

SEPTEMBER 2017

HGCAA

Houston Gulf Coast Alarm Association



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Education Director	Past President
Vacant education@hgcaa.org	Brian McKinney 713-983-0182 pastpres@hgcaa.org

President's Message

John C. Helweg

We had a great August meeting. I'd like to thank Donnie and Willow for taking good care of us at Tri-Ed on Pinemont. Please remember, our associate members support us, so please support them.

Our guest speaker, Joan Mullinax did a great presentation on how companies can utilize personality assessments for career direction, maximizing the talents of their existing employees and team-building.

It's been a crazy month. Hurricane Harvey blew in and dumped a bunch of water on us. My heart goes out to all that have lost everything by the flooding. I've seen first hand the devastation at friends homes and while driving around the city servicing my customers. It's shocking.

This coming meeting is going to be epic! It's packed with information for you guys.

First, I'll be giving a State of the Association report that will cover the highlights of this past year.

Second, we will have Elections. I'm pleased to report that we have a full slate of volunteers this year. To my knowledge we have never had this many people serve on the board at one time. It's going to be a fun challenge hearing what everyone has to say and guiding the association, but I'm up for the task.

Third, I've got a speaker coming in from Illinois. They are with a company called Cornerstone Billing Solutions. (In full disclosure we have been using these guys since 2010) They will share with us the turn-key product solutions they offer almost any size alarm company. Good software can—and should—make your business function smoothly, keep your overhead low, and save you time and money.

Treasurer's Report

Penny Mayorga

Description	Income	Expense	Balance
Constant Contact		\$74.62	\$20,196.65
PAC gift cards		\$100.00	\$20,096.65
Joe Carr donation		\$500.00	\$19,596.65
Membership	\$3,750.00		\$23,346.65
FM Forum lunch	\$110.00		\$23,456.65
QuickBooks fees		\$4.68	\$23,451.97
PayPal fees		\$93.77	\$23,358.20

Accounts	Balance
Chase Checking	\$23,358.20
Chase Savings	closed
PayPal	\$3,255.33
Cash	\$195.00
Undeposited Funds	\$375.00
COMBINED ACCTS	\$27,183.58
Accts Receivable	\$5,585.00
YTD PAC Donations	\$514.00
Paid Memberships 2016-2017	66
Paid Memberships 2017-2018	43



Houston Gulf Coast Alarm Association
Minutes of HGCAA Meeting & Luncheon 8/17/2017
Held at Tri-Ed Pinemont

Meeting called to order at 11:45

2016-2017 HGCAA Officers / Directors:

President – John Helweg
Vice President – Van Mayorga
Secretary – Amanda Jackson
Treasurer – Penny Mayorga
Sergeant at Arms – James Pratt

Membership Director – Mary Edmonson
Parliamentarian – Calvin Stewart
Immediate Past President – Brian McKinney
Associate Director – Jerry Davis
General / Regional Director – Dennis White

Standard Business:

Benediction / Pledge

Roll call of Officers: All present. Established quorum with members present

Recognized associate members in attendance: PGP, ADI

Recognized guests & 1st Responders: None present.

Thanked Tri-Ed for hosting and food, Donny was not available to speak, but now selling generators.

Meeting Minutes – reviewed and approved – motion to approve Dennis White, 2ndd by Robert Lattea

Treasurer's Report – reviewed and approved – revisions stated verbally – combined checking & savings, reinstated with state and IRS 100% complete, 23 2018 paid members to date: motion to approve Steve Carr, 2ndd by Rick Strickland

Director's Reports, Committee Reports, & Old/New Business:

