



# GUARDIAN SECURITY SYSTEMS INC.

Locally owned and operated since 1974, Guardian Security Systems brings the best innovative security systems to Alaska.

Anchorage 274-5275  
Mat-Su Valley: 376-4700  
Kenai Peninsula: 283-5652  
Fairbanks: 459-5275  
Statewide: 1-800-478-1898

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### Don't Be Surprised...

...when someone knocks on your door this summer. They ignore the sign in your yard and the sticker on your window and tell you they have a newer, better, cheaper security system for you.

### Don't fall for it...

...because nothing beats an Alaskan-owned company with local service, local dispatch, and the most current and competitive systems on the market. Nothing.

### Don't switch...

...until you've called us.

## Knock, Knock, Knock!

Spring is officially here. Ring in the green grass, clear roads, midnight sun, and door-to-door salespeople. Since the days of encyclopedia sets, companies have been sending salespeople to our homes to sell their wares.

It would be enough for a traveling salesperson to interrupt our day or require us to listen to a hard sell. But many of these alarm system sales are much more than a waste of time. They're a waste of money, and oftentimes illegal.

There are documented cases of consumers being lied to about product capability, installation costs, and customer service after purchase. You see, once the salesperson has finished his or her stint, there often isn't anyone to speak to about a problem. Worse yet, it's possible you are being cased by a criminal for a break-in. Some consumers have been misled to believe their current company has sent out a technician to perform a system upgrade. The reputable company's system is torn out, and consumers are left

with a system that doesn't work, and no one to call to fix it. When speaking with any company be sure the person at your door meets specific criteria:

***Better Business Bureau is warning consumers to be extremely cautious when answering the door to traveling alarm system salespersons. BBB has received complaints from homeowners across North America who were subjected to high-pressure sales tactics.***

- 1) Able to present a legitimate business license;
- 2) The person has local business cards;
- 3) The company has a local address;
- 4) A local phone number for the sales person and business location;
- 5) The location of the Central Monitoring Station, where your alarm signals are monitored, is known.

Perhaps most importantly, consumers are given a

comparison, and told that their Alaskan-owned and operated security company does not have competitive pricing or state-of-the-art equipment choices. This is simply untrue.

Here at Guardian Security, we offer the best in monitoring and surveillance equipment and many options that can be tailored to your security needs. Not only that, but we provide local customer service, with the state's only local Central Station. Real live people are available to answer questions and address concerns, twenty-four hours a day, every day. Better yet, you can walk in to our corporate facility, talk with us and see where your alarm signals are handled.

Remember the adage "If it's too good to be true, it probably is"?

If you'd like to discuss your account or system, don't waste time with the guy at the door. Give Guardian a call. Talk to someone who knows you, knows your lifestyle, and can serve you with integrity.

## Straight from the horse's mouth...

What is working for Guardian Security like?

"We work together like family. We're valued as part of the team."  
Jim Bryan  
Security Consultant.

"It's different every day."  
Emily Strum  
Administrative Officer;  
On-Call Watch Commander

"Constantly learning new skills and gaining experience."  
Pua Enosa  
Patrol Supervisor

"There's a team mentality to getting things done."  
Frank Rojas  
Watch Commander

"Nothing surprises us anymore."  
Terry Valeu,  
Senior Operations Training Manager

# The Better Business Bureau On Door-to-Door Security Sales

The first stop for a savvy consumer is often the Better Business Bureau. This organization exists to help consumers use their money wisely, and provides a way to lodge complaints and for problems to be resolved.

According to their website, "To be accredited by BBB, a business must apply for accreditation and BBB must determine that the business meets BBB accreditation standards, which include a commitment to make a good faith effort to resolve any consumer complaints. BBB Accredited Businesses must pay a fee for accreditation review/monitoring and for support of BBB services to the public."

Unfortunately, several door-to-door alarm sales companies have long records of complaints, and even more alarming, these

are the companies knocking on the doors of Alaskans in the spring and summer.

***One salesperson from a company frequently seen selling door-to-door in Alaska told potential customers that his company had purchased their competitor's security system company, which was untrue.***

Complaints include failure to properly license employees, failure to obtain proper business licensing, the use of false or misleading sales tactics, to include implying that the product was free, as well as refusing to leave customers' homes, and refusing to honor a customer's three-day right to cancel, among others. Some of these complaints have resulted in fines to these companies of over \$40,000, but the transient

nature of the business makes it difficult for customers to resolve issues once the company has left town.

