

Is Free really Free?

Many customers are curious about the *free security systems* they see in advertising, read about or hear about in some way. It is important for you, the homeowner, to understand what you are getting with these “free” services that some companies claim to provide. **Security Force can offer “free” systems**, for the customers who prefer to spread out their upfront costs; however, we pride ourselves on integrity, and like for you to get a full understanding of what these free services include. The following information should give you an idea of how Security companies work and allow you to make the best informed decision you can when price shopping.

The bottom line is that **a security system is designed to protect your investments**, your family and your safety and that comes with a price. With innovative technology that is poised for integration into your everyday lives *the potential for advanced technology and home automation is endless*. **THERE IS A SECURITY PACKAGE THAT IS RIGHT FOR YOU, AND WE ARE HERE TO HELP YOU FIND IT!**

FREE SECURITY FACTS & FICTIONS

Fiction: *A packaged basic home security system will offer the protection that is required for the average sized home.*

Fact: Most of the provided free systems that you hear about in advertising include a basic package, such as two door sensors, a keypad and a motion detector. In reality, a large percentage of break-ins occur through areas other than the front and back door. Unless you have a small home without many windows, this package is largely inadequate to provide any sort of valid protection. Additionally, these packages do not include protection from fire, carbon monoxide or many other dangers that can be far *more devastating than a thief*.

Fiction: *No upfront fees for equipment means that the equipment is free.*

Fact: As with any company, businesses need to make money. Security companies that offer free products in their advertising have to **make up for those costs in another way**. You will often have to sign a large contract (3-5 years) with inflated monthly monitoring charges in order to get your free system. Credit checks are also often required for these contracts, and the lower the credit rating, the higher the monthly payment.

Another opportunity for companies to get their money back when offering a free system is when you need to purchase additional equipment to compliment your free products; this is an opportunity for them to offer you these products with inflated prices. Additional costs to consider will be the labor fees associated with the installation (often referred to as activation fees). In any scenario, you should be prepared to put money down for the cost of installation. When shopping for security systems, it is important to compare contracts and to consider your overall monitoring costs. **Many people will end up paying hundreds of dollars more in their monitoring fees to make-up for the initial free system.**

Fiction: *Free Security equipment is yours to keep.*

Fact: In most cases ***the customer does not own the equipment*** that they have paid services on for years; rather, they will be required to return it at the end of their contract. Many national security companies use proprietary equipment that *cannot be reprogrammed* to fit future needs and cannot be used to be monitored by another company. When you are given a “free system” it is almost certain that you will be locked-out of it. Additionally, many people do not realize that once they commit to a system within these contracts, they will be **responsible to pay the whole contract, even if they move or sell their home**. It is important to read all of the fine print in your contract, so that you will be fully aware of your cost responsibilities.

Fiction: *The Company that installs the equipment is the company that will service the account.*

Fact: Many security companies are dealers for large national companies. These companies sign you up for a contract and then ***sell your contract to a larger company*** that may be difficult for you to get in touch with. You would then be at the mercy of the national company for any of your future needs.

Security Force is a local company and does not sell out any of our contracts, if we install your system, we will be the ones servicing the account.

The bottom line is that free is never free. We at Security Force want to give you the best deal to compliment your needs, while operating with integrity. We give you the opportunity to shop around for the best rate for the services provided, and we do not lock you into any long-term contract. Call today to get an estimate on the services that you need to provide the optimal security for your home. Remember, Security is an investment into your belongings, family and property.

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