

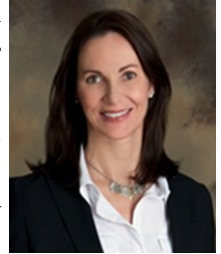


In this Edition...

President's Letter.....1
What's New.....2
ACA Initiatives.....3, 4
Hot Topic!.....5

Letter from the President:

My Alarm Center has relocated to a state-of-the-art facility and expanded warehouse in Newton Square, Pennsylvania for maximum efficiency which will strengthen our position in the security industry. This new facility will offer enhanced communications, expanded warehouse space, and more comfortable working conditions for employees. The primary reason for relocation is to better serve our customers. Upgraded equipment, more space and engaged employees will allow us to be more efficient. We will be able to reduce costs and pass those savings along to our customers, who are at the core of every decision we make.



The new facility also provides an improved working environment for My Alarm Center employees. The work space will be both comfortable and dynamic, which will lead to enhanced productivity. Additionally, an enhanced communication system will allow for us to allocate resources where and when they are needed most. We want the My Alarm Center family to be engaged and productive. We pride ourselves on great service, and great service begins with an engaged team. The new facility and communication system will take us to the next level.

My Alarm Center has long been dedicated to its customers, its employees, and its community. In 2012, the company contributed to the Red Cross fund for Hurricane Sandy victims and participated in the Salvation Army's Angel Tree program. The move also follows news that the company has exceeded the \$4 MM RMR mark and the launch of an organic growth and branding strategy for the Philadelphia and Seattle markets.

Important ACA Contacts

Dealer Hotline:

866-222-0032

- #3 Dealer Program
- #4 Service Department
 - Service Assistance
 - Billing Service
 - Downloading
- #5 Central Station Support
- #6 Dealer Relations
- #7 Bulk Acquisitions

Dealer Fax: 866-621-4045

Dealer Email:

Dealer.Relations@alarmcapital.com

*What some used to call "fluffy" is now an imperative: customer experience is king.
—Lightswitch*



We have extended our Downloading hours to 8am—8pm Eastern Time. Personnel will be available during these times for remote programming and radio registration.

Dealer Hotline: 866-222-0032 Ext. 4

REMINDER!

Remember to periodically check the myalarmcenter.com website to familiarize yourself with information that we are sharing. If you have any questions on how it may affect you or your business, please email us at dealerrelations@alarmcapital.com.

BETTER POSITIONED TO SERVE YOU

We've moved!

Our new, state-of-the-art facility will enable us to better serve you.

Don't forget to use our new address when mailing in your payments. If you have automatic bill-pay you will need to notify your bank of our new address.

If you have any questions about the move please contact us at 866 484 4800.



Our New Address:

My Alarm Center
3803 West Chester Pike
Suite 100
Newtown Square,
PA19073



We're thrilled to share very exciting news from My Alarm Center: We've officially moved our office to a new, state-of-the-art facility! [Since our inception in 2000](#), we're committed to providing our customers and dealers with the latest technology and retain the top quality professionals in the industry to meet security needs. This new headquarters provides us with the unique opportunity to leverage both!

Our expanded warehouse facility gives us the opportunity to purchase alarm system equipment in greater quantities, resulting in bulk-buying cost savings. Shorter call waiting times and faster service are made possible by the upgraded communication system allowing us to assist customers with greater efficiency and clarity. Our computer room has been expanded and IT personnel are conveniently located nearby to ensure quick response time when needed.

Our Customer Care and Service Support Call Center reflects My Alarm Center's emphasis on exceptional customer service. The layout was carefully planned to help Managers and Supervisors monitor agent workstations, given multiple and varied shifts, and provide prompt operational support. Our large Training Room is centralized and equipped to provide formal instruction and hands-on practice so that employees are well-prepared for their on-the-floor experiences in resolving any customer issues or dealer concerns.

My Alarm Center welcomes visitors to its Delaware Valley facility and ensures key personnel are always available to dealers. We're happy to share this exciting news and look forward to a prosperous new year!



Customer Experience Management and Design

At ACA, we want our two segments of important customers—our dealers, as well as the families and businesses we work together to protect—to love doing business with us. While we have always worked hard to continually improve the experience both segments of customers have with us, a few months ago, we took another step in pursuit of this goal.

We have retained a firm, Lightswitch, who specializes in designing exceptional customer experiences, to help our company as we work hard to expand and enhance the experience we provide our customers. They are working with us to discover, document and diagnose our existing customer experience—looking at everything from the way we bill customers, to the way we answer the phones, to the way we process service tickets. Our shared objective is to improve every area we can to make things seamless, productive, and beneficial for you. For the end users who rely on My Alarm Center, our objective is to deliver experiences so special, so extraordinary, that customers can't wait to tell others about us—helping to grow both our business and yours.



Turn your customer experience into a competitive advantage

In today's hyper-connected world, the health of your customer experience will drive the fate of your company.

