



In this Edition...

Letter from the President.....1
Hot Topic.....2
ACA Initiatives.....3, 4
Spotlight!.....5

Letter from the President:

We are proud to announce our Diamond sponsorship of the Electronic Security Technology Summit. This unique event, which will be held October 16—18 in Miami Beach, Fl., gives attendees and sponsors the opportunity to network with each other while discussing industry obstacles and challenges and how to overcome them. The Security Summit will convene an exclusive group of the top Electronic Security providers, innovators, analysts and solution partners in the field. The result is an efficient, highly collaborative networking and educational environment focused on the topics that matter to you most.



As the Diamond sponsor for the event, we will be holding one-on-one meetings, hosting a keynote presentation, and holding a workshop or panel discussion. It is within these meetings and presentations we will provide you with a full understanding of why a partnership with ACA is right for your business.

For more information on this exclusive event you may visit their website at **www.electronicsecuritysummit.com**

We look forward to this exciting relationship building opportunity and hope to see everyone there.

Sincerely,

Amy Kothari
President & CEO

Important ACA Contacts

Dealer Hotline:

866-222-0032

#4 Service Department
- Service Assistance
- Billing Service
- Downloading

#5 Central Station
Support

#6 Dealer Relations

#7 Dealer Program

Dealer Fax: 484-468-1504

Dealer Email:

Dealer.Relations@alarmcapital.com

“Home automation and interactive services have created a new interest in security products. The consumers are aware of these products and want to know more about them.”

*—Kelly Bond (excerpt from ESX Webinar for “RMR on Steroids”
<http://www.tinyurl.com/kbondquote>)*

We are on LinkedIn! Check out our company page and stay up to date on what’s happening at ACA!



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.

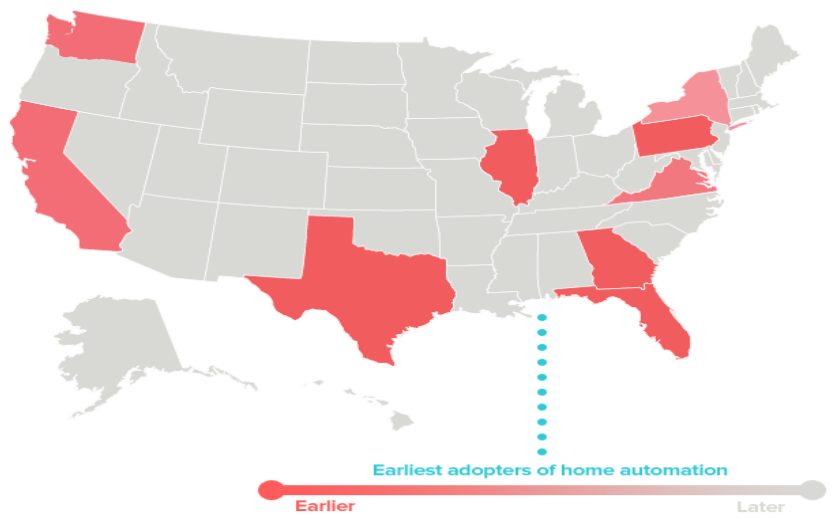


Home Automation Trends

Unsurprisingly, home automation is becoming an increasingly growing trend.

Last year, **1.8 MIL** systems were installed

This # is expected to grow to **12 MIL** by 2016



Plus,

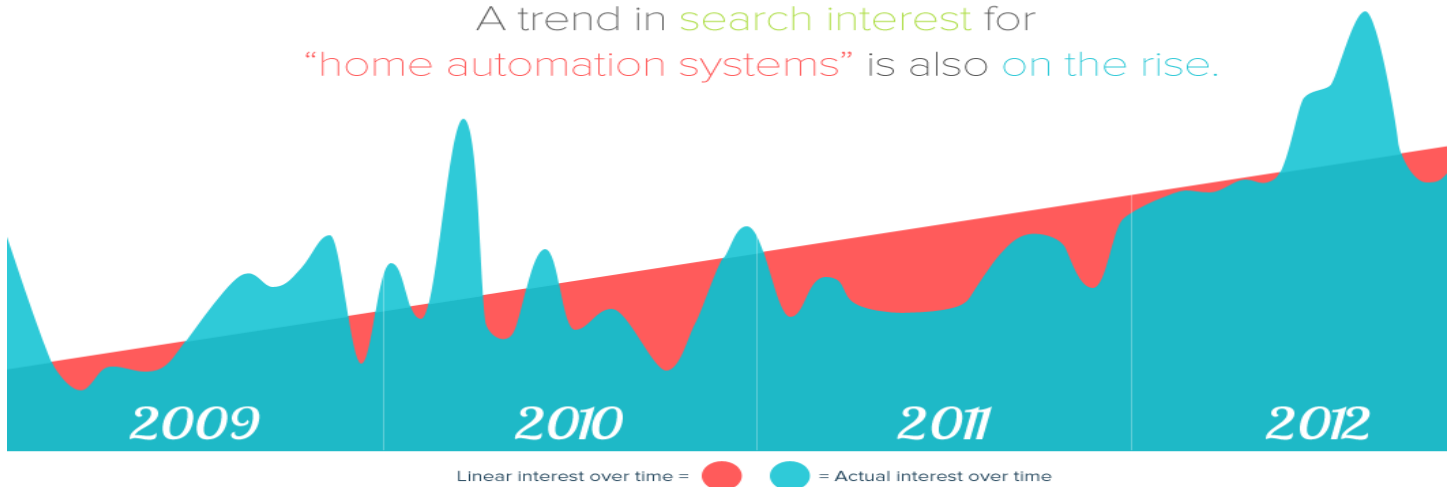
the global home automation & control system market is estimated to grow from

