



The ALARMGRAM is a publication of Lexington Alarm Systems, Inc. Published quarterly to maintain an awareness of important safety and security issues that affect our customers, associates and friends.

# THE ALARMGRAM

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## On Call...

There is a refreshing significance that comes with changing our calendars and flipping over to the new year each January. And Spring is a universally acceptable time to reconsider any and all of the things we've been meaning to do. It's a time to set new priorities and make plans to get things done.



In so many conversations I have with our customers, it doesn't take long for the eventual resigning comment to come out; "I've been meaning to call you about this for a long time."

This issue of the AlarmGram is devoted to helping you put any of your Safety or Security issues up to the top of your priority list and making a plan to act on them.

We have included a simple response card to help remind you of important issues. Return the card to us and we will call you at your convenience with focused information and valuable solutions. The surrounding articles have information to help you understand what is available and how it might fit your needs.

There is nothing more satisfying than to complete something you've been meaning to do for a long time. Let us know your concerns and we will help you make 2014 a Safe and Secure New Year.

All the best,

Donald W. Martini President

## The Real World Is...

Alarms are so much like cars. Consumers want dependability, safety, good performance and simple maintenance. They are willing to spend thirty to fifty thousand dollars or more for their transportation and fully expect to replace it in four or five years.

In the Real World, Alarm Systems only cost about a tenth of what a car costs, they run twenty-four hours a day- every day and do not need to be replaced every four or five years. And just like a car, your alarm system needs proper basic maintenance to keep it running in top condition.

Rather than to replace your system, we suggest upgrading or enhancing it. Over a period of years, your security needs may have changed or evolved into different use patterns. Your priorities may be different and your system should be adjusted to fit accordingly.

Some of the questions we ask to help folks consider their needs include: Does your alarm system really fit your current lifestyle? Do you travel more now? Are there children, mothers or in-laws living with you now? Many folks simply want more personal safety when they are home. Overall, your system should provide you a high degree of safety and comfort. All of these lifestyle situations should be considered and your system adjusted or enhanced to be the best fit.

Upgrading a system may mean adding Carbon Monoxide Sensors or a Gas Leak Detector. It may mean switching to English display keypads or adding a motion sensor to a new room or addition. One of the most popular enhancements we are making is the addition of an Alarm Radio. An Alarm Radio replaces the need for a phone line as the monitoring path to the central station. It is much more secure, measurably faster and far more reliable than a phone line.

While there are many possibilities, the key is taking a moment to make your security a priority on your "to do" list. Let us help you review your security and safety needs and make 2014 the safest year ever. Call 781-275-4200 or email us at [Service@Lexingtonalarm.com](mailto:Service@Lexingtonalarm.com)

### The Lexington Alarm Mission

To provide peace of mind to our residential and commercial customers by designing custom security, safety and environmental systems that are installed, monitored and serviced to the highest professional standards.

## Crime Trends- The Technology Tool

While the concept and occurrences of breaking into homes with "Burglary Tools" still exist, those who profit illegally have many new tools at their disposal. Not long ago, a stolen item needed to be "Fenced" through a middleman who had connections to make a profit on it. Stolen items were sold at flea markets or in newspaper classifieds. With literally universal access to personal remote communication technology and the internet, today the middle man is more likely Ebay or Craig's List.

The items being stolen from residences today typically include small higher value items that can be easily reused or sold quickly. High on the list: Gold and precious metals, personal electronic devices, cell phones, laptops and iPads.

Also high on the list are personal documents that can be used to extract money from your accounts or be used to develop a fraudulent identity in your name. Credit cards/ATM cards, checkbooks, tax returns and passports all contain very sensitive information that can be used or sold to others.

Seemingly simple bits of information can be pieced together with public information to get a very detailed profile of you and expose you to identity theft. Innocently posting on your Facebook page that you're taking the day off to play golf because it's your birthday today is incredibly valuable information to a thief. First, your home might be empty today and second he now may derive your date of birth.

The safest practice is to be aware and safeguard all of your personal information. Make sure you back up the information on your smart phone or laptop and install software or programs that allow you to lock it or erase it remotely if it is stolen. Secure your personal documents, pass ports and tax returns in a safe or a safe deposit box.

Check your credit reports regularly or enlist the help of a credit watch service that will alert you to abnormal activity. And finally, use social media carefully. Think of what you are posting and if that information might allow someone to take advantage of it and be diligent in using the Privacy settings.

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## We're Glad You Asked

### Q. What's that beeping coming from my alarm?

**A.** The only sounds that come from your alarm system other than the siren, come from the keypad. We frequently get calls requesting help silencing a beeping smoke detector or motion sensor. After much searching, and sometimes a very expensive and unnecessary service call, the culprit is found to be a cell phone, a pager, a battery powered smoke detector or some other household device. If it's not coming from the keypad- keep looking.