



# InfoLink

Information for Public Safety False Alarm Reduction Professionals

## FARA InfoLink August 2015 Edition

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### Mark Your Calendars

FARA has selected cities, dates and hotels for the next two Symposiums.

- 2016 - 4/19 to 4/21 - Holiday Austin Midtown, Austin TX
- 2017 - 4/25 to 4/27 - Embassy Suites by Hilton Nashville at Vanderbilt, Nashville, TN

A full information packet on the Austin Symposium will be emailed out soon!



## Shellie Reid Resigns as FARA Secretary

Shellie Reid has left the Loudoun County Sheriff's Office to take a position with Public Safety Corporation. Since the bylaws require that the Secretary is a Public Safety Member and Public Safety Corporation is an Associate member, Shellie was no longer eligible to serve as Secretary.

"We wish Shellie all the best in her new position and truly want to thank her for all that she has done for FARA over the past few years. Shellie was a hyper involved member and it will be hard to replace all the energy she devoted to FARA." said President Kerri McDonald on learning of her resignation.

## Shellie Reid Recognized for Past Service to FARA

During the Mid-Atlantic Chapter Meeting in June, Shellie Reid, informed the group that she is now working for Public Safety Corp (the vendor for the Cry Wolf False Alarm Reduction software). She indicated that although her position has changed she will stay in contact with FARA members and continue to assist in any she can. She expressed her sincere appreciation for all the FARA and especially the Chapter has meant to her and the friendships she has made.

FARA members Eileen Skidmore, Steve Heggeman and Kathleen Schraufnagel presented Shellie with a plaque from FARA to recognize all the work that she has done as FARA Secretary, Mid-Atlantic Chapter President and Website Committee Chair.

Here is Shellie's new contact information.

Shellie Reid  
Support Services  
Public Safety Corporation  
phone: (877) 729.9653 x137  
direct: (240) 607.1437  
fax: (301) 638.9319  
[sreid@publicsafetycorp.com](mailto:sreid@publicsafetycorp.com)  
[www.crywolf.us](http://www.crywolf.us)



## Volunteer Sought to Serve As Secretary

Under the FARA Bylaws the President of the FARA appoints a person to fill the unexpired portion of the previous Officer or Director's term. So please contact President Kerri McDonald if you are interested in serving.

The main job of the Secretary is to prepare and present accurate minutes of the proceedings at the Annual Meeting and all meetings of the Board of Directors. The Secretary also serves on the Board and participates in the deliberations at all to the meetings.

Any Public Safety Member can serve as Secretary.

Contact Kerri if you have questions or are interested in serving at [kmcdonald@riversideca.gov](mailto:kmcdonald@riversideca.gov) or (951) 826-5600.

### Volunteer – Live Longer, Be Happy!

A 2013 study found that volunteering may improve your mental health and help you live longer, a new review suggests. Researchers analyzed data from 40 published papers and found evidence that volunteers had a 20 percent lower risk of death than non-volunteers. In addition, volunteers had lower levels of depression, increased life satisfaction and enhanced well-being. [More Info](#)



## FARA's Believe it or Not

By: Brad Shipp

- **OH: Squirrel quarrel sets off burglar alarms while goats roam the streets ...**  
8.13.15 - cleveland.com - Russell Township, OH - Alarm, Fairmount Road: An officer responded to a burglar alarm 2:47 p.m. Aug. 8 for an upper rear door to a home. He found two ... [More Info](#)
- **Blame the kamikaze cats**  
7.27.15 - F Upper Rogue Independent - Years ago we had a security alarm system installed in our rural house. We have since replaced it with a far better one, but the six-year-old original remained ... [More Info](#)
- **FL: Police: Drunk man asks officers to tickle him**  
7.10.15 - NBC2 News - Investigators say Bryan Chao and his wife were drinking at the Inn of Naples and pulled the fire alarm. Once officers arrived, they ordered the Miami couple to ... [More Info](#)
- **Watch: Surveillance Videos Highlight Criminal Failures**  
7.14.15 - SSI - Security Sales & Integration has rounded up a few surveillance videos that reveal some of the most uncoordinated moments of crime. [More Info](#)
- **CA: Burglary suspect accidentally takes his own iPhone selfie video**  
7.21.15 - Naked Security- Sophos, for its part, has a free Mobile Security app for Android that offers a bunch of remote commands you can send to your phone, including Wipe, Lock, Alarm ... [More Info](#)
- **TX: Jimmy John's burglars caught on video in late-night snack attack**  
7.24.15 - KENS 5 TV - The store didn't have an alarm system at the time. That means the burglars had time in the early hours of Wednesday morning to roam the store. They went to the ... [More Info](#)
- **MI: VIDEO: Clumsy thief takes his time stealing TV from Detroit used car lot**  
8.18.15 - WXYZ - The owner of the used car lot says he relied on several lines of defense to protect him against a robbery: surveillance cameras, a loud alarm, a private security ... [More Info](#)
- **AL: Sheriff's deputies find 7-foot marijuana plants, make arrest**  
8.26.15 - News Courier - A residential alarm on Cross Key Road in Athens Tuesday led Limestone County sheriff's deputies to find marijuana plants as tall as 7 feet and to make an arrest ... [More Info](#)

