



# info:

## Will the new Verified Response Laws make your security system obsolete?

There is a new wave in law enforcement sweeping across the country called Verified Response (VR) and 27 cities have already enacted a policy. What is the impact?

### FACTS TO CONSIDER:

- 1 out of every 7 businesses has an alarm system\*
- 10 - 25% of all calls for police are alarm calls\*
- Police respond to 38 million alarm activations per year\*
- 94 - 98% of alarm activations are false\*
- A false alarm requires 20 minutes and 2 officers to investigate\*
- The average police response time is 85% faster when responding to Sonitrol's verified security alarms
- Sonitrol has assisted law enforcement in apprehending 155,000 criminals since 1977

Sources:

\* United States Department of Justice  
Police Department

### Questions to Consider:

- Will the police come?
- How long will it take?
- Will your company send you into a potentially dangerous situation?
- Is your company ready?

### WHAT is Verified Response?

Each city's policy varies slightly but nearly all of them require the following core components:

- Alarm owners and/or private security companies bear the responsibility of verifying that the alarm is not false and that an intrusion is actually taking place before the police will be dispatched
- Verification is accomplished either through a private security guard or through electronic surveillance (audio and/or video)





**SONITROL SERVICES:**

**Intrusion Alarm**

Sonitrol often detects break-ins before entry is gained

**Access Control**

Stop re-keying locks – take control of who accesses your facility

**Video Surveillance**

Stop break-ins by leveraging the power of video surveillance to see criminal activities

**Fire Detection**

Around the clock monitoring of smoke and heat detectors, sprinkler systems, and pull stations

**False Alarm Fine Guarantee –**

If you receive a false alarm fine, dispatched by Sonitrol and not caused by your personnel, Sonitrol will assist in canceling the fee or credit your account for the fine.



**Verified Response:** continued

**WHY Sonitrol?**

Sonitrol's alarm systems are already Verified through electronic surveillance

- Our proprietary, impact activated audio intrusion technology lets us verify the alarm
- Our dispatches are marked "verified" and we dispatch the police with critical information
- Average police response time to Sonitrol's alarms is 7 minutes vs. an average of 45 minutes for non-verified alarms
- We have assisted law enforcement in apprehending over 155,000 criminals, since 1977
- We have saved our customers millions of dollars in false alarm fees
- With conventional systems, the cost of security guard verification services are passed on to you; with Sonitrol the verification is built in so the extra costs are eliminated

**Lehman Brothers Names Sonitrol The Leading Alarm Verification Company**  
 Lehman Brothers Business Services Report, January 26, 2006

**WHO Has a Verified Response Policy?**

As of January 2006, 27 cities have adopted Verified Response. This trend began in the West and now is migrating East.

- |                     |                    |                      |
|---------------------|--------------------|----------------------|
| Tucson, AZ          | Westminster, CO    | South Salt Lake, UT  |
| Fremont, CA         | Henderson, NV      | Taylorsville, UT     |
| Simi Valley, CA     | Las Vegas, NV      | West Valley City, UT |
| Arvada, CO          | Eugene, OR         | Bellingham, WA       |
| Aurora, CO          | Lane County, OR    | Burien, WA           |
| Breckenridge, CO    | Salem, OR          | Yakima, WA           |
| Broomfield, CO      | Dallas, TX         | Milwaukee, WI        |
| Lakewood, CO        | Murray, UT         | Victoria, BC         |
| Loveland County, CO | Salt Lake City, UT | Winnipeg, Canada     |

Dallas was the most recent city to enact this law effective February 2006.

**Contact SONITROL Today**

Sonitrol has offered Verified Response for nearly 50 years and continues to be the leader in verified electronic security. Don't get caught off guard. Contact Sonitrol today at [www.sonitrol.com](http://www.sonitrol.com).