\$17 Million in previous years



\$36 Million in 2016

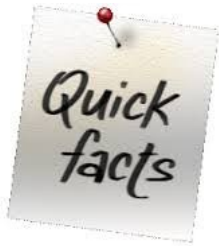
A trend in search interest for "home automation systems" is also on the rise.



Want more information on Interactive Services?

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





Water Shutoff & Detection

Water damage from leaky appliances and broken pipes is a growing source of residential insurance claims. Below are some quick facts regarding water shut off and water detection.

Device Benefits:

- Detect the presence of water before it has a chance to cause extensive damage when paired with the automatic shutoff valve
- Can reduce water damage caused by broken pipes or water lines within the home
- Advanced notification of an issue before it escalates

Installation Requirements:

- Requires a licensed plumber to install device. Teaming with a plumber will make additional installations more efficient.
- Different states may require permits or have licensing issues. Local AHJ may/may not need to get involved. It's a "no-restricting" valve that meets the approvals of state and municipal water authorities
- Competition to sell/install is at a minimum.

Device Features:

- Professional grade switch
- Stainless steel ball valve is safe for drinking water
- Integrates to Security or Automation Controller
- Valve Direction/Water Flow Indication

Device Specs:

- Operates from 12 Volts DC
- Actuating Speed: < 4 seconds
- 1" NPT threaded pipe connections
- Full Port, 2-way Ball Valve
- Connections: 18 gauge, 4 conductor cord

Georgia Passes Enhanced Call Verification Bill

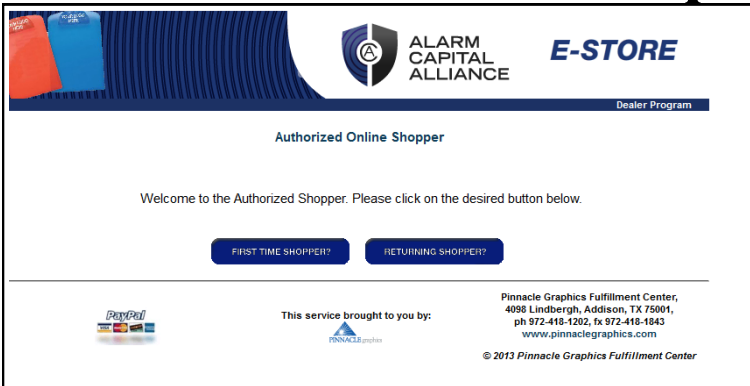
On May 6, 2013, Georgia's Gov. Nathan Deal made his state the fourth to sign Enhanced Call Verification (ECV) into law. After several years of lobbying, the reaction of local security associations and law enforcement was overwhelming positive. Mandating ECV allows local authorities to reduce the number of false alarms they would otherwise respond to.

Beginning July 1, 2013, Georgia will require a two-call verification process upon receipt of an alarm signal where the police would be dispatched. This means that both a primary and an alternate number will be called before the authorities are notified. It is important to note, ECV is not required if a fire, panic, or robbery-in-progress alarm is received or a crime in progress has been verified to be true by video or audible means.

Regardless of the state you operate in, the coming change in Georgia emphasizes the importance of maintaining an up-to-date database of customer contact information. Engaging your customers to frequently update their contact information is an easy, effective way to reduce the number of false alarms and build a stronger connection with your customer base, while also being mindful of resource constraints local municipalities face.