Do you have any stories you would like to share about strange, unusual, or funny reasons for false alarms? How about outlandish things that happen in the course of your usual work day? I know we all have them, so let's share and give everyone a chuckle! Please forward your stories to [bradshipp@4yoursolution.com](mailto:bradshipp@4yoursolution.com) and we'll put them in the next InfoLink for all to share!

## Security Dealers: Don't You Dare 'Hide' Commercial Accounts in Residential Contracts

Phoenix detective and alarm inspector warns of dangers and potential illegalities of "hiding" business accounts in residential alarm monitoring agreements.

Police may miss emergencies at commercial buildings because the address given for an alarm account is supposed to be a residence.

By CE Pro Editors, August 14, 2015

*Detective H.W. "Robbie" Robinson of the Phoenix Police Code Enforcement Unit/Alarm Inspections, submitted this notice in an email newsletter distributed by security-industry attorney [Kenneth Kirschenbaum](#), legal contributor to CE Pro's sister publication [Security Sales & Integration](#). Robinson warns against the practice of intermingling commercial alarm accounts with residential contracts. It's dangerous for the customer and potentially illegal for the dealer (edited for grammar).*



**I am the Alarm Inspector / Detective for the Phoenix Police Department** and have had issues with alarm dealers or their sales team hiding their commercial accounts under the name of the business owner as a residential contract.

I have found that the alarm dealers do this because they can get the "person" (business owner) through the credit check as a residential contract easier than they can get a qualifying credit score for the small business "entity" under a monitoring contract for a commercial account.

I have been told that some dealers do it because they have a residential contract only or no commercial contract restriction on their dealer agreement. Basically, the dealer runs the "residential" contract through his dealer program and sells the contract to the national alarm company who does not verify the information on the contract.

This creates a situation where PD is dispatched to an address looking for a residence and the officer arrives to find that the location is actually a strip mall or business location. The officer cannot locate the "residential" premises and attempts to get further direction from the central monitoring station operators that rely on the data entered from the contract.

If the central monitoring station operator cannot reach an RP on the call list to get the correct info and the officer cannot find the correct location then they eventually leave the area without ever checking on the alarm.

**The most common and most dangerous** are the strip mall business locations where the residential address looks like an apartment number. This is a serious risk for the responding officer who may not be paying attention because they are looking for a residence and talking on the radio or typing on the computer trying to verify the dispatch information when the bad guy sees the cops and runs out of the business.

This creates a potentially deadly situation and I would like to hear what you have to say on this if you think that there is a liability component related to the alarm dealer or the alarm company running the dealer program.

I have brought this problem to the attention of several major alarm companies that operate national dealer programs and yet it still happens.

I just had one last month where even the national dealer program messed up when they relocated the alarm system from the owners residence to his business because he still had time left on his residential contract. The national dealer program left the contract under the name of the residence even though it was now at a commercial business in a strip mall.

The alarm tech installing the alarm system (reprogrammed the existing commercial alarm system) at the new location obviously knew that this location was a commercial business, but in typical fashion, the tech installed the alarm system exactly as stated on his work order, signed off and got paid.

The officers were dispatched three times in less than a month and could not find the location of the alarm before it came to my attention. When I talked to the national company about it they found it in their notes that the customer negotiated to have the alarm moved to his business because he could not get out of his residential contract. They left it as a residential contract after changing the address used for dispatch, but ignored the fact about alarm being installed at a "business" location and they continued dispatching PD to a residence.

