



Newsletter December 2015

Home Security **NEWS**

Issue No - 09

The Future of Home Security is Changing

HOME SECURITY IS ON THE BRINK OF A MAJOR TECHNOLOGY EXPLOSION.

Security companies are actively pursuing ways to improve home security system operations and have paved the path for major advances over the next decade. Already, a steady stream of recent technology including remote security management and integrated lighting alarm systems have heralded a change in the way home security systems operate.

Current home security systems work through a system of motion detectors which are designed to detect movement in strategically placed locations throughout a home. Generally a keypad is located by the front entrance and at least one other location. The system reacts when one of the motion detectors is activated, setting off an alarm and connecting with a monitoring call center. This is a very reactive approach to home security.

The future will distance itself from the traditional reactive way of looking at home security. Tomorrow's home security systems will be much more proactive. They will be designed to actively seek out possible intrusions versus just waiting for something to happen.

Taking a glimpse into the future of home security, it will look something like this... Home security systems will have facial

recognition capabilities. Yes! Believe it or not, facial recognition software will enhance our traditional security systems by recognizing your profile and allowing entry only to you or your family members. It will also carry the capability of taking footage of intruders for police to review.

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The highest level of home security facial recognition software will also be able to cross-reference social networking sites and the Internet for possible matches.

Door-screening will also be part of the future of home security. Our doors will turn into screening smart machines by providing data about the person at the door. Are they a known visitor? Does their retina or fingerprint match your "approved" list? Are they a solicitor? All of these capabilities are possible with a door-screening home security process.



Home security systems will soon have facial recognition capabilities.

Motion sensors that identify who is in the home will also be part of home security. These motion sensors will be able to tell the difference between an intruder and a homeowner or welcome visitor. They will operate the way today's pet-immune motion sensors do.

The future of home security is rapidly advancing and homes will definitely be smarter and able to proactively seek out intrusions versus reacting to them. These advances aren't that far off. Experts agree that in the next decade, many of these technologies will be utilized by private residences and not just the FBI or your local police department.

Much progress has happened since our last newsletter.

We have grown to over 11,000 monitored accounts and 20,000 customers!

The Sievers Security UL listed central station is located right in Cleveland, Ohio and is now Five Diamond rated! It's locally owned and operated, staffed by Sievers' employees, and we only monitor Sievers' customers. Sievers Security knows your neighborhood.

The fire departments and local police know who we are. We have gained their trust over the many years by providing professional fire and burglary protection in this region. And by being responsive to any condition or repair that requires fast dependable service, we have earned a trusted name. Unlike out of state companies we have to be the best as we are here locally and part of your neighborhood.

Our service technicians are licensed and trained, meeting all State of Ohio and local requirements. You can rest assured that our technicians have received the latest training and education to better serve our customers. Fire inspections, fire and security systems, card access and camera installations are all offered by Sievers Security.

The technology offered by Sievers is state-of-the-art. Control your system from any-

where; automatically disarm your system by simply pulling in the driveway; send video to your smart phone of an intruder or a person at the door; control thermostats, lighting and even lock and unlock your front door. We also offer keypads with touch screens that show the weather, news, video and offer two way live voice. Receive text alerts when your system is activated or deactivated or when a cabinet or safe is accessed. Corporate customers can also track employee arrival and exit times all through their smart phone.

Our new online account management system allows Sievers' customers easy access to their account. View work history, pay a bill online, look at past service tickets and see your invoices all in one place. And, we will soon be introducing a new feature where customers will be able to create and schedule a service ticket!

These are just a few of the amazing features, updates and new services offered by Sievers Security. Stay tuned for upcoming information on the new online scheduling feature. Don't forget to call Sievers for all of your security needs.

We are here to help you!



Sievers Security donates to Cleveland families in need.

When you sign up for Auto Pay, we will donate 20 meals to Cleveland families in need. This saves you time and money, helps the environment and allows us to give back!



FEATURE ARTICLE:

Identifying deceptive home security representatives

There has been an alarming trend occurring over the past several years in the field of home security. The Better Business Bureau and Attorney Generals' offices in many states have received complaints of deceptive home security sales practices.

In most instances, high pressure sales people walk door-to-door and approach homes with already installed home security systems which are easily identified by window security stickers. The sales person tells the homeowner that they are from their current company and their security system is ineffective and needs replaced or updated. At this point they will either sell them a higher priced system or take the homeowners deposit and not return. In the worst instances, they gain entry to the home and take valuable items.

The Federal Trade Commission (FTC) has issued an alert about the increase in these door-to-door deceptive security sales practices. They say to be especially wary during the spring and summer months when security companies hire traveling sales agents to go door-to-door.

Signs of a security system scam include the following:

1. *Extremely aggressive sales techniques.*
2. *Scare tactics such as increased reports of area robberies.*
3. *Utilizing limited time offers and offering the deal "today only," or offering discounts on homeowners insurance.*
4. *Trying to enter your home and then refusing to leave.*

Sievers always strives to keep our customers safe. Our company has a long history of professionalism and we would never utilize deceptive sales practices. We are A+ rated by the Better Business Bureau and stand as an accredited business. Our employees will always carry Siever's identification and will not approach you without an appointment. As always, your security is our top priority.