LightswitchCX.com

To this end, Lightswitch is helping us closely examine every way in which we interact with our dealers and our end users. As part of this initiative, Lightswitch has conducted confidential interviews with a cross-section of dealers who have been extremely helpful in providing productive feedback. Should you have any suggestions that you would like to share in our quest to deliver a better experience, feel free to contact Lightswitch (Kristen Simmons at kristen@lightswitchcx.com).

Stay tuned! We look forward to reporting on what we learn from this initiative and the specific areas of improvement we will pursue as a result.

Better Business Bureau Rating at a Glance...

At ACA we understand the importance of the BBB as it plays a significant role in the purchasing decisions for consumers. We are happy to announce our A+ rating with the Better Business Bureau. Every day our goal is to provide the ultimate customer experience and we are very proud of achieving this milestone by exceeding customer expectations. Below are a few facts that have contributed to our rating:

- ACA currently has 134,220 customers.
- Complaints as a percentage of customers has been .001%
- In the past year we have resolved 100% of complaints.



Rest assured that we at ACA continue to remain focused on the customer experience and are committed to helping the customers with all of their security needs.



GOOD NEWS!

At RMT Collections they are offering ONLY a 30% collection fee on first placement accounts. For any accounts that are moved from another collection agency they are offering a 40% fee. These costs are one of the lowest in the industry! For additional information please visit their website at: www.rmtcollects.com

What the 'Fiscal Cliff' Deal Means for Your Security Business



Please join us on Thursday, February 14th at 11:00 AM EST for a very informative webinar explaining how the recent tax changes may affect your business.

Our presenter, Mitch Reitman, is the Managing Principal of Security Industry Capital Consulting, Inc. (S.I.C. Consulting). S.I.C. Consulting provides financial consulting to security alarm companies in twenty-three states and Canada.

Mr. Reitman has over twenty years in the Security Alarm industry. Prior to forming S.I.C., Consulting, Mr. Reitman was Vice President of Acquisitions for Select Security, and Director of Acquisitions and Business Development for Protection One Alarm Monitoring, where he participated in more than \$375 million of alarm account transactions. He began his career at Coopers and Lybrand, Certified Public Accountants where he was an audit manager.

Mr. Reitman and/or his firm have participated in over \$750 million of security industry transactions and have prepared over 100 alarm company valuations.

Mr. Reitman is a frequent lecturer to Alarm Industry trade groups and associations. Either he or S.I.C.C. are members of the Central Station Alarm Association (consultant member), Electronic Security Association, California Alarm Association, Texas Burglar and Fire Alarm Association, Arizona Burglar and Fire Alarm Association, and Southern California Alarm Association.

We will email the log-in information for the webinar in the next few days. Please watch your email.

Let us know what you think!

Have any requests for informative manufacturer's webinars? We want to know what you are interested in learning about and value your input. Send your requests to: info@alarmcapital.com.

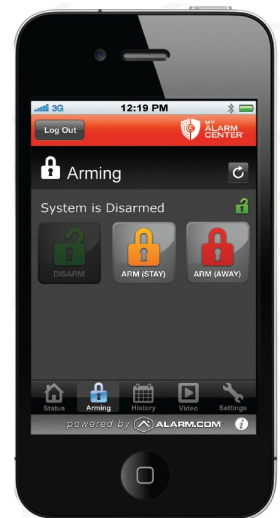


Reasons Why Interactive Services Matter

Throughout the past decade, interactive services have evolved from a concept in the minds of a handful of early adopter security dealers to an industry 'must have.' This can be attributed to the fact that interactive services are proving essential for dealers to stay competitive, meet rising customer expectations and generate vital recurring revenue.

For example, consumers are increasingly relying on smartphones and other Web-enabled mobile devices for day-to-day activities. Three reasons you should invest in Interactive Services are:

1. **Interactive Services help meet rising consumer expectations.** Consumer expectations have risen as well as a result of increased competition from nontraditional entrants into the security and 'connected home' market, such as cable and broadband Internet providers. This is driven both by the explosive adoption of mobile devices and the availability of dynamic apps and services for end users to unlock additional value from their security system.
2. **Interactive Services help close sales.** The increasing adoption of smartphones opens a new opportunity to security dealers and integrators. Using mobile apps to showcase all available services in the sales cycle can help engage potential customers, capitalize on the new customer demand, and stay ahead in an increasingly competitive market. Mobile connection to the security system has proven to be a successful way to improve retention of existing customers, drive new customer acquisition, deliver additional revenue-generating services, and differentiate a product offering as new entrants hit the market.
3. **Interactive Services helps keep customers "sticky".** Usage trends are not limited to monitoring security events that occur in the home, but also extend to a range of relevant day-to-day interactive services such as receiving motion-triggered video clips when kids arrive home from school, alerts when cabinets are accessed, or the ability to remotely adjust thermostats, lights and door lock settings. This engages the user and keeps them coming back for more. It is a behavioral change that presents a new opportunity and should not be lost on security dealers and integrators.



In today's environment where consumers expect more and are willing to invest more in technology, mobile integration will easily demonstrate value and not only help to close sales, but also to keep customers engaged over time for more profitable, longer-standing accounts.



Want more information on Interactive Services?

Please be sure to log into your manufactures' website for additional details.