion sensor works and which ones will work the best for you. Don't laugh, but we have seen thieves get away with the lot because the sensors were installed upside down
- They always use a Mode 3 configuration, because you can't tell by looking at it**
- They have the right type of insurance and it is current
- They honour their warranty which should be a minimum of two years parts and labour**
- They are reliable, experienced and trustworthy, won't rip you off and won't steal from you

### **So what to do next?**

If you found this special "Industry Insider" Guide valuable you can use it to review the quotes you have obtained and more importantly, research the security companies to ensure you get the RIGHT alarm system to suit your individual needs.

If you want to get more quotes then please (!) ensure the companies at least "pass" the checklist outlined in this report which is part of our stringent and comprehensive 21 point checklist that every security installer must pass before we accept them as Certified, Approved and Trusted.

### **So can Security Find help you now?**

Absolutely! Maybe you have received the quote from the Trusted installer Certified and Approved by Security Find and have some questions. If this is the case simply give us a call and ask us anything you like - we will help you any way we can.

Or maybe you have obtained some other quotes. The most frequent thing we see happen when people get a few quotes (which is quite common) is that they find it difficult to figure which is the best one to go with. Just a few of the questions people are trying to answer include:

- Which is the better brand - Bosch, NESS, Hills, Paradox, DSC, etc?
- I'd like to go with the cheapest quote but is it good quality?
- How do I know which companies will do a good installation job?
- What if I'm not happy with the end result?
- One guy said I need Quad sensors while another said I should only use Dual-Tech sensors. Who do I listen to?

Maybe you have some different things on your mind.

**So here is what to do** - Just pick up the phone and call us. We will help you go through the quotes you have, answer any questions you have, and help you understand some of the more confusing points. And "No", you don't have to tell us who you got the quotes from if you don't want to (although lots of people do as this usually helps answer your questions). We promise to openly and honestly answer every question you ask.

### **Why is Security Find Doing This?**

No doubt this question is bouncing around inside your head, so let me answer it for you...

**Security Find** has seen too many people "ripped off" over the years! How?

- ✘ Wrong equipment installed
- ✘ Poorly trained or lazy and sloppy technicians
- ✘ Unprofessional monitoring stations
- ✘ Bad advice
- ✘ Fly by nighters here today to grab your money, gone tomorrow when you need back up

These are just some of the problems plaguing the security industry.

### ***Here's what happens...***

Most companies will ask for payment then install their product... but how do you know it's the right system to suit your needs? Honestly, you don't until something goes wrong!

We're very proud of the lives that are saved and the properties protected by the right alarm systems installed by experienced, reliable and trustworthy security companies.

But not all companies fall into this category and it's you, your family or your employees who get let down, ripped off or put at risk!!

That's why we are constantly finding the right companies to protect you and your loved ones, your home or your business — the **right type of alarm at the right price.**

You can do the work yourself but be prepared to spend a lot of time researching and 'Googling' as you try to confirm what these guys are telling you AND then ensure they do what they say they will.

### **So how does the Security Find process work?**

Because the security companies we deal with don't have to spend any time or money on advertising to you, they are prepared to do the job for a little less profit and pay us a small commission.

It just comes out of their marketing budget.

The GREAT NEWS for you is that the Certified, Approved & Trusted Installers must pass our stringent **21 point checklist** which weeds out a lot of them, leaving us with only Reliable, Experienced and Trustworthy Companies who won't rip you off.

***It's really win-win-win... You win because you know who you're dealing with and that you'll get a QUALITY service and alarm system... the installation company wins because they save marketing costs and we win because we are able to make a little money matching your needs to the right company.***

*In comparison to the others I spoke to, the security company you recommended gave me the best information. I was very happy with how quickly the alarm got installed, how everything was explained and how smoothly it all went. Everyone involved was very professional and I'd highly recommend Security Find.*

**Geoff Rundle  
Robina**

**Security Find** offers this as a FREE service to help ordinary Australians better protect themselves and their property.

Not only that, you are 100% protected by not just one guarantee, but by our **Five Industry-Leading Guarantees** provided by every security company Certified and Approved by Security Find.

When you use an Installer that has been Certified & Approved by Security Find, you are covered by these five amazing guarantees.

1. The security company that supplies and installs your system **GUARANTEES** that, if within 30 days of the work being completed the alarm or camera system doesn't perform according to manufacturer's specifications or Australian Standards and they can't fix the problem, they will remove the system and give you a full refund.
2. Security Find **GUARANTEES** that every Certified & Approved Installer has been checked against our 21 point checklist.

3. Security Find GUARANTEES every Certified & Approved Installer will remove any mess they make and leave your home or business clean and tidy.
4. Security Find recommends only the best Monitoring Centre for you. So if during the first 30 days you're not completely satisfied with their performance, we will completely refund you 100% of the monitoring fee you have paid. And for your trouble, we will also pay for the first month of monitoring with the Centre you move to.
5. In the unlikely event you encounter a problem with a security business we've recommended which you can't resolve, Security Find GUARANTEES to help sort it out.

So call now and ask us anything you like. We guarantee to help you any way we can.

***At Security Find we don't sell alarms ... we find the best company to do the job for you - for FREE.***

To Your Safety and Security.



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Security Find



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Disclaimer:

“The Security Industry’s ‘7 Insider Secret Tips’ to Selecting the RIGHT Alarm System to Protect Your Home or Business” is a guide to help you chose the right security system for your home, but the choice is still yours to make and your responsibility once you’ve made it. We’re not recommending any one system or brand of system to you and accept no responsibility for the choices that you make as a result of reading this publication as we have no knowledge of your individual circumstances.