



WEBCO Watch

National Night Out

Special Edition

REGISTER ON THE BACK FOR A FREE SECURITY AND LIFE SAFETY SYSTEM WITH A FREE YEAR OF MONITORING (\$1650 VALUE)

Let Us Help You

For sales questions, referrals or service call WEBCO direct at 763-767-7229

Neighborhood Security Tips

Occupied Look

Your home should always look and sound occupied.

Lighting

Install motion sensing flood lights around your home to remove shadows and potential hiding places.

Alarm System

Use a reputable vendor to install a home security system that has a primary objective of detecting intruders. Your alarm system should also be monitored by a reputable company to be most effective.

Keep trees and shrubbery well-trimmed

Overgrown shrubs and trees often provide excellent hiding places for criminals.

National Night Out: A Night to Focus on Security

National Night Out (NNO) is an annual event that takes place on the first Tuesday in August. Each year, the Police Department actively participates in National Night Out by rallying community members throughout Minneapolis and St. Paul to join with neighbors and police officers to be a part of this annual event.

The National Night Out campaign involves citizens, law enforcement agencies, civic groups, businesses, neighborhood organizations and local officials from 9,500 communities from all 50 states, US territories, Canadian cities and military bases worldwide.

See Inside For More Home Security Tips and Details On Our \$100 Referral Bonus Program!

National Night Out is designed to:

- Heighten crime and drug prevention awareness;
- Generate support for, and participation in, local anticrime programs;
- Strengthen neighborhood spirit and police-community partnerships; and
- Send a message to criminals letting them know that neighborhoods are organized and fighting back.



New Customer Offer Extended Until September 30

Install a security system between now and September 30 and receive:

**FREE EQUIPMENT
FREE INSTALLATION
\$99 ACTIVATION FEE**

For our basic Life Safety and Security Alarm System. All you pay is the monthly family protection fee of around \$1 a day. Call 763-767-7229 for more information and offer details. We can also help you receive a discount on your Homeowner's Insurance.

36-month monitoring agreement required at \$32.99 per month (* credit card or ACH); per day cost based on offset discount of up to 20% on your homeowners insurance; Free equipment and installation with one time activation fee from \$99.00; Local permit fees may be required. Satisfactory credit history required. Certain restrictions may apply. Offer valid for new customers only. Cannot be combined with other offers.

Leading Insurance Carrier's state that having a home security system can save you insurance dollars. Depending on the system you install you can save 5-20% on your homeowner's insurance.*

* Source: Security Distributing and Marketing Magazine



Security Statistics

On average 1.2 million homes are broken into each year.

The good news is that nine out of ten break-ins are preventable



Product of the Month: Monitored Smoke Systems



When I collapsed in the smoke, I couldn't call for help. But ADT did.

It seemed like just another normal evening. Mike Edwards returned to his home after work and starting preparing his supper. As the food began to cook, Mike went into another room to relax. Soon he fell sound asleep.

It wasn't long before a fire broke out. As the heat sensor in his kitchen was activated, it automatically sent a signal to an ADT Monitoring Center. Within seconds the local fire department was notified. As the firefighters sped to the house, an ADT Representative called Mr. Edward's wife at work. She said that her husband was indeed home, but the door would be dead bolted.

When the firefighters arrived they broke down the door. Paramedics found Mike lying near the door, overcome by the thick smoke. They dragged his lifeless body from the burning house and promptly tried to revive him. After twice shocking him with electric paddles, they still could detect no signs of life. Finally after a third time, they were able to bring him back to life.

Weeks later Mr. Edwards stood in his charred home with his ADT salesperson, thinking about the ADT system which had only been installed fourteen weeks earlier. He thanked Mr. Gibbons saying,

"If it weren't for you insisting that I needed fire protection that went beyond the battery-type smoke detectors, I'd be dead right now. I'll never again be without an ADT system in my home."

Lighting Control Products To Complement Your Security System

A light control timer allows you to program the lights in your living areas to have your home appear to be occupied when you're away.

You can also turn on ALL lights connected to lamp modules and wall switch modules with the touch of a button if you hear a suspicious noise at night.

Control your lights from across the room or from the other side of the house.

You can dim lights too, even if they didn't normally

Set the best lighting level for any lamp or light in your house. Lamp modules work with incandescent lights and lamps (i.e. with a regular light bulb, not halogen or fluorescent).

Plug the lamp into a lamp module, and plug the lamp module into any normal wall socket – it's that easy! Ideal for controlling bedroom, living room, and family room lamps.

Home Security Tips

Invest in Security

Safety isn't cheap. Normally a monitored security system will run you about \$1,000 for installation plus monitoring. Good quality deadbolt locks (the 1 inch variety) are \$20-\$25 each. A pedigree German shepherd can run \$500-\$1,000. Studies have found that nearly 90 percent of U.S. households rate home security as moderately or very effective in preventing burglaries. Participants in the survey also rated home security as a higher value for their money than gas, electric, telephone and cable TV. Homes with security systems were also found to be almost 3 times safer from break-ins than homes without alarm systems.

In turn, insurance companies that base their business on such risks recommend that homeowners add a security system to their home, as their data indicates that security systems are an effective deterrent. One of the largest insurance companies, Allstate insurance, says that if a home has smoke alarms and a central burglar and fire alarm system, the homeowner can save up to 15 percent on their homeowner's insurance.

Don't Look Like You're on Vacation

Ask a neighbor to pick up your mail, newspapers and look for any packages. Use timers to activate lamps and televisions.. Make sure garbage cans are taken out and brought back in on their regular day and that the lawn is mowed.

Remember Light and Bright is Best

So spend \$20 apiece on motion sensors that will turn on your porch lights, garage lights and particularly back-of-the-house lights when someone enters their range.

Keep Valuables Out of View

You may have every new gadget on the planet, but you don't need to advertise that fact by leaving easy-to-fence items (DVD players, computers, jewelry) in plain sight.

Make Access Difficult

Have good locks on all doors and windows and USE THEM. Studies show that if it takes a burglar more than four or five minutes to get into your house, they will choose another target.

Make Safety a Routine

One of the simplest and important security measures you can take is to be consistent Turn on alarm systems and have them monitored by a reliable company, lock dead bolts, and trim overgrown shrubs regularly to maintain a high level of security.

MOST COMMON HOME SECURITY AND LIFE SAFETY CONCERNS

Home Intrusion/
Personal Safety

Fire Protection

Burglary

Medical Emergency

Child Abduction

Flood/ Freeze Sensing

Get More Info on
the Web at

www.webco-mn.com

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Provide us with the name
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Email or Call us with your
referral information.

Sales@webco-mn.com
763-767-7229

Register below for:

**A FREE SECURITY & LIFE SAFETY ALARM SYSTEM
(FREE EQUIPMENT, INSTALLATION AND ACTIVATION)
PLUS ONE YEAR OF MONITORING FREE (\$1650 VALUE)**

**To register tear off this slip and return it to your
NNO Coordinator. Must be submitted by Aug 7, 2003.**

Name _____

Address _____

City _____

Zip _____

Email _____

Phone _____



Protecting Your Prize Possessions™

WEBCO Security, Inc.

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Coon Rapids, MN 55433

Phone: 763-767-7229

Fax: 763-767-7234

Email: sales@webco-mn.com

WebSite: www.webco-mn.com

**TEAR OFF AND KEEP THE
REFERENCE CARD ABOVE**

One Registration per address. WEBCO Security Inc. will not sell names to any other company. Offer applies to homeowners only. Satisfactory credit history required. Cannot be combined with any other offer. Registrants may be contacted by phone concerning other special promotions.

Life Safety Just As Important As Home Security

Life safety add-on components for home security systems are becoming equally important in the eyes of many consumers when purchasing their security system.

The term life safety stands for protection from any type of life threatening situation such as: fire, medical emergency, flood or freeze detection, and home intrusion/abduction.

Life safety concerns often outweigh security concerns for families with small children, elderly parents with medical concerns, and people in more rural areas where getting help quickly can sometimes be difficult.

Life safety components provide peace of mind against many of life's potential tragedies.

Simple controls like door chimes for your system to help you keep track of small children and ensure that they don't slip out of the house when you aren't looking are also seen as life safety features.

Here are some ideas of what to look for in life safety features:

Medical Alert Pendant

Elderly people, especially those that live alone, utilize medical alert pendants to call for help when they can't get to a phone or the alarm panel. By pressing a button on the pendant, emergency personnel are called and a two-way conversation can even be initiated with an ADT life safety specialist from anywhere in the home.

Monitored Smoke Detectors

Monitored smoke detectors are a benefit over traditional smoke detectors because they call for emergency personnel to be dispatched in addition to sounding an alarm run on electricity with a battery backup instead of simply a battery. In a fire situation, every minute counts to protect your home and family. Should you not be able to get to a phone to call the fire department, the monitored smoke detector does it for you. (See story inside)