- John/President:
 - Update on Joe Carr, he's 77% funded on his GoFundMe account – many thanks to members and assoc.
 - HFD got the required signatures needed to go to vote for pay parody.
 - Next meeting is elections, get nominations to Brian or current board member – slate published in newsletter
 - Moved TBFAA Houston meeting to Dec. 14th Will shoot for Ethics that meeting for speaker/draw
 - Next guest speaker – Alarm Billing and industry related software.
 - Happy Birthday to Mary and Brian.
- Van/VP:
 - 2016 NFPA 72, resi fire should be tested annually (not enforced until AHJ adopts 2016)
 - Can send in complaint form if you see system not in compliance (that you have not worked on), you do not have to tag.
 - Velocity volunteered to update our fire records on what version AHJs are working on.
 - Montgomery Co's representatives are no longer in positions, but will let us know replacements once in place.
- Mary/TBFAA:
 - August meeting will be conference call
 - Convention Oct 25-27 at LaTorretta on Lake Conroe
 - John appointed as temp VP of Fire; Van or Calvin will stand in for HGCAA vote
 - TBFAA new website almost ready, if you have issues with login; call Mary
 - Corpus struggling, need head board members
 - Dennis staying on for Region 3 for next year.
- Bowling back on for September 21st at Dave & Busters: but rescheduled again due to storm; will shoot for spring.

Guest Speaker: Joan Mullinax: Full service counseling, personal and professional from 2-99 years.

- Computer Science Degree, but after doing an assessment at her job; changed careers late in the game and much happier and more successful.
- Went over several different personality types and available assessments (only a handful that can be used in determining employment). If you know your personality type, it's your job to recognize others and communicate in their language.
- *The right person in the right job makes all the difference for the employer and employee!

Raffles: Larger prize first except the PAC Fund:

- | | |
|---|--|
| • \$25 Academy (HGCAA) – Danny Little | • \$25 Chili's (PGP) – Jerry Orriunuta |
| • \$25 Pappas (HGCAA) – Steve Carr | • \$25 Academy (Affiliated) – Robert Lattea |
| • \$25 Amazon (HGCAA) – John Helweg | • Tool Pouch (ADI) – Penny Mayorga |
| • \$25 Academy (HGCAA) – Janet Strickland | • PAC \$95 – 50/50 \$48/47 to Darlene DeBoer, accepted |
| • \$25 Restaurant (SW Dispatch) – Rick Strickland | |

Meeting Adjourned 1:11

Next meeting is September 14th at ADI on Pinemont

Nominations / Election

September elections are coming... please consider serving on the 2017-2018 Board. Everyone has done a great job this year.

No position on the Board is that time consuming or difficult. Every member should consider serving at least once. You get out of the Association what you put in it. Please contact the Board as soon as you can if you are interested in serving.

Here's the current candidates that have agreed to run for office:

President	John C. Helweg
Vice President	Van Mayorga
Secretary	Mary Edmonson
Treasurer	Penny Mayorga
Sgt-at-Arms	Amanda Jackson
Parliamentarian	Calvin Stewart
Membership Dir	Dennis White
Education Dir	James Weston
Editor	Steve Carr

Newsletter Advertising

We will be renewing ad spaces for 2017-2018.

The inside cover will be done like last year. There is a minimum bid of \$500. The highest bid received via email by the [Treasurer](#) before September 29, 2017 at 5pm, will be the winner of the coveted inside cover spot for a year. You get one bid, so make it count.

The other ad spots are \$300/yr. The ads will move around as content dictates.

Ads are 5" wide x 7" tall and may be updated monthly.

The revenue generated by our Newsletter helps support our Association and industry.



For 18 years, Cornerstone Billing Solutions has focused on helping security dealers streamline their workflow and simplify their account management, while handling most of their billing busywork--professionally and affordably. Our cloud-based platform gives our dealers secure, anytime access to their accounts, work orders, key reports, quotes, inventory, technician schedules, and much more. The net result is a greatly reduced administrative burden, and much more time to invest in building the business and efficiently managing job profit. *More at www.Alarmbills.com .*

Among other things, Cornerstone's services help dealers:

- Get their billing done accurately and on time
- Greatly improve & upgrade their software
- Establish consistent cash flow through more consistent billing
- Keep overhead low and free up staff time for growth initiatives
- Expand payment options - online payment, EFT, and credit card
- Reduce receivables through systematic collections tools and services
- Minimize data entry through integrations with several central stations
- Precisely track their growth, attrition, and net growth rates
- Simplify accounting by complementing software like QuickBooks

HGCAA PRESENTATION OUTLINE

Good software should “grease the wheels” of your business...not hold you back. Are you struggling with different software tools that don’t connect with each other? Does your software truly automate time-consuming tasks? Are you able to run a few key reports that tell you exactly how you’re doing? Does your software give you user-friendly tools that ensure you’re billing and collecting 100% of what you’re owed?

