




# TRUE STEEL SECURITY

APRIL 2016 NEWSLETTER

## Free Monitoring For Life Winner!

Every year True Steel Security draws the name of a winner for FREE MONITORING FOR LIFE. Anybody who provides a referral resulting in a presentation is entered into the draw. The referred person doesn't even have to buy anything! Over 30 years this prize is worth over \$10,000 and that does not even take into account the insurance discount.

We also give 3 months free monitoring to anyone who gives us a referral that results in the sale of a monitored alarm. See below for instructions on how to refer someone and get yourself into this year's draw. 

And this year's winner is Francis Lipp of North Bay. Congratulations! We look forward to helping protect you and your home for many years to come.



Francis Lipp (left) is presented with his prize by Glen Anderson.

### How To Refer or Schedule a Presentation:

- Call (705) 222-0916 for Sudbury, (705) 474-7323 for North Bay or (855) 754-9132 for other areas • E-mail us at [info@truesteel.com](mailto:info@truesteel.com)
- Go to [www.truesteel.com/referral.aspx](http://www.truesteel.com/referral.aspx)

## Vastly Improve Your Video System's Resolution

Recent developments in the video camera side of our business now allow us to provide up to 8 times better resolution using your existing coaxial cables. Essentially, we can deliver Blue Ray quality images using 1970s cabling



technology. Cabling and the associated labour represent a substantial portion of the cost of a camera system so being able to use what is already in place greatly reduces the cost of upgrading to megapixel cameras. If your system is even two years old we can likely help increase the clarity of the images it provides with this new technology. Give us a call to schedule an analysis of your current system to see if we can help you get better resolution in a very cost effective way. The visit is free.



# Tips To Prevent Home Burglaries

Many household burglaries are preventable. Here are a few tips to reduce the odds of being targeted:

- Do not announce that you are away from home on social media. If you simply can't help yourself, be sure to thank your house sitter (real or imaginary) in the same post.
- Trade a little privacy for added security in the form of exterior lights mounted out of reach and trim shrubs near doors and windows.
- Install deadbolts and ensure windows are locked. Also lock your garage and sheds. Simple security devices can delay a forced entry for four or five minutes and may be enough to force a frustrated burglar to leave the premises.
- Ensure that the signage indicating you have an alarm is easily seen and that you are arming your alarm system.

## No Soliciting

Each summer, out of town alarm companies send people to communities across the country to go door-to-door to coerce homeowners into purchasing a new alarm system. These people while appearing friendly, have sometimes been found to use deceptive sales tactics and often misrepresent themselves and the companies they work for.

Examples of these questionable sales tactics:

- Stating they are working with your current alarm company
- Explaining that you have an outdated system
- Offering to 'give' you a new yard sign
- Claiming they only have one free system left
- Telling you that 'your neighbour' said to stop here
- Using inaccurate statistics about crime in your neighbourhood

Alarm systems sold door to door, almost always come with a higher monthly fee and rely on the homeowner to make an impulse purchase. Although the salesperson will be pushing for an immediate decision, we encourage people to take their time in considering these unsolicited sales calls.

## T911 HAS COME TO NORTHERN911

Recently, Northern911, True Steel's sister company, has enhanced their capacity to provide 911 services to those who are deaf, hard of hearing or speech impaired by implementing Text with 911 (T911) services in more than 130 communities. With T911 services, more people can get the right help in an emergency situation. Should you require this service you should register your cell phone with your wireless carrier. For more information, please visit the Canadian Wireless Telecommunication Association's website at [TextWith911.ca](http://TextWith911.ca)

**Alarm.com - Watch Apps  
Now Available**



Knowing that Alarm.com is the industry leader in remote Security and Home Automation, Apple asked them to design an app for their new watch. Alarm.com did such a good job that Apple demonstrated the app in the official product launch. It is still the only Security and Home Automation app available for the Apple Watch. An Alarm.com app is also available for the Pebble watch for Android and iOS devices.

## Automated Locks Lead to Increased Home Security & Convenience

With our automation services you can now:

- Stop carrying keys
- Be alerted if someone tries to unlock your door and is unsuccessful
- Be alerted if the kids do not arrive home when expected
- Be notified if you and your significant other leave the home and forget to lock the door
- Find out in real-time or by viewing lock history, when the cleaner, dog walker or contractor is coming and going

Please give us a call for more information.

**(800) 667-5919** [info@truesteel.com](mailto:info@truesteel.com)

[www.truesteel.com](http://www.truesteel.com)