So how can you avoid this type of deception? Follow these simple steps:

- 1 Never let an unidentified salesperson in your home.
- 2 Get their name, contact information, and contractor's license number.
- 3 Call your alarm company (via the number on the security keypad) and verify their contact information. Do not use a number that the salesperson provided.
- 4 If your alarm company does not know the person, ask them to leave. If they persist, contact authorities.

Fire Prevention Week

October 4-19th, 2015 was Fire Prevention Week in the state of Ohio. The National Fire Protection Association (NFPA), the leading information and knowledge resource on fire, electrical and related hazards, previously announced this year's theme, "Hear the Beep Where You Sleep: Every Bedroom Needs a Working Smoke Alarm."

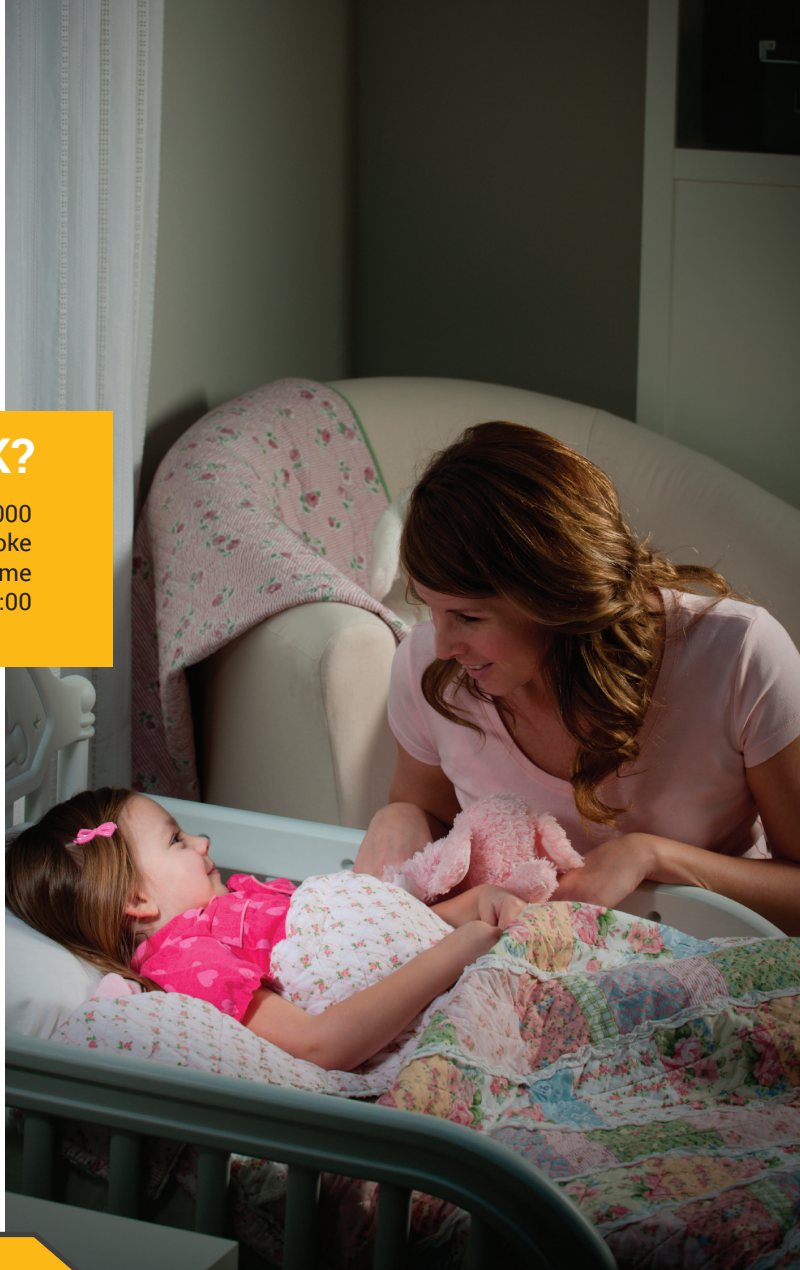
DO YOUR SMOKE ALARMS WORK?

According to a recent online survey by the NFPA, 42 percent of 36,000 respondents did not know that they should have a working smoke alarm in each bedroom. Consider this NFPA statistic; half of all home fire deaths in the United States happen between 11:00 PM and 7:00 AM when people are most likely to be sleeping [1].

The NFPA works diligently to educate the public about smoke alarm awareness and ensure that all homes have working smoke alarms in each bedroom. A working smoke alarm in the home cuts the risk of death by fire in half.

While Fire Prevention Week is an optimal time of year to ensure your smoke alarms are up to date and functional, Sievers wants to remind our customers that we are here to ensure that your system is working at its best at all times. Sievers Security offers state-of-the-art, highly effective smoke and heat detection systems which are designed to protect from both smoldering and aggressive fires by giving an advanced warning.

References: [1]. National Fire Protection Association. Public Affairs Office. NFPA Announces the Theme for Fire Prevention Week, October 4-10, 2015 "Hear the Beep Where You Sleep: Every Bedroom Needs a Working Smoke Alarm". Retrieved from: <http://www.nfpa.org/press-room/news-releases/2015/nfpa-announces-the-theme-for-fire-prevention-week>. June, 2015.



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