Phoenix has had lawsuits where a business tried to sue the City of Phoenix because the officers did not find the "residential" premises and they got cleaned out. We defeated their claim by obtaining a copy of the original monitoring contract showing that the dealer falsified the contract and the 911 recordings showed that central monitoring station operating the dealer program gave us the bogus "residential" info during the alarm activation dispatch.

In 2014 I got a conviction on a fraud schemes case that landed the sales person for a local alarm dealer in prison for 3.5 years. The investigation started because the officers could not find the correct location for the alarm system that ended up being a business (hair salon) hidden as a residential contract under the name of the "owner" of the salon.

Can you please comment on this problem and help me to get the word out for the national dealer programs to verify the contract info when they are putting the account online. Something as simple as searching the address on the internet to get the street view in order to look at the property to see if it is obviously a residence, apartments or a commercial strip mall can stop this problem most of the time.

#### **Kirschenbaum responds:**

Alarm dealers should not be using a residential agreement for a commercial account, and should not be listing a commercial account as residential. I was not aware that this was an issue or problem. If dealer programs are allowing their dealers to push through contracts for commercial accounts under individual names in order to meet credit score criteria then it's a practice that should be stopped.

Obviously it's essential for police and fire personnel to be able to identify and locate addresses when responding to alarms. Besides possible criminal repercussions, as mentioned above, there can be civil liability exposure for intentionally causing confusion leading to delayed or no police or fire response. It's unlikely that this is a problem limited to Phoenix.

Alarm dealers need to understand that they are selling life safety equipment and services. The potential exposure for liability cannot be ignored and sooner than later your luck is going to run out if you disregard best practice and procedures. That means using the proper contract for the services you are offering, whether you're offering:

- PERS
- ePERS
- residential
- commercial
- fire
- environmental
- sales and installation
- DIY with monitoring

You need to be using the proper contracts and you need to be properly identifying the subscriber to the AHJ so that proper response is not jeopardized.

[More Info](#)

## **News on Door to Door Sales**

*Courtesy of NESAs*

- **Spot Crime Maps: Car Burglaries On The Rise**  
6.30.15 - KEYE TV - We're noticing an increase of calls about fraudulent alarm company reps showing up at your doorstep. Round Rock Police also released this video on their ... [More Info](#)
- **College Station residents warned about home security scam**  
6.30.15 - The Eagle - The department said there are private security companies to monitor alarm systems and contact police when necessary, but that no security system is monitored ... [More Info](#)
- **Security Company Warning: Watch out for fake reps**  
6.30.15 - newsnet5.com - He was featured in a December 2014 20/20 investigation that focused on training sessions where sales people from other alarm companies were encouraged to ... [More Info](#)
- **Door-to-door home alarm system scammers hit Houston**  
7.1.15 - KPRC Houston - ... said that he was with ADT." Goforth said the salesman noticed her broken ADT alarm sign. He told her he wanted to replace it and upgrade her alarm system. [More Info](#)
- **Did alarm company deceive Lafayette woman?**  
7.1.15 - Journal and Courier - Then he saw a \$91.99 withdrawal dated May 21 for NorthStar Alarm Services, a company he'd never heard of. When questioned, his 77-year old mother ... [More Info](#)
- **Herring announces settlement with home alarm company for alleged ...**  
7.1.15 - Augusta Free Press - mark herring Attorney General Mark Herring announced today that he has reached a settlement with Trio Alarm, LLC (Trio Alarm), a Wisconsin-based seller of ... [More Info](#)
- **Valley man says alarm company was 'double dipping'**  
7.3.15 - ABC15 Arizona - Valley man says alarm company was 'double dipping'. Joe Ducey, Courtney Holmes. 6:27 PM, Jul 2, 2015. 6:57 PM, Jul 2, 2015. [More Info](#)

