

We C.A.R.E.
Our pledge to:



Care for your personal safety and peace of mind.



Answer your calls and alarms quickly.



Reflect Godly character in all we do.



Earn a fair profit to fuel our positive impact on people's lives.

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Crime Is Up - What Can You Do?

You have likely seen the reports, heard stories from friends, and/or been affected personally... crime is up in our communities. Throughout Colorado, crime in virtually all categories has increased dramatically.

According to the recent 2021 Colorado Crime Statistics report from the Colorado Bureau of Investigations, crime is up, way up, compared to the 2019 data. Aggravated assaults increased 31%. Murders are up 47%. Commercial burglaries rose 48%. Motor vehicle thefts skyrocketed 86%. And identity thefts more than tripled!

Colorado used to be one of the safest states, but not any more. The FBI ranked Colorado as the fourth WORST state in terms of increases in crime from 2019 to 2020.

We will let the politicians argue over the cause of the crime spike, but the real question each of us needs to ask is, "What can I do to avoid becoming a victim of the current crime spree?"

To help you answer that question, Security Central is pleased to present their Top 5 List of things you can do to reduce your security risks:

- 5. Start with the basics.** Keep the doors and windows of your home, business, and car locked. Don't make it easy for criminals to help themselves!
- 4. Keep valuables hidden and/or locked away.** Whether in your home, business, or car, do not leave valuables out in the open for criminals to see. Criminals are always on the prowl, looking for their next opportunity. If they don't perceive significant value in a potential target, they will usually keep looking for a better opportunity.

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KING OF C.A.R.E.



It was about 9:00 p.m. when Stephen, one of our lead fire and security technicians, received the call. One of his technician teammates was on his way home from a late-night service call when his company van ran out of gas on I-25 in Douglas County. To make matters worse, Stephen was in the middle of cleaning up a mess in his home's crawl space from a backed-up sewer line. (Yuck!)

Even though Stephen had his hands full with his own pressing problem, he dropped everything and sprang into action to rescue a stranded teammate. He cleaned himself up, grabbed a gas can, and drove to the aid of his comrade. After pouring a few gallons into the empty van as cars sped by at 75 miles per hour, Stephen returned home and resumed his sewage remediation efforts.

Most people would have said, "Call someone else, I'm up to my ankles in ****." But not Stephen. He is always there to help anyone in need, even when he is in need of help himself! That earned Stephen the votes of his peers to be this quarter's King of C.A.R.E. Thanks, Stephen, for always living out our Security Central C.A.R.E. values! 

Save the Date! 2022 Shredathon/Recycling Event

Our annual Customer C.A.R.E. Day Shredathon and Electronic Recycling event will take place September 24, 2022 from 9:00 am - noon.

We hope you will join us!





General Manager Receives National Recognition

Brandy Pontious, Security Central's Vice President and General Manager was recently recognized as one of the "Power 100 Women in Security" by the Security Industry Association. The announcement was made on March 8th to coincide with International Women's Day.

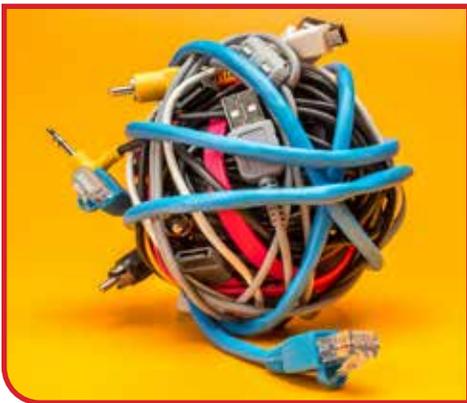
Jordan Jackson, president of Security Central, commented, "Brandy's recognition did not surprise any of us at Security Central because we know what a big impact she makes on our company, our employees, and our customers. Brandy has an amazing and rare combination of personal traits: she is both a hard-charging, results-oriented executive and a loving, caring, nurturing friend to each employee. Customers who have worked with Brandy know that she is definitely an expert in her field. With over 20 years of experience leading and managing Security Central's operations, she knows the ins and outs of everything we do."

Brandy was recognized for her success in raising the standards of quality, service, and response within our industry. She sets the bar for others to follow as the industry seeks to provide more safety and security to homes and businesses.

Don Erickson, CEO of the Security Industry Association, described Brandy as one of the "true leaders and trailblazers in the security industry [who] are making a difference in diversity, equity and inclusion."

Brandy and the other honorees will be personally recognized at a special event in Las Vegas as part of the industry's 2022 national convention.

Congratulations, Brandy! This honor is very well deserved! 



Office housekeeping: Those USB cables are everywhere

It's possible to find yourself surrounded by at least half a dozen cords when working or at home of office: One for the phone; the tablet; the tablet keyboard; the laptop; earphone charger; and speaker cord. And don't forget the power cords.

Two people in the same space? Double number of cables.

Of course, you want some cables fairly long to allow use of the device while charging. But pretty soon, the cables turn into a trip hazard. An in addition to the annoying mess, the devices are also at risk from yanks that can pull them off surfaces or destroy ports.

Don't allow cords to hang over your workspace onto the floor. Even a foot or two of cord dangling onto the floor can trip you. You might also roll over the cord with your desk chair and damage it.

In offices, workers often staple cables to surfaces. It may be fast, but this is double trouble since it creates an immediate electrical hazard and an ongoing threat to the cords themselves.

Many products are available to channel, hide, and organize cables. 



Medical
Emergency



Fire
Safety



DirectNet
Radio



Flood &
Freeze



PRSRT STD
U.S. Postage
PAID
Lancaster, PA
Permit #299

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We C.A.R.E.

resideo



premier security dealer

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3. Light it up. Criminals do not want to be seen while they are committing a crime, so they like dark, out-of-sight areas. Lighting up the exterior of your home or business and parking under light poles makes it uncomfortable for criminals to do something that might be seen by a witness.

2. Protect your identity with credit report freezes and Security Central's FREE iDefend service. Each of the three major credit bureaus offers free credit report freezes. That prevents unauthorized access to your credit report, thus preventing ID thieves from obtaining credit in your name. Our iDefend service alerts you to potential identity exposures and provides \$1,000,000 in insurance coverage for any needed identity-theft repairs.

1. Arm your alarm system! Alarm systems are very effective at both deterring break-ins and minimizing the duration and loss of a break-in, but only if the alarm is activated. Don't be one of the customers who sheepishly admit to us after a break-in that they didn't have their alarm set.

By taking these basic steps, you can reduce your odds of being a crime statistic. If you have questions about how to further enhance the security and safety of your home or business, just call or text us at 303-721-0111. One of our Client-C.A.R.E. Specialists will be happy to help! 

