

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.

Summer 2022

NEWSLETTER

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Dinosaurs, Covered Wagons, and Phone Lines... All Things of the Past

You likely saw the news earlier this year when the cellular phone service providers were “sundowning” their older 3G networks to reallocate the equipment and bandwidth to the newer, faster LTE/5G technology. The shutdown of the older cellular networks affected millions of cellular devices that still used the older technology. That garnered significant media attention.

The same thing is happening with traditional phone lines, also known as POTS (Plain Old Telephone Service) landlines. Traditional analog telephone service has been eclipsed by newer, faster, VOIP (Voice-Over-I.P.) internet-based technologies. Despite a dramatic shift by consumers toward cellular and internet communications, there are still millions of homes, businesses, and alarm systems utilizing traditional phone lines to communicate.

NEWSFLASH! Those phone lines are going away, just like dinosaurs and covered wagons! The Federal Communications Commission (FCC) has issued a ruling stating phone companies no longer have to provide regulated POTS phone services after August of this year. Those customers using traditional phone technology will need to update their phone services and alarm systems in the near future to prevent an interruption in service.

Once the August sundown date arrives, POTS phone lines will officially become a non-regulated service, allowing the phone carriers to raise prices as they wish and/or discontinue the services completely. It is expected that the phone companies will quickly begin decommissioning their older analog equipment and network lines so they can install new digital equipment instead.



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C.A.R.E. Award



Caring for One of Our Own

Our sales team is known for showing our clients how we C.A.R.E., but the sales team was recently recognized by the Security Central family for how they showed C.A.R.E. to one of their own. Our longtime salesman, Derek Manzanares, unfortunately found himself fighting a serious health issue that landed him in the hospital for a week, followed by many weeks of recovery on the couch at home.

Our salespeople make their living by visiting clients at their respective homes and businesses to do security assessments. Of course, with Derek laid up, he was unable to perform those normal activities that have made him successful through the years. But his teammates were not willing to just watch their coworker suffer physically and financially.

Instead, the entire sales team pitched in and did what Derek couldn't. They ran appointments for him. They performed job walks and sent pictures to Derek. They made follow up calls on his behalf. Thanks to the team being Derek's hands, feet, eyes, and ears at the client sites, Derek was able to keep his sales momentum moving... even from his couch.

The rest of the Security Central family saw what the sales team was doing for their teammate and voted the Sales team as this quarter's recipient of the coveted I-C.A.R.E. award. Thanks, Sales team, for showing both clients and coworkers how we C.A.R.E.! ♠

Demographics of social media sites explained

Who uses what social media? You might want to know if you are selling a product, or even just blogging.

 Facebook. Statista reports that there are nearly 3 billion active Facebook users, including roughly 180 million in the United States. Essentially every demographic, whether we're talking age, income or whatever else, is present. Many big brands have found building relationships on Facebook more effective than directly pushing products. But the number of teenage users has declined by 13 percent since 2019 and is projected to shrink another 45 percent the next few years. If you want to engage with teens, it's best to look elsewhere.

 LinkedIn. A business-focused platform with over 800 million users. Fifty-seven percent of users are male, while 43 percent are female. Age-wise, folks aged 18-24 account for only about 10 percent of users, while those aged 25-34 make up around 30 percent. Less than 2 percent are 55 years or older.

 TikTok. Over a billion users, according to Sprout Social, with roughly half falling between the ages of 10 and 29.

 Instagram. A billion-plus members with 60 percent between 18 and 34. ♠

Get out there and walk, run and play

All through the winter you promised yourself that when warm weather came, you would start walking. Well, it's here.

Being busy doesn't cut it now. All you have to do is put your shoes on and walk out the door. Just start with a 15-minute walk. Once you do, you'll enjoy it so much that extending the time, little by little, will be a pleasure.

Another thing you will enjoy is how you will look after walking for a few weeks. Your waistline will thank you and you'll have a more toned look.

According to exercise tables, it could seem as if a few of hundred calories won't count for much when it comes to losing weight. The better part of exercising is that your body will continue to burn more calories for a time after your session is over.

As you exercise more, particularly if you add some weights to your exercise routine, you will build more muscle. Muscle burns more calories than the fat you are losing, so you will burn more calories 24 hours a day.

Doctors at the Mayo Clinic say exercise will improve your mood and calm you down when you are stressed. It promotes better sleep and a better sex life.

Exercise helps to manage or prevent chronic diseases, such as heart disease, osteoporosis, high blood pressure and breathing problems. Doctors at Duke University say walking is the magic pill for better health.

And it's fun, so get out there! ☺



Security Central is Hiring!

- Sales People
- Technicians and/or Apprentices
- Customer Service Reps

Do you know someone who loves serving others, has top-notch character, and wants to make the world a better place? If so, have them call Security Central! We would love to talk with them about career opportunities here!



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We C.A.R.E.

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We C.A.R.E.

resideo



premier security dealer

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How will the change affect alarm systems that are still using phone lines? Those alarm systems will no longer be able to communicate with our monitoring centers unless the alarm systems are updated with new communication equipment.

Security Central offers a number of options for updating older alarm systems. Our new systems can communicate alarm information via the internet, cellular networks, or AES radio networks. These newer technologies provide multiple benefits including lower cost, faster speed, and improved control/reliability.

Therefore, if your intrusion alarm or fire alarm is still using your phone line(s), we need to talk! One of our C.A.R.E. consultants will be happy to assess your current system and provide a recommendation for the most effective and cost effective way to update your alarm system. Because we C.A.R.E. about your safety and security, we want to prevent any interruption as a result of these changes in phone line services.

Call or text us today at 303-721-0111 to learn more. 