- **Former police officer target of security alarm scam in Chesterfield ...**  
7.7.15 – wtvr.com – “If homeowners did not have the updated keypad as of next year, then Chesterfield Police officers would no longer be responding to any alarm activation calls,” ... [More Info](#)
- **Vivint Banned From Selling Door-to-Door in Wyoming City**  
7.1.15 – Security Sales & Integration – The Cheyenne City Council and Cheyenne Police Department have opted not to renew Vivint’s solicitor license after residents complained of the security firm’s aggressive sales tactics. [More Info](#)
- **Hernando deputies warn of possible predatory alarm salesman ...**  
7.13.15 - FOX 13 Tampa Bay, WTVT-TV - Hernando County deputies issued a warning about a possible predatory alarm salesman Sunday evening. Deputies said a man is going door to door in Spring ... [More Info](#)
- **Deceptive salesman tricking homeowners into switching alarm service**  
7.14.15 - KOMO News - A local woman says a deceptive door-to-door salesman tricked her into signing up with a home alarm service she never wanted. Jean Byrnes says the salesman ... [More Info](#)
- **Police, residents say a suspicious person is knocking on doors in ...**  
7.18.15 - Knoe.com - "But he didn't have any identification from the alarm company and he didn't know anything about the equipment we had in our home. He didn't know my name or ... [More Info](#)
- **Lamar looking into possible murder**  
7.19.15 - Thomaston Times - Officers responded to the area and located five male subjects stating that they work for a security alarm company, but didn't have the proper permits to solicit ... [More Info](#)
- **Rogue salespeople tricking homeowners into letting them in. Here's ...**  
7.22.15 - ABC Action News- Turns out the man who removed her ADT alarm had no connection with ADT which left this senior stuck paying for two security contracts. The company behind ... [More Info](#)
- **BBB warns on door-to-door sales**  
7.24.15 - News Sentinel - From home alarm systems to home-improvement deals, the BBB has seen it all, and often it's too late to help. Recently in Fort Wayne, an unnamed customer ... [More Info](#)
- **Deceptive sales practices knocked at ESX**  
SSN – Baltimore - Diane Pruitt, a resident here, recently had two young men knock on her door, lie to her about her security system and which company they were from, and persistently tried to sell her a different system. [More Info](#)
- **ADT or not? Deceptive alarm sales target homes**  
7.30.15 – WCPO - Many of us buy a home alarm to give our families a little bit of security. But an alarming deception is targeting hard working Cincinnati-area homeowners, who ... [More Info](#)
- **Moak: Check out alarm system salesmen, Chaney says**  
7.31.15 - Jackson Clarion Ledger - Home security is big business these days. According to the research firm Ibisworld, the home security market is worth about \$22 billion and is growing rapidly... [More Info](#)
- **Richardson Police Warn of Possible Alarm Scam**  
7.31.15 - NBC 5 Dallas-Fort Worth - Richardson police warn residents about a possible scam involving a man telling homeowners he's there to upgrade their home security systems. [More Info](#)
- **Fake security worker targeting Houston neighborhood**  
8.6.15 - KPRC Houston - A man pretending to work for an alarm company was targeting homeowners in Oak Forest in Northwest Houston. Leslie Chane and her family moved to the ... [More Info](#)
- **APD, home security companies warn of scammers**  
8.18.15 - KOB.com - "A reputable alarm company never comes to you at your home or at your business and says, 'we need to update your system,'" Meurer said. He advises people ... [More info](#)
- **Vivint Sales Rep Accused of Verbally Attacking Pregnant Woman**  
8.21.15 - SSI - A sales representative for Vivint has been accused of verbally abusing... [More Info](#)
- **Action 9: Consumer feels taken by alarm company banned in Florida**  
8.26.15 - WFTV Orlando - Later, Gill discovered the invoice he signed was actually for a new alarm system from a company he never heard of, Vision Security, which had several Florida ... [More Info](#)

## Public Safety Updates

*Courtesy of NESAs*

- **AB: Brazeau County implements false alarm bylaw**  
8.24.15 - Drayton Valley Western Review - Brazeau County council gave a second and third reading to false alarm bylaw at the council meeting on Aug. 18. Drayton Valley/Brazeau County Fire Services ... [More Info](#)
- **AB: County passes false alarm bylaw after months of discussion**  
8.19.15 - Camrose Canadian - After months of discussion regarding a false alarm bylaw, Camrose County council passed a third reading of the bylaw during its Aug. 11 meeting. In attendance ... [More Info](#)