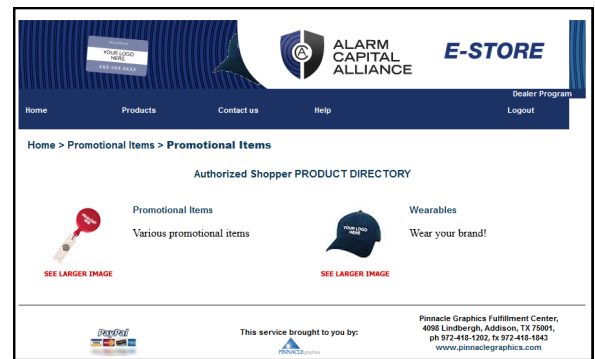
ACA Company Store



Alarm Capital Alliance is pleased to announce the launch of the “Company Store.” The launch of this on-line store will give ACA’s Dealer Partners a one stop shop for items they use to conduct their everyday business. The website was developed and will be hosted by Pinnacle Graphics who has been providing goods and services to the Alarm Industry for more than fifteen years and works with several of the largest companies in the industry.

Items such as contracts and forms, yard signs and window stickers, shirts and caps, and numerous

promotional items can all be customized with the dealer’s company name and logo. Dealers will now be able to purchase quality products at competitive prices by visiting Alarmcapital.com, clicking on the “Company Store” tab and logging in. All orders can be placed with confidence on this secure site and will be produced and fulfilled directly by Pinnacle Graphics. ACA has always been committed to providing alarm dealers with the capital, the products, and the services they need to remain independent and grow their business. The launch of this store continues that commitment.



Mobile Alarm Sales Tool

Alarm Capital Alliance is in the process of completing the development of an electronic sales tool for our dealers. MAST (Mobile Alarm Sales Tool) was developed to allow ACA’s Dealers to complete the entire sales and account submission process electronically and go completely paperless. MAST is web-based and can be used with any computer or tablet with internet access. Sale personnel will be able to design and customize security systems in the home or over the phone and can print or e-mail quotes directly to the customer using the Quote module.

MAST will also allow alarm dealers and their sales personnel to run credit checks and sign electronic contracts using a computer or tablet. At the time of installation, the technicians will be able to use MAST to create accounts at the monitoring station as well as test the system. When accounts are complete and ready for funding, dealers will be able to batch and submit accounts electronically on a weekly basis without having to mail paperwork to our office. The administration and reporting module in MAST will allow dealers to customize the equipment and monitoring packages, add and delete users in their company, run reports on job costing, track open leads, as well as run reports on account performance and aging. MAST was created to help our dealers increase their sales and efficiency and will be offered at no cost. Dealers will not only be able to use MAST for accounts they sell to ACA, but also for the creation of “house” accounts as all accounts can be exported to the dealer’s own CRM or billing system. We are excited about this new product and believe that it sets us apart from what any other program in the industry offers.





Meet Our Executive Team...

Scott Peterson CFO

Financial Veteran Brings Extensive Security Industry Experience

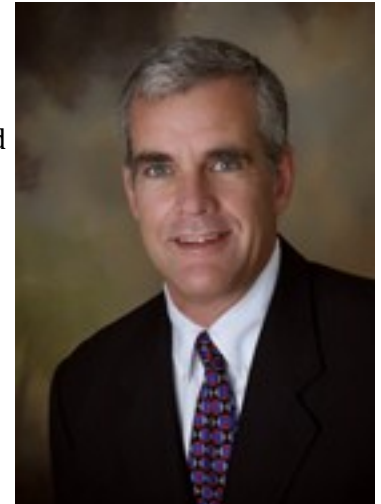
Alarm Capital Alliance has welcomed finance expert Scott Peterson as its new Chief Financial Officer. Mr. Peterson brings 20 years of expertise and a strong track record of forecasting, budgeting, acquisition, and expansion in the security industry.

“Scott is the final piece in our senior management puzzle and we are so excited to have him join us,” said Amy Kothari, President & CEO, of Alarm Capital Alliance. “He has all the right experience, has a stellar reputation in our industry, and knows the landscape in which we are planning to grow and expand. We really couldn’t have found a better person for this job.”

Mr. Peterson has shown consistent 20 percent increases in company revenue and particular proficiency for streamlining, modernizing, and automating. His profit-oriented mentality is coupled with experience in leadership, management, and working with various Boards of Directors. Most notably, he raised \$6.5 million and founded U.S. Alarm Fundings, a rapid growth alarm company with profitability exceeding industry average.

“Alarm Capital Alliance is exactly where I want to be, working with a team to ensure access to capital for aggressive growth goals,” said Mr. Peterson. “The company has done really well since its founding and has a strong financial position to take advantage of future growth opportunities.

Most recently, Mr. Peterson served as the CFO for Eyewitness Surveillance, where he was responsible for helping to grow the company 30-40 percent internally and raising capital to fund additional growth. He has also been CFO at PS Energy Group Inc., and Integrated Excellence, LLC; VP for the New England Division of Wind River Environmental; and CFO and VP of Residential Operations for Smith Alarm Systems, Inc.



**Stay
Tuned**

Our next newsletter will include information on what to do to prepare your business for sale.

Be on the lookout!

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.