In “Expect MORE From Your Software”, Scott MacDougal and Jody Schuhart, the principals of Cornerstone Billing Solutions, will share their 18 years of experience working exclusively with security alarm dealers. Good software can—and should—make your business function smoothly, keep your overhead low, and save you time and money.

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Calendar of Events

HGCAA meetings are held the second Thursday of each month from 11:30-1pm. See below for the locations.

Dates and locations may change as needed.

September 2017

9/14 - HGCAA meeting & elections @ ADI (Pinemont)

9/20 - AlarMax Customer Appreciation "Steak Day"

9/21 - HGCAA Bowling Tournament - Rescheduled TBD

9/28 - TBFAA Level 1 Training @ Tri-Ed (North)

October 2017

10/4 - Private Security Board meeting, Austin, TX

10/12 - HGCAA meeting @ TBD

10/26-28 - TBFAA Convention @ La Torretta Resort on Lake Conroe

10/27 - TBFAA Board meeting - Lake Conroe, TX

November 2017

11/9 - HGCAA meeting @ TBD

December 2017

12/14 - HGCAA meeting @ TBD

12/14 - TBFAA Board meeting - Houston, TX

**PLEASE THANK OUR ASSOCIATE MEMBERS
FOR PROVIDING FOOD AND
HOSTING OUR MEETINGS
BY PURCHASING THEIR PRODUCTS**

Hurricane Harvey

If your employees are facing lost time and will not receive compensation for hours missed during the Hurricane and subsequent flooding, we encourage you to direct them to the Texas Workforce for Disaster Unemployment Benefits Assistance.

[Apply for the Disaster Unemployment Benefits Assistance](#)

*These unemployment benefits are specifically
designated for Disaster Relief!*

For assistance with temporary housing, emergency home repairs, uninsured and underinsured personal property losses and medical and dental expenses caused by the disaster, along with other serious disaster-related expenses, individuals should contact [FEMA](#).

BEYOND THE BASICS

Loss prevention tips for all your home matters provided by: **Consolidated**

Make Sure Your Donations Reach the Right Cause

The damage caused by Hurricane Harvey is prompting people to help in whatever ways they can. Unfortunately, there are dishonest people who prey upon people's good intentions, creating fake charity campaigns to exploit victims and take advantage of those who want to help.

Disaster Donation Scams

Despite the sense of urgency to help when disaster strikes, it's important to do some research before donating. Use these tips to make sure your money reaches the right cause:

- Never wire money to someone who claims to be a charity. Legitimate charities don't ask for wire transfers.
- Be cautious about bloggers and social media posts that provide charity suggestions.
- Only donate through a charity's official website, and never through emails.
- Ensure that the charity explains on its website how your money will be used.
- Be wary of charities that claim to give 100 percent of donations to victims. Well-structured organizations need to use some of their donations to cover administrative costs.
- Never offer unnecessary personal information. However, it's common for legitimate charities to ask for your mailing address.

Helpful Hints

Donors looking for a worthy charity can access an unbiased, objective list on a website called [Charity Navigator](#). The site receives a Form 990 for all of its charities directly from the IRS, so it knows exactly how the charities spend their money and use their donations. It also rates charities based on their location, tax status, length of operation, accountability, transparency and public support.

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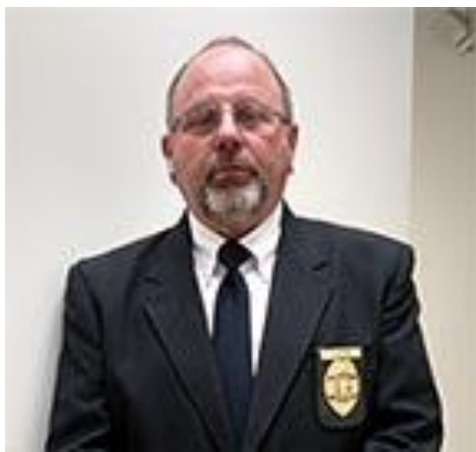
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CHANGES TO CREDIT REPORTING REQUIREMENTS

EXECUTIVE SUMMARY

WHO?

