

As a California security provider, we feel it is our responsibility to alert our community about an alarming practice that has victimized many in our state. Safe Side Security Inc. and the Police have received a large number of complaints from our loyal customers about door-to-door sales workers using dishonest sales tactics in an attempt to scam homeowners to either switch their Safe Side Security system to the scammers out of state company or buy a brand new bogus security alarm system from their company.

These disreputable security alarm companies employ temporary summer workers to aggressively canvass neighborhoods selling residential security systems. They have been known to use unethical and dishonest sales tactics meant to mislead and confuse the homeowner. They have proven to target not only people already under contract with other alarm companies (a violation of state Consumer Affairs law), but also the elderly, intimidating them using the fear of living alone to over-sell unsuspecting seniors.

Safe Side Security Inc. wants you to be aware of the tactics these summer workers use:

- * They will often say they work for a security system manufacturer. They have been known to wear shirts and hats with the GE, Honeywell or Ademco logo. The truth is that reputable security manufacturers don't sell directly to the public.
- * They may state that they work for Safe Side Security and appear with no appointment. Safe Side always calls to set up an appointment prior to sending out a technician.
- * They may say they are there to convert your paperwork to Safe Side's "new company name" (there is no "new company name").
- * They may say they are there to "upgrade" your existing system to "current" technology, often installing inferior equipment using sub-par installation methods.
- * They may say they are only offering a certain number of "free" systems in your neighborhood.
- * They may say they are "advertising directors" and are offering you a special advertising deal because they like the look and location of your house.
- * They may even misrepresent that Safe Side Security Inc. is "going out of business".

To ensure you are dealing with a reputable Alarm Professional, please be sure to:

- * Ask for an ID badge, business card, or literature with their company name.
- * Ask for proof of their California Alarm License (badge or number) for Sales Reps and Installation Technicians. To verify a license, contact the Department of Consumer Affairs Bureau of Security and Investigative Services at (800) 952-5210. All Safe Side Security employees are licensed by the state of California and can produce their license.
- * Ask who will be monitoring your account, and whether that specific monitoring service is "guaranteed" over the length of the contract.
- * Clarify who will be doing any work within your home: a licensed professional employee or an unlicensed, unregulated subcontractor?

It's important to report these unethical sales people in order to get them off the streets. If you have any questions, please feel free to call our office at (530) 662-1144.

Thank you,

Peter Saar, President for Safe Side Security Inc.