



## EMPLOYEE OF THE QUARTER

### Russ Ackerman

Certified's Director of Sales, Russ Ackerman, is the new employee of the quarter. Russ has been with Certified since its inception and has been a loyal and important part of its tremendous growth over the last eight years. Russ has been in the security industry for more than 20 years. One of his primary responsibilities is the training of all new sales consultants. This is a very important and extremely challenging activity. During his time with Certified, Russ has won many awards from First Alert/Honeywell, including Salesman of the Year twice. He has also accumulated other awards for advertising from Honeywell/First Alert and continues to use many of the manuals and training programs he has helped design. Needless to say, Certified is very proud of Russ and his accomplishments on a local and national level.



Even as busy and involved as Russ has been during his time in the industry, he still finds time for his family including his wife, Judy, 3 children, and 7 grandchildren. He has several hobbies he takes very seriously, including fishing, reading, building projects, and treasure hunting. It was a tremendous joy for Russ when he was able to meet one of the most famous treasure hunters in the world, Mel Fisher, in Key West a few years ago.

Russ's goals have always been to be the best at everything and from the looks of the results and all the awards and recognition; he has met and surpassed these goals. Thank you for all of your hard work, dedication and loyalty to Certified. Congratulations again for this latest and much deserved recognition.

## FREE YEAR OF MONITORING

January 2006, we kicked off a program to reward our customers who refer their friends to us. Here is how it works...when just three of your friends become customers of Certified Security this year (2008) you will receive one year of monitoring service added to your existing agreement. We have already had hundreds of names and numbers turned in, so just contact our office to submit a few of your friends, family, coworkers or anyone you might want to consider recommending.

## Certified Security Systems (CSS) 4th Quarter 2007 Customer Satisfaction Survey Winner

The Fourth Quarter 2007 Customer Satisfaction Survey Winner is Melton and Hattie Thomas of Tallahassee, Florida. Mr. and Mrs. Thomas took just five minutes of their time to grade the performance of Charlie Vinson, one of our Installation Technicians. For their time they have won **one additional year of Free Monitoring – a value of more than \$360!** Congratulations Mr. and Mrs. Thomas! ●

## Important News

It is extremely important that you test your security system monthly, you cannot afford to experience a communication failure with the Monitoring Station, in the event of a real emergency. The technology used depends on proper connectivity with your phone service provider, unless you employ "Cellular Back-Up" service with us. Reasons your service communication can fail:

- You disconnected your home phone service (i.e.: Bell South land line). Many consumers are going to cell phone use only and forgetting the security system communicator is getting disconnected too, when the service is cancelled.
- You changed your phone service carrier or type of service (i.e.: moved to VOIP). Many times these new service providers forget or cannot connect the communicator properly.
- Your current phone provider has frequent service outages. If your phone service is down, your communicator is down.

The easiest way to ensure your communicator is not impaired, is to test the system. This activity is free of charge and is not considered a "false alarm". Just refer to your System Manual to perform this activity. If you do not have your Manual or have questions, just call your local office for guidance.

If you have disconnected your home phone service or have tested your system and the communication did fail (i.e.: the Monitoring Station did not respond to your alarm), then please call your local office as soon as possible, so we can determine the proper solution.

## This Time It's Final

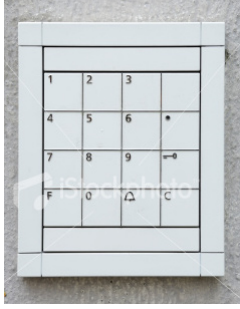
The U.S. Federal Communications Commission (FCC) has ruled that wireless carriers **will no longer be able to support the analog wireless network after February 18, 2008** (we can provide you with a copy of the FCC Memorandum upon request). For many of you, the cellular back-up service for your alarm security system operates, via analog technology. To ensure that your alarm security system continues to function optimally and without interruption, we will need to upgrade your current AMPS analog radio (**Cellular Back-up Service**) with new GSM or IGSM digital radio communicator in the near future. Please contact your local Certified office to arrange for a Service Call to change out your cellular unit. Thank you for your business and your support. We look forward to working with you to deploy the best new communications product for you, your employees and your business.



- Jacksonville 904-268-9454
- St. Augustine 904-825-1144
- Ft. Lauderdale 954-978-3998
- Tallahassee 850-942-1400
- Palm Coast 386-446-0123
- Orlando 407-365-8636

- Jacksonville to St. Augustine 904.268.9454
- Tallahassee to Panama City 850.942.1400
- Palm Coast to Gainesville 386.446.3363
- West Palm Beach to Miami 954.978.3998

## Before you activate your alarm system:



- Lock all protected doors and windows
- Train all alarm system users
- Have us check and service your system regularly
- Contact us if you have any apprehensions about your system
- Ask your authorized dealer about regular checks and routine maintenance
- Notify your security company if you plan any remodeling, including replacing doors or windows; hanging drywall; sanding floors; installing attic flooring; changing phone systems; installing intercoms, siding, ceiling fans or skylights; fumigating; installing wiring for cable or other electronics, or installing anything near the system control panel or keypads.

## What to do if you set off your alarm by accident:

- **First, don't panic.** There is time. Enter your disarm code (carefully) to reset your system. Remember, if there were a burglar, he or she would not know your code. Do not write your code on your keypad!
- **Wait for the central station to call.** Give your password, this is different from your disarm code. Be sure to follow all procedures established by your monitoring station.
- **Do not leave your home** until you have talked with your monitoring station.
- **Finally, any person who has keys to your property MUST be able to operate the alarm.**
- **Most Important!** Just because your alarm has been set-off, does not mean you have a registered false alarm with the Police Department. As long as you respond to the call from the monitoring station and provide your password, they will not dispatch the Police. **No Police Dispatched, No False Alarm!**

## IMPORTANT

**Due to the extreme increase in fuel costs, all service calls will be assessed a \$25 Trip Fee.**

## Yard Signs

**If your yard sign(s) are faded, peeled, or cracked, just stop by your local Certified branch for a FREE replacement**



10365 Hood Road South  
Suite 209  
Jacksonville, FL 32257  
[certifiedsecuritysystems.com](http://certifiedsecuritysystems.com)

PRSRT STD  
U.S. Postage  
PAID  
Permit No. 4390  
Jacksonville, FL

## Homeowners Insurance Discount Renewals

We have recently learned that many insurance companies are now requiring an annual renewal "Certificate of Installation" from their customers, in order to receive the Homeowners Insurance Discount allowed for having a monitored security system. Not getting this discount of 15 – 20% could mean \$200s of dollars paid unnecessarily in higher premiums.

To ensure you get the discount you deserve, we will be happy to provide an updated Certificate to your insurance agent. You can provide your agent's information by calling or writing your local processing office below or going to our website, [www.certifiedsecuritysystems.com](http://www.certifiedsecuritysystems.com), click on "Insurance Certificate", and provide the requested information.

### *Reminder to Our Customers*

It is critical that you do the following:

- ❑ *Test your system monthly*
- ❑ *Let us know if you have changed your keyholders or phone numbers*