

provider charge \$35 per month and its competitor charge only \$9.99 per month when the delivery of service is the same? This is one instance where the old adage "you get what you pay for" does not compute.

Those service providers who offer your alarm monitoring at a lower, more affordable monthly rate have eliminated their billing processes and/or equipped their facilities with the most advanced technology that operates at a fraction of the cost and/or hired employees versus dealers and subcontractors in order to eliminate the middlemen. In short, there are many cost saving measures that can be placed into effect in order to reduce company overheads without affecting the quality or the delivery of service. Those reductions result in lower monthly monitoring rates. The companies that choose to be good corporate citizens pass those savings back to you, the customer.

In order to demonstrate how dramatic these savings can be when applied to volume discounting, we refer you to Parkside Townhomes Homeowners Association in Boynton Beach, Florida. They switched their alarm monitoring provider three years ago. Parkside is comprised of 271 units and the association was paying more than \$20 per month per unit. Upon their conversion to an alarm provider offering \$9.99 per month per unit, their annual savings (\$10 savings x 271 units x 12 months) equals \$32,520 each and every year. This totals a savings to the association of more than \$162,600 in five years.

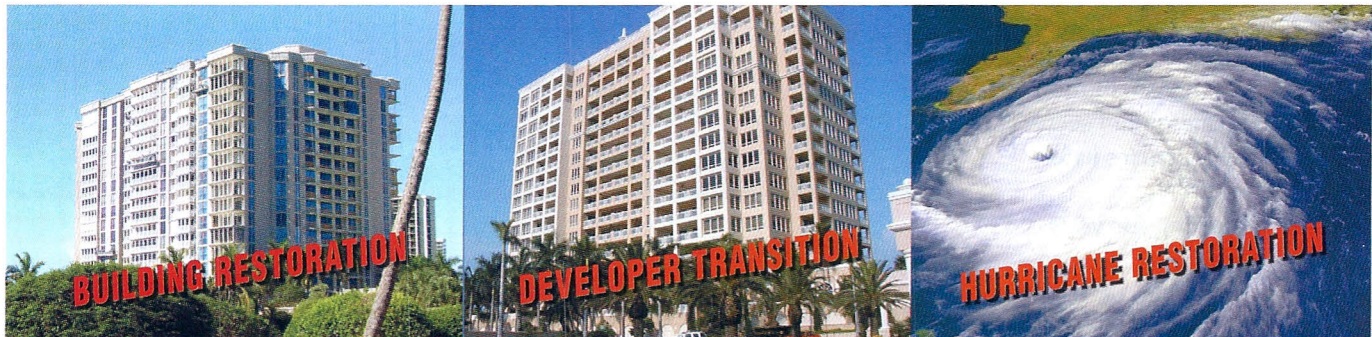
By proactively seeking out innovative ways to reduce the budget for Parkside Townhomes, their property manager, Phil Dominick, from Banyan Property Management was able to effectively cut the alarm monitoring

expenses by more than 50 percent and can now allocate the \$162,600 savings and apply them to other projects. This is a win-win situation for the residents at Parkside.

In short, security and savings are attainable; it is important to shop and compare service providers; and if you have ownership of your equipment, you are not tied down to your alarm monitoring provider.

Keep your family and your possessions safe. Lock your doors, arm your alarm system, hire a monitoring facility that will respond to signals from your home alarm system... and sleep tight.

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