

Before you buy, know the facts.

Investigate the company.

A company's Google rating gives you a great sense of their service. **When you trust a company with your life**, make sure they deserve that trust.

Check out what current customers have to say.

Nothing is "free."

If a company tells you they will give you the system for free, you pay for it in monthly fees, service costs, lengthy contracts or by buying an outdated system. When you spend a little up front, you save a lot later.

Track your contract.

Some home security companies will sell your contract to banks or finance companies, who outsource service and support, to make a quick buck. Make sure you are not just another sold contract.

There is no reason for a company to come to your door uninvited to sell a security system unless they want to pressure you into something you may not need. The Attorney General has issued a warning about door-to-door home security sales people, citing "(h)igh pressure sales tactics, false promises of 'free' or 'upgraded' systems, unlicensed companies, misrepresented fine print."

Ten Stats You Need To Know

1 **Every 15 seconds a burglary takes place.**

Homes without security systems account for 75% of those burglaries.

2 People between the ages of 15 and 54 account for 67% of injuries and fatalities caused by fire.

3 **45% of burglars enter through a back door or ground level window.**

In 2009, more than 2,500 people were killed and more than 14,000 more people were injured by more than 445,000 fires that caused \$10 billion in damages. Adding 24/7 monitoring to your smoke detectors is one of the most effective ways to secure your home and protect your family.

4 26% of burglaries that occur while the resident is in the house result in violent crimes, and **65% of the time the offender is not a stranger.**

5 A typical house burglar is a male teenager who **lives within a couple miles of your home.**

6 **57% of burglaries take place between 10 a.m. and 3 p.m.** If you work during the day, your home and your family are unprotected during the most dangerous time of day.

7 **40% of residential fires start in the kitchen.** While you are setting the table and fixing dinner, make sure your home and family are protected.

8 Every year more than 25,000 insurance claims are filed due to water damage totaling more than \$600 million in damages.

9 If you return to an empty home at night, **you are putting yourself in danger of being attacked** for no reason. With home automation, you can lock and unlock your doors and even turn on your lights before you enter your home.

Sources: U.S. Fire Administration, Centers for Disease Control and Prevention, Federal Emergency Management Association and U.S. Department of Justice.

For more information call us at 1-855-LIVEWATCH (548-3928)

When you buy, know what to ask.

The same principles apply:

Investigate the company.

Nothing is free: avoid contracts longer than 12 months.

Make sure your company never sells your contract to banks or financial institutions.

So what do you need to ask?

10 Questions You Need To Ask Any Security Company

		LiveWatch [®]	The Other Guys
1	Does your monitoring center have multiple live backup sites in case one site goes down?	✓	
2	Do you have a 5-star rating on Google?	✓	
3	Can you guarantee that you will never sell my contract to a bank or financial institution?	✓	
4	If I need a replacement, will you send it to me and help me configure it for free?	✓	
5	Can you solve my problems via phone/web so that I don't have strangers entering my home?	✓	
6	Will you give me direct phone access to the president of your company if I have a problem?	✓	
7	Can I contact the person who sold me my system? Some companies outsource their service.	✓	
8	Will you find the best option for me? Some companies only have one or two systems that may not fit your needs.	✓	
9	Are you willing to let me sign a 1-year contract versus the industry's standard 3 to 5-year contract without increasing my prices?	✓	
10	Do you <u>guarantee</u> the best value in the industry?	✓	

Sources: U.S. Fire Administration, Centers for Disease Control and Prevention, Federal Emergency Management Association and U.S. Department of Justice.

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The Alarm Cost Calculator

Our competitors don't want you to see these numbers.

What does "free" mean? Find out below.

Save Lives, Save Time, Save Money, Live Well: **LiveWatch®**

Adjust the numbers in the orange boxes and watch the impact that it has on the total cost of ownership in the blue boxes. We added a fourth column for you to calculate the cost for any other company that you want to compare.

The story doesn't end with price. **Make sure to read the summary section in blue.**

	LiveWatch®	Giant Competitors	Online Competition	Other Company
Base Price	\$ 249	\$ 99	\$ -	\$ -
Additions and Upgrades:				
As Low As	\$ -	\$ 189	\$ 99	\$ -
Typical	\$ 199	\$ 1,000	\$ 99	\$ -
Activation Fee	\$ -	\$ 99	\$ -	\$ -
Up Front Cost:				
As Low As	\$ 249	\$ 387	\$ 99	\$ -
Typical	\$ 448	\$ 1,198	\$ 99	\$ -
Monthly Monitoring Charges:				
As Low As	\$ 9.95	\$ 34.95	\$ 29.95	\$ -
Typical	\$ 19.95	\$ 44.95	\$ 41.95	\$ -
Total Monthly Payments (Over 7 Years):				
As Low As	\$ 836	\$ 2,936	\$ 2,516	\$ -
Typical	\$ 1,676	\$ 3,776	\$ 3,524	\$ -
Total Cost of Ownership (Over 7 Years):				
As Low As	\$ 1,085	\$ 3,323	\$ 2,615	\$ -
Typical	\$ 2,124	\$ 4,974	\$ 3,623	\$ -

By choosing LiveWatch®, you save thousands of dollars on your system compared to our competitors, and you'll get the best products and service in the industry.

After including the \$795 that our systems save the average home on insurance costs, LiveWatch® is as low as \$250 over 7 years, or just \$2.98 per month! Compared to our competitors lowest price of \$2,488 or \$1,780, you save between \$1,499 and \$2,850 with LiveWatch®.

Just one last question: how will you spend the extra money you save with LiveWatch®?

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