Any company that desires to report info to credit bureaus

WHAT?

Must include SSN ***OR*** DOB of all consumers being credit reported

WHEN?

This change takes effect September 15, 2017.

WHY?

This will help the major credit bureaus ensure the integrity of the data being reported.

HOW?

It's important to start gathering this information from new customers as they come on board and potentially create a plan for capturing this information from existing customers.

OUR TAKE

Following the change on September 15th, we can, and will, collect on your accounts as we normally would. The changes only affect the data necessary for us to report negative marks to a consumer's credit report. Our team is available to assist you with any questions or concerns.

Q: What changes are taking place?

A: The 3 major credit bureaus are adding new regulations that require collection agencies to have the Social Security Number or Date of Birth for all consumers being negatively reported. You can read full details here: <http://www.armsolutions.com/new-credit-reporting-requirements-effective-september-2017/>

Q: Are these changes specifically for A.R.M. Solutions?

A: No, these changes are being mandated by the 3 major credit bureaus and are in effect for ALL credit reporting entities. This includes all collection agencies, medical institutions, banks, etc.

Q: When do the changes go into effect?

A: September 15, 2017.

Q: Can you still collect on my accounts?

A: Absolutely. The changes only affect the data necessary for us to report negative marks to a consumer's credit report. They do not change anything else about our efforts. Additionally, it's important to keep in mind that while every piece of leverage is valuable, our true impact comes from the leverage of being a 3rd party collection agency and the combination of various tools available to us. Credit reporting is certainly a desired consequence for non-paying customers, but with or without it, our collection results will continue to be the best in the industry.

Q: Do I have to send Social Security information to keep credit reporting?

A: No. If you are able to send DOB for your customers, we can continue credit reporting with that information alone.

Q: Is my customer's DOB stored securely in your system?

A: Yes. Well before these changes were in sight, A.R.M. Solutions always used best-in-class data security measures that go well beyond industry standards and regulations.

Q: What will happen to accounts that were previously credit reported?

A: The credit bureaus are still determining exactly how these will be handled. The latest information they have made available is that any accounts previously reported without DOB or SSN information will be removed.

Q: How can I start gathering DOB from my customers?

A: There are several methods that you may use to start gathering this information. Most simply, you can start by including it on your applications/contracts for new customers. Typically, customers are not concerned about releasing their DOB. For existing customers, you may consider a marketing campaign that requests this information; possibly in connection to a "birthday incentive."

Can The Government Confiscate My Firearms During a Disaster?

During the recent disaster wrought by Hurricane Harvey in Texas and the impending landfall in Florida of Hurricane Irma, many of our members have been asking if the government can confiscate their firearms if the Governor or Federal Government declare a state of emergency.

Following the devastation caused by Hurricane Katrina in 2005, the New Orleans police went door to door seeking people who rode out the storm in their homes to force them to comply with the forced evacuation ordered by the government. As part of the effort, the officers were also confiscating firearms.

This created an outrage among the law-abiding gun owners of the country and resulted in the passage of state and federal laws to prevent such confiscations from occurring in the future.

In 2006, Congress passed the DISASTER RECOVERY PERSONAL PROTECTION ACT OF 2006. The law was intended to prevent the government from seizing legally owned firearms during the time of a disaster. It was incorporated as an amendment to the Department of Homeland Security Appropriations Act 2007 and signed into law on October 4, 2006.

CAN THE FEDERAL GOVERNMENT CONFISCATE MY FIREARMS?

This law amended 42 U.S.C 5201 Disaster Relief and Emergency Assistance Act to add the following provision:

SEC. 706. FIREARMS POLICIES.

a) PROHIBITION ON CONFISCATION OF FIREARMS-

No officer or employee of the United States (including any member of the uniformed services), or person operating pursuant to or under color of Federal law, or receiving Federal funds, or under control of any Federal official, or providing services to such an officer, employee, or other person, while acting in support of relief from a major disaster or emergency, may—