Guardian Security, on the other hand, isn't going anywhere. Before switching, do your research. We're local, we're honest, and we're here to serve you.



Guardian Security Systems provides patrols and guards for a variety of situations. The potential to find a solution to suit your particular needs is virtually guaranteed.

If you are considering adding a layer of security to your commercial or residential premises, please call a Security Consultant to discuss your options.

### Helpful Links about Door-to-Door Security Sales:

**AARP:** <http://www.aarp.org/money/scams-fraud/info-05-2011/alarm-system-scam-alert.html>

**Federal Trade Commission:** <http://www.ftc.gov/bcp/edu/pubs/consumer/homes/rea18.shtm>

**Attorney General:** [http://www.ag.ny.gov/media\\_center/2010/aug/aug12a\\_10.html](http://www.ag.ny.gov/media_center/2010/aug/aug12a_10.html)

### Changes?

For the best protection of your premises, Guardian Security needs a current Emergency Contact List.

Take a moment to update so we know whom to contact in the event of an alarm.

[Download an update form on our website](#) (scroll down to find Emergency Contact List) or stop by Central.

\*Please note: It is Guardian Security's policy to verify change requests by phone before implementing them. Please allow 72 hours for changes to take effect.

We're here to serve you!

# Understanding the Municipal Code

## False Alarm Fines Explained

As the largest locally owned and operated security alarm company in Alaska, we know our communities. We shop at the same stores, drive the same streets, and live in the same neighborhoods. We're subject to the same laws; so when we mention false alarm fines, it's because we all need to know what to do to avoid them.

The Municipality of Anchorage has enacted fines for false alarms which result in a police car or fire truck being sent out. Anyone using a security system in the MoA should be aware of these laws. Here's the deal.

In short, it's illegal to knowingly have an alarm that sounds audibly for longer than 15 minutes. Alarm systems need to be registered with the Police Department, which carries a one-time fee of \$25.

The part to pay attention to is that which pertains to false alarms:

Municipal Code 8.40.040 states that, *"Except as otherwise provided in this chapter, the owner of an alarm shall pay a charge in accordance with this section for each false alarm in which the police or fire department are dispatched: First false alarm at each identifiable location: no charge. Each subsequent false alarm in excess of one: **Fire department, \$500. Police Department, Second and third responses, \$125 each. Each***

***subsequent false alarm: \$25 more than the prior false alarm charge."***

In English, this means we all get one freebie. After that, every time the fire department responds to a false alarm, it's \$500. Police, \$125, and it goes up after that. *And*, anyone knowingly violating any of these provisions can be hit with a \$2000 fine.

Doesn't sound like much fun. Alarm systems are meant to protect property and investments, not be a source of nuisance, code violations, and fines.

A quick reality-check tells us that false alarms sometimes happen. In communities where neighbors are prompt to report an alarm, and police are prompt to respond, a few false alarms can add up to an obnoxious set of charges.

Many Guardian Security customers have turned to Alarm Response, which brings a Patrol Officer to your property every time your system goes into alarm. Hopefully it's a false alarm, and the officer notes nothing out of the ordinary, but if necessary, the officer notifies Central if further action is required.

False alarm fines are unpleasant, as well as an unnecessary expense. Alarm Response is a cost effective solution. Contact a Security Consultant to discuss whether Alarm Response suits you.

Email: [dispatch@gssiak.com](mailto:dispatch@gssiak.com) Toll Free Fax: 1-800-770-3730

### Did you know...

...a burglary happens every 15 seconds?  
 ...burglars don't like alarm systems, locked doors, or big barking dogs?  
 ...Guardian Security once provided security for relief workers living in a tent city?

...most home invasions occur at a garage or back door, due to the ease of entry?  
 ...most home invasions happen in the daytime?

\*provided by Chris McGoe, Crime Prevention Specialist

This month:

- \*Test Alarm System
- \*Test freeze/water detectors
- \*[Click here](#) for Test Instructions

Please call before conducting a test. Have your Pass Code on hand. For your safety, Guardian Security will not discuss any system, premises, or account without verification of your identity.

**Alarm Response** ensures that a patrol responds to your property if your system ever goes into alarm.

Protect your property from invasion, and protect your wallet from municipality-originated false alarm fines. Call for more information.

***Every spring and summer, we can expect door to door salespeople trying to sell us the hot new security system. When you hear the doorbell, remember that Guardian is local and available 24/7. We offer cutting-edge products at the best prices. Guardian's got your back.***