

Residential Burglary is on the Rise...



It is a proven fact that a burglary occurs in this country once every 14 seconds according to the FBI[1]. It is also a fact that a home without a home security system is 2 to 3 times more likely to be broken into than a home with one.

While many people think that burglaries take place at night, 63% of the residential burglaries that took place in 2009 occurred during the daytime. If the home has signage that says the home is protected 24 hours by a monitored home security system, chances are the criminals will move on to an easier target.

With the economy in rough shape, many people may be tempted not to invest in a home security system. That would be a mistake, as crime statistics point to an uptick in criminal home invasions that are more brazen than a daytime robbery when no one is home. In these home invasions, doors are kicked down and people are threatened in their home. Victims are often tied up and traumatized by desperate criminals who don't care what the stakes are if they can make a score that will be sizable. If you had a monitored home security system in place, and if the high decibel alarm did not deter the criminals, the monitors will notify police immediately, who will show up in time to apprehend the criminals before they have the chance to do further damage or harm or make off with your valuable property.

Investing in a home security system during a tough economy may be the wisest move you can make. With an ADT® monitored home security system, help can be dispatched to your home immediately in the event of a robbery or home invasion. An ADT® home security system also serves as a powerful deterrent from crime ever occurring, because criminals are much less likely to break into a home with an ADT® monitored home security system.

Residential Structure Fires...



Residential structure fires represented approximately 84 percent of all fire deaths and 81 percent of the injuries to civilians in 2008. Between 1999 and 2008, there were an estimated 399,800 fires annually resulting in 2,995 civilian deaths and 14,600 injuries each year. These fires resulted in an average dollar loss of \$6,445 million[2].

Fire sensors are a vitally important capability built-in to ADT's state-of-the art residential security systems. Unlike passive smoke detectors that only signal fire within audible range, fire sensors are interactive. They actively monitor the home for fire in real-time 24 hours a day. If the sensor detects fire, heat or steam the security system automatically dispatches the local fire department immediately. Firefighters arrive in minutes, saving lives, irreplaceable heirlooms and preventing the devastating effects of a fire gone out of control.

ADT's security systems also have the capability to monitor critical conditions such as carbon monoxide detection, flood detection, low temperature detection, video surveillance and more.



SPECIAL OFFER!

GET A \$1200 ADT® SECURITY SYSTEM AT NO COST!*

“4-in1” Protection from Burglary • Fire • Medical Emergency • Ambush

Your **FREE** \$1,200 ADT® System* Includes:

- ✓ Smart CPU – The “Brain” of your system
- ✓ Simon XT “Talking” Keypad
- ✓ 2-way Communications Speaker
- ✓ Integrated 110 db Loud Siren
- ✓ Infrared Wireless Motion Sensor
- ✓ 3 Wireless Door Sensors
- ✓ 36-Hour System Battery Backup
- ✓ Step-Down Transformer
- ✓ Digital Communications Module
- ✓ RJ31 Phone Jack (emergency override)
- ✓ 1 ADT Solar-Powered Yard Sign
- ✓ ADT Window Decals
- ✓ Professional Training



Reserve Your System **TODAY**, You Get 1 **FREE** Gift:

- ✓ **FREE** Remote Key Fob (\$95 value)
- ✓ **FREE** Medical Pendant (\$80 value)
- ✓ **FREE** Wireless Door Sensor (\$70 value)

Get up to 20% Discounts on your Homeowner's Insurance! Over ►►►

►► **Already Have a Security System? You Get the Best Deal of All!** ◀◀
Get a **FREE** System Upgrade w/Latest Features PLUS **FREE** Installation!

ASK ABOUT OUR FREE MONITORING PROGRAM!*
\$99 Installation • FREE System Activation (\$50 Value)!

Unintentional Home Injury in the United States...



Injury in the home is extremely common, accounting for approximately one-third of all injuries. The home is the second most common location of unintentional fatal injuries in the United States, with motor vehicles traveling on the road being the first. The home is the site of approximately 20% of all injury death. The top five leading causes of unintentional home injury death are falls, poisoning, fire/burn, choking/suffocation, and drowning; together these causes account for

90% of all unintentional home injury deaths. Yet the majority of unintentional home injuries do not result in death. For every home injury death there are approximately 650 nonfatal injuries. Children under age 5 and adults over age 70 are the highest risk groups for home injury, both fatal and nonfatal[3].