- 1) temporarily or permanently seize, or authorize seizure of, any firearm the possession of which is not prohibited under Federal, State, or local law, other than for forfeiture in compliance with Federal law or as evidence in a criminal investigation;*
- 2) require registration of any firearm for which registration is not required by Federal, State, or local law;*
- 3) prohibit possession of any firearm, or promulgate any rule, regulation, or order prohibiting possession of any firearm, in any place or by any person where such possession is not otherwise prohibited by Federal, State, or local law; or*
- 4) prohibit the carrying of firearms by any person otherwise authorized to carry firearms under Federal, State, or local law, solely because such person is operating under the direction, control, or supervision of a Federal agency in support of relief from the major disaster or emergency.*

b) LIMITATION- *Nothing in this section shall be construed to prohibit any person in subsection (a) from requiring the temporary surrender of a firearm as a condition for entry into any mode of transportation used for rescue or evacuation during a major disaster or emergency, provided that such temporarily surrendered firearm is returned at the completion of such rescue or evacuation.*

Following the lead of the federal government, most state legislatures adopted their own version of this law.

TEXAS LAW ON FIREARMS CONFISCATION

In Texas, Government Code Chapter 418 (EMERGENCY MANAGEMENT) permits the Governor to declare a State of Disaster which suspends certain state laws and regulations to allow local authorities to conduct rescue and recovery operations.

However, it does not allow for the seizure of any legally owned firearms, with limited exception.

Specifically,

Sec. 418.003. LIMITATIONS. This chapter does not:

- 5) *except as provided by Section 418.184, authorize the seizure or confiscation of any firearm or ammunition from an individual who is lawfully carrying or possessing the firearm or ammunition;*

Sec. 418.184. FIREARMS.

- a) *A peace officer who is acting in the lawful execution of the officer's official duties during a state of disaster may disarm an individual if the officer reasonably believes it is immediately necessary for the protection of the officer or another individual.*
- b) *The peace officer shall return a firearm and any ammunition to an individual disarmed under Subsection (a) before ceasing to detain the individual unless the officer:*
 - 1) *arrests the individual for engaging in criminal activity; or*
 - 2) *seizes the firearm as evidence in a criminal investigation.*

To read Governor Abbott's actual declaration, [click here](#).

FINAL WORD

So, there you have it. During our times of disaster, we can all focus on recovery and not have to worry about the authorities coming along and confiscating our firearms. The Second Amendment survives disasters.

SOURCE: Texas and U.S. Law Shield - <https://blog.uslawshield.com/can-government-confiscate-guns-disaster/>

By Admin, September 6, 2017

Alarm Installation & Monitoring Companies:

You keep an eye out for your customers, but ...

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6 Digital Marketing Tricks that Target Millennials

Netserive suggests ways to build up your business online using viral videos, Google My Business, Click to Call and Location Extension tools in Google.

At 92 million individuals, Millennials represent 40 percent of the U.S. population. They represent \$600 billion in buying power in 2015 and that figure is expected to rise to \$1.4 trillion by 2020. They are already the largest demographic and the good news for custom integrators is that these web-savvy individuals are just nearing their prime buying age for high-end electronics.

But not so fast. Millennials – those born between 1980 and 2000—can be a tricky group to get to mainly because Google is constantly changing the game daily for web marketing.

“You must be found online even if you don’t sell online,” is his simple advice for integrators.

He notes that despite all the hype about the web taking over the custom installation industry, only 7 percent of all product sales are made via the web. Of course, almost all of those products are searched for on the web, but it is still a relatively small percentage of products that is being actually purchased.

The data for Millennials and home technology is strong. According to a study from PR Newswire, 70 percent of Millennials want home tech to help them manage their daily lives better. Also, 64 percent of them said home technology is more important than curb appeal when buying a new home, according to a survey by BHG.

To stay ahead of the curve, Tim McLain, enterprise marketing manager for Netserive, offered these six sage web marketing advice to target Millennials during the opening session at the CI Summit in Washington, D.C.

1. **Focus on mobile** – Millennials are bound to their smartphones. Four out of every five own one. Among this group, web traffic from mobile devices is higher than what is produced from desktops. McLain cited research that the average person looks at their smartphone between 80 and 200 times per day.
2. **Claim your [Google My Business](#) account** – Google allows businesses to register themselves, in essence, via its “Google My Business” tool.