- **BC: RCMP changes false alarm protocol in Upper Fraser Valley**  
8.28.15 - Chilliwack Progress - Since the beginning of 2015, local police logged 1400 false alarm calls in the UFVRD area which covers Chilliwack, Agassiz, Harrison and Hope. Starting Sept. [More Info](#)
- **BC: Upper Fraser Valley RCMP Will Only Respond to Verified Property ...**  
8.21.15 – KelownaNow - "From the beginning of 2015, police have responded to over 1,400 false alarm complaints in the Upper Fraser Valley Regional District, taking us away from ... [More Info](#)
- **BC: Vancouver fire department to charge \$200 per false alarm after third ...**  
8.12.15 - Straight.com - Now owners or occupiers of Vancouver properties with three or more false alarms per calendar year will have to pony up \$200 per alarm. In a news release ... [More Info](#)
- **CA: Chico police state policy change deters false alarms despite no ...**  
8.7.15 - Chico Enterprise-Record - Chico - No fines have been issued, but Chico police think citizens are getting the message about false alarms. It's been about three months since the Chico ... [More Info](#)
- **CA: Deaf woman slapped with home security false alarm fines in Vallejo**  
8.18.15 - abc7news.com - Many cities, including San Francisco, Oakland and Vallejo, slap homeowners with fines for false home alarms. 7 On Your Side helped one woman escape her ... [More Info](#)
- **CA: Letter: Alarm companies should be fined for false alarms**  
8.12.15 - Chico Enterprise-Record - It is quite disturbing the know that one Chico alarm company is using private armed guards to respond to alarm systems yet the police department, according to ... [More Info](#)
- **CA: Moreno Valley: City aims to reduce false alarms - Press Enterprise**  
7.16.15 - Press-Enterprise - News. Moreno Valley: City aims to reduce false alarms. Unfounded burglar and fire alarm calls have cost the city money and resources. [More Info](#)
- **CA: Roseville PD pushes for changes to reduce false-alarm burglary ...**  
7.28.15 - KCRA Sacramento - Roseville, Calif.- The Roseville Police Department is pushing for changes to the way officers respond to burglar alarms as a result of the ... [More Info](#)
- **FL: 911 calls released, 2 employees on leave after apparent delayed ...**  
7.15.15 - St. Augustine Record - An employee from Central Station Monitoring, a certified intrusion and fire alarm company, called the dispatcher at 4:53 a.m. after alarms in the building were ... [More Info](#)
- **GA: Warner Robins approves fines for false alarms - 13WMAZ.com**  
7.21.15 - 13WMAZ - "The amount of time that it takes for a business alarm is about 30 minutes. The average time for a personal alarm is around 18 minutes. [More Info](#)
- **ID: Pocatello City Council passes user fee increases**  
8.22.15 - Idaho State Journal - Life safety inspection permits from the city fire department also will rise \$5 to \$25 and false fire alarms at businesses will now cost \$150 for the fourth false alarm ... [More Info](#)
- **IL: Des Plaines' False Alarms Under Fire**  
8.26.15 - Journal & Topics Newspapers Online - Recent changes in city of Des Plaines fire and burglar alarm fees that at least one alderman believes may be too high, are scheduled to be discussed Tuesday, ... [More Info](#)
- **IN: False alarm ordinance to free police for crime fighting - Post-Tribune**  
7.24.15 - Chicago Tribune - Patrolman Richard McClelland speaks to a neighbor Thursday as he walks around a house in Gary's Glen Park section after an alarm there activated. [More Info](#)
- **NC: Swain to begin enforcing 'false alarm' rules**  
8.26.15 - Smoky Mountain News - Beginning Sept. 1, Swain County Sheriff's Office will have the authority to issue citations and fines for residents who have faulty alarm and security systems. [More Info](#)
- **NJ: Maplewood PD Recognizes Police Valor, Service With Awards and ...**  
6.30.15 - The Village Green- On April 7, 2014 at approximately 1332 hours, Officer Wasielewski and Brian Rodrigues responded to a residence for a report of an alarm ... [More Info](#)
- **NL: Canada Day false alarms calls have 'enormous' cost, say RCMP**  
7.2.15 - CBC.ca - The Newfoundland and Labrador RCMP are reminding the public about the cost of 'false alarm' calls. Police said they attended to 20 such calls to different ... [More Info](#)
- **NY: Bronxville Police Have New Alarm Permit Stickers**  
7.23.15 - The Daily Voice - Bronxville, N.Y. -- Chief Christopher Satriale and the Bronxville Police have received the new alarm permit stickers. They are available at the Police ... [More Info](#)
- **NY: Proposed Ulster County law regulating alarm systems advances**  
8.19.15 - The Daily Freeman - Kingston, NY - A proposed local law that would fine Ulster County homeowners and businesses for repeated false alarms at their buildings advanced ... [More Info](#)
- **PA: Pittsburgh Seeks Implementation of Surveillance Camera Privacy Policy**  
7.27.15 – Pittsburg Post Gazette - A long-shelved city of Pittsburgh privacy ordinance is finally seeing daylight this summer, with the launch of police training in video surveillance rules and an effort to identify security cameras held by neighborhood groups. [More Info](#)

- **TX: False alarms keeping deputies busy**  
8.21.15 - The Henderson Daily News - Alarm systems have become commonplace in homes and businesses as a means of keeping the intruders out and by giving peace of mind. But there are times ... [More Info](#)
- **TX: Tyler residents to pay more in taxes next year**  
8.12.15 – KYTX - The burglar alarm fees for residents are proposed to go down while the fees for ... residents and businesses pay a flat rate of \$50 a year to have a burglar alarm. [More Info](#)
- **WA: Soap Lake passes false burglary, fire alarms ordinances**  
8.27.15 - Columbia Basin Herald - For a second response within three months the city will assess a \$150 fine, and a \$500 fine would be handed down for a third false alarm response within three ... [More Info](#)
- **WA: Spokane police lay down law on 'false alarms'**  
8.12.15 – The Spokesman Review - Under a city ordinance called the False Alarm Reduction Program, businesses and residences that use burglar alarm systems must pay annual fees of \$25 or ...[More Info](#)
- **WA: Vancouver Police to offer alarm management online**  
8.26.15 - The Columbian - Business and residential security alarm users will now be allowed to manage ... Features include the ability to register security alarms, pay permit fees, appeal ... [More Info](#)
- **WV: False Alarm Ordinance Goes to Wheeling Council**  
8.19.15 - Wheeling Intelligencer - By the first of the year, Wheeling could be charging fees for police response to false burglar alarm calls - a move the city's police department has pushed to ... [More Info](#)

## Industry News

*Courtesy of NESAs*

- **UCC, ADT talk on training Millennials**  
7.8.15 – SSN – Baltimore – Underlining the important work that central station operators do is key when training Millennials who are now entering the workforce and the security industry, according to panelists at ESX. [More Info](#)
- **8 Hilarious Security Signs**  
7.17.15 - SSI - Check out eight hilarious security signs end users post to keep would-be... [More Info](#)
- **GSM fire alarm systems thriving as POTS lines decline**  
Global Sources - At present in most developed markets, fire and other alarm systems typically communicate with a monitoring service via traditional copper wires or Plain Old ... [More Info](#)
- **Home security systems more popular as prices drop**  
7.15.15 - WMUR Manchester - "These cameras will see at night and during the day with very sharp images, and they will go to a video recorder," said Barry Chisholm of American Alarm. [More Info](#)
- **Simple and affordable ways to safeguard your home**  
7.16.15 – Washington Post - Security systems can be effective, but there are plenty of other strategies that cost you next to nothing. [More Info](#)
- **Consumer Cellular enters mPERS market**  
7.16.15 - Portland, OR - Consumer Cellular, a nationwide mobile phone company focused on the 50-plus demographic, has entered the mPERS market... [More Info](#)
- **Dealers find an easy way into the DIY space**  
7.16.15 - Port Chester, NY - USA Central Station Alarm Corp., working with Videofied's new neighborhood watch system, is offering its dealers a way to enter the DIY market with no investment. [More Info](#)
- **Feds: Lifewatch Is Behind Medical Alert Scam Targeting the Elderly**  
7.16.15 - SSI - Authorities allege in court papers Lifewatch is responsible for hundreds of millions of robocalls and that its campaigns are illegal. [More Info](#)
- **Burglars take advantage of weak spot in home security**  
7.22.15 – WFAA - Your options are to either beef up your alarm, or reinforce your door. Barron recommends doors with laminated glass windows, or — better yet — a solid steel ... [More Info](#)
- **ADT Reports 75% of New Customers Now Buy ADT Pulse**  
7.31.15 – CEPro - Security giant ADT's Q3 financial results reveal substantial growth of ADT Pulse home automation to 1.4 million total customers and lower attrition compared to stand-alone security... [More Info](#)
- **ADT conference leads campaign on deceptive door-to-door sales ...**  
7.28.15 -SourceSecurity.com - A recent conference by ADT Security Services focused on deceptive alarm sales practices and the need to report such practices. In her latest article, Deborah ... [More Info](#)
- **ALERT: Burglars Target Glass Back Doors**  
7.31.15 - WFMY News 2- Your options are to either beef up your alarm, or reinforce your door. Barron recommends doors with laminated glass windows, or — better yet — a solid steel ... [More Info](#)
- **Myfox Home Security review: Reality fails to live up to the promise**  
8.4.15 – TechHive - When the door or window opens, breaking the magnetic field between the two pieces, the transmitter sends a signal to the alarm system. Thanks to this magnetic ... [More Info](#)

- **Personal safety: Choosing the right alarm company**  
8.5.15 - Ruidoso News - See what is required of you as a consumer and what is required by your alarm company. Choose a company that has local maintenance and response. [More Info](#)
- **Design matters at Vivint's new monitoring center**  
8.5.15 - SSN- Eagan, MN - Get a look at the new space and the metrics that show the bottom-line impact of a well-designed facility. [More Info](#)
- **Many manners of monitoring**  
8.5.15 - SSN - Yarmouth, ME - Central station monitoring comes in a variety of flavors. What's the difference between an installing company that does its own monitoring and a proprietary central station? Are third party and wholesale synonymous? [More Info](#)
- **AT&T to Offer 2 Home Automation/Security Bundles at Discounted Prices**  
8.5.15 - SSI - Previously, consumers could buy a smart security base package for \$39.99 per month and add a la carte services. [More Info](#)
- **Abode is Most Promising Security, Home Automation Solution in a Long Time**  
8.4.15 – CEPro -Backed by former ADT president Mike Snyder, Abode is UL-compliant security system with pay-as-you-go monitoring; gateway features ZigBee, Z-Wave, IP for home automation; platform ideal for both DIYs and pros. [More Info](#)
- **Homeowner upset at security company after burglary**  
8.17.15 - KPRC Houston - A northwest Harris County homeowner said his alarm company failed him during a burglary by two teen crooks whom he caught on camera. John Pike said he ... [More Info](#)
- **AT&T Looms Large at IoT Expo Evolution**  
8.19.15 - IoT Evolution World - The U.S. alarm industry was an early IoT customer of AT&T's, he said. Today the company has three large alarm companies that are managing well over 1 ... [More Info](#)
- **Security Monitoring Giant Monitronics (Ascent Capital) Appoints New CEO**  
8.27.15 - CE Pro - Ascent Capital Group (ASCMA) names Jeffery Gardner CEO of Monitronics, replacing Michael Haslip, who is retiring. [More Info](#)
- **CE Pro Summit: Get Ready for Millennials-Driven Economic Boom from 2017-2030**  
8.21.15 – CEPro - Demographic expert Tim Costello of BDX shows that the broad U.S. economy will boom from 2017 to 2030 as the giant Millennials generation reaches their peak spending years, so.. [More Info](#)
- **North American PERS market to hit \$3 billion in 2020**  
8.24.15 - Security Systems News - False alarms are a problem with PERS devices, Kummo said, and PERS companies ... Phillips' Lifeline, Life Alert and Bay Alarm Medical are key vendors for the ... [More Info](#)
- **ADT goes live with ASAP**  
8.26.15 - SSN - Boca Raton, FL - ADT has joined the ASAP to PSAP program, which will cause a positive chain reaction for the program, increasing its prevalence nationwide, according to Jay Huhn, CSAA executive director. [More Info](#)

## FARA Mission Statement

It is the mission of the False Alarm Reduction Association (FARA) to provide a forum for local government alarm ordinance professionals to exchange information on successful false alarm reduction programs, to serve as a clearinghouse for agencies seeking to reduce false alarms, and to foster an environment of cooperation among public safety, the alarm industry and the alarm users.

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Comments and suggestions regarding FARA's InfoLink are both encouraged and welcomed. If you would like to submit an article for publication, or if you have any questions or concerns about this newsletter, please contact us at 301-519-9237, or by e-mail at: [info@faraonline.org](mailto:info@faraonline.org)

Please add FARA to your mailing list if you send out Newsletters or mailings with false alarm reduction information. Do you have a brochure that describes your ordinance or program? We would like to see it. Staff will review what we receive and share tips and information with your fellow members in later issues of this newsletter.

Submitted articles in this newsletter are the expressed opinions of the authors and do not necessarily reflect the opinions of the Officers and Directors of FARA.