ADT's state-of-the art residential security systems have the capability to provide emergency medical alert via a two-way voice personal response system that can connect you "live" within seconds to an ADT® monitoring center in the event of a medical emergency. This service provides

comprehensive home health security and unparalleled protection, helping to provide end user and caregivers with peace of mind. Users also have the option of a **medical alert pendant** that can be worn as a necklace, on the wrist, or attached to the waistband.

Example Homeowner's Insurance Discounts†

Annual Premium \$2,000/year @ 10% Discount = \$200 Savings†
Annual Premium \$2,000/year @ 20% Discount = \$400 Savings†
Annual Premium \$3,000/year @ 10% Discount = \$300 Savings†
Annual Premium \$3,000/year @ 20% Discount = \$600 Savings†
Annual Premium \$4,000/year @ 10% Discount = \$400 Savings†
Annual Premium \$4,000/year @ 20% Discount = \$800 Savings†

(†Savings illustrated are for example purposes only. Absolute Security nor ADT® guarantee your savings. Contact your homeowner's insurance agent for specifics about discounts you may be eligible for by installing a home security system.)

866.850.3814 (toll-free) • Website: AbsoluteSecurityNow.com

This offer available ONLY thru Absolute Security, Inc. NOT available thru ADT®, Inc.



Absolute Security, Inc. • 21959 US Hwy 19 N. • Clearwater, FL 33765
FI License #EC-A001513 • Phone: 866.850.3814 • Fax: 727.793.0409

(*Free ADT® Security System with \$99.00 installation fee unless otherwise posted. 36-month Monitoring Agreement required at \$33.99 /month (basic monitoring). Other monitoring plans available. Free Monitoring Program based on customer providing 8 referrals who install a new ADT® system with Absolute Security at \$50 per referral per year to cover basic monitoring. In exchange for Free ADT® System, customer agrees to place 1 ADT® Yard Sign and 3 window decals visible to street for 90 days. Offer valid for new Absolute Security customers only and not on purchases from ADT®, Inc. Cannot be combined with any other offers. **Free gift offer requires new system installation or system takeover/ upgrade with ADT® Monitoring Service activation. Local permit fees may be required and are customer's responsibility. Satisfactory credit history required. Form of payment must be by credit card or electronic check.)



Residential Safety Today

Facts You Need to Know...

US RESIDENTIAL BURGLARIES⁽¹⁾

2,222,196 Residential Burglaries; One Every 14.2 Seconds.

Property crime makes up slightly more than three-quarters of all crime in the United States

- Burglaries of residential properties accounted for 70.3 percent of all burglary offenses.
- Victims of burglary offenses suffered an estimated \$4.6 billion in lost property in 2008; overall, the average dollar loss per burglary offense was \$2,079.

US RESIDENTIAL FIRES⁽²⁾

403,000 Residential Fires; One Every 78 Seconds.

Resulted in:

- 3,320 deaths
- 16,705 injuries
- \$15.5 Billion in Property Damages

US HOME INJURIES⁽³⁾

12,000,000 Home Injuries; One Every 2.6 Seconds.

Resulted in:

- 20,000 deaths per year.
- 21 million medical visits per year.
- Unintentional home injuries cost society at least \$222 billion per year in medical costs, with an additional \$165 billion in medical costs from injuries that possibly occur in the home.
- An average of 2,096 children younger than 15 die each year as a result of an unintentional home injury.
- Each year, an average of more than 7,000 adults age 65 and older die from unintentional home injuries.

Sources:

- (1) NBFFA 2008 Residential Burglary Statistics: <http://www.alarm.org/indinfo/quickfacts/index.html>
- (2) USFA 2008 Residential Fire Statistics <http://www.usfa.dhs.gov/statistics/national/residential.shtm>
- (3) Home Safety Council Org: http://www.homesafetycouncil.org/AboutUs/Research/re_sohs_w013.asp