“This forms the foundation of your Google success,” says McLain bluntly.

When an integrator claims his account by filling in the name of his company, what products and services he or she sells, the exact address, etc. Once registered, the tool does things like accurately locate the little “pin” on a map of your location.

“Haven’t you ever noticed that in many cases those pins are not exactly in the right location?” asks McLain rhetorically. “That is because the business owner has not set himself up in Google My Business.”

3. **Activate [Click to Call](#) in your digital ads** – This is exactly what it sounds like, but as an advertiser you need to activate that feature in Google. McLain says there has been a 600 percent increase in calls from consumers using the Click to Call feature in recent years. By the way, Netsertive tracks the Click to Calls for its clients and records those calls.
4. **Activate [Location Extensions](#) in your digital ads** – Again, this is logical. This activates the feature that can automatically generate a map with directions to your business.
5. **Make Viral Videos!** – This is McLain’s biggest advice of all. Netsertive research shows that nearly half of all 18- to 34-year-olds are twice as likely to use YouTube to learn about their passions. As a group, they are watching videos online twice as often as the average web user. Plus, two in three list their greatest trust in user-generated content.

“Google is the No. 1 search engine in the world. No. 2 is YouTube,” says McLain.

He cites the Ford [Fiesta Movement](#) viral video campaign in which the automaker sought out successful YouTube videomakers and gave them “challenges” to complete with a Ford Fiesta car. Things like “drive as far as you can on one tank of gas and make a video out of the experience.”

The results were stunning: Ford spent only 4 percent of what it would have spent on traditional advertising. The campaign generated 200 million YouTube views, 50,000 requests for more information on the Ford Fiesta, and 10,000 Fiestas were sold in the first six days.

6. **Watch Your Language** – Millennials respond to different words than Baby Boomers. While older generations put credence in things like “duty,” younger Americans are into “discovery, sharing, passion, experience and diversity.” McLain advises: “Use these words in your marketing.”

SOURCE: Commercial Integrator - http://www.commercialintegrator.com/ci/6_digital_marketing_tricks_that_target_millennials/
By Jason Knot, August 21, 2017



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If you don't think your techs can generate referral business, think again.

You probably haven't heard of Mark Gray, and that's OK. You certainly will hear of him, in the not-too-distant future. He's one of those business builders, and as CEO of Ways Security in Tampa, Fla., he is building in this industry. Gray is looking to acquire a group of businesses in the security/ alarm space. He's done his homework, he knows what he's looking for, and my guess is he will find it and it will be successful.

As part of getting to know each other, I figured I would do a column on Gray's thought process, knowing that he is essentially one of those "financial guys." Boy, was I surprised! After asking him my opening question, i.e., "if you had just one really great idea for the industry ...," I sat back and waited for some insight on doing acquisitions. I didn't get it. What I did get was something all of us could use in our businesses.

Referral Prospecting Leads to Sales Gold

"The number one source for organic growth in businesses of all kinds, is referral prospecting," Gray began. He elaborated: "Most people don't ask for referrals, they don't even think about it. And what the majority of people in the alarm business don't know is that after five years of being in business, at least half of your new customers should be as a result of a referral." I couldn't believe that statement, so I called a few of my friends who are successful in the business, and asked what their experiences were. Almost all responded like a deer in the headlights, staring at me and not knowing what to answer.

I thought about the reasoning was as to why we don't ask for referrals, and came up with the simple answer that with all of the [door-to-door sales](#), low-cost monitoring, DIY, PERS marketing, etc., we may have lost track of the basics of successful sales marketing. And it really isn't as though it's a hard thing to do, it really is quite natural. There's a simple way to do it.

When your company is finished with a job, and your installer has done a walk-through with the customer, have your installer trained to pose the following: "Mr./Mrs. Customer, I hope you're satisfied with the product and installation of your system. Are there any questions I might answer for you before I leave? If not, and you're sure you're happy, perhaps I could ask you for a favor. We rely very heavily on referrals from satisfied customers. Do you know of one or two families that might benefit from having a security system? If so, would you like me to call them? And, by the way, just for the referrals, we will give you the first two months of monitoring at no charge. That way, everybody wins. The people you refer, you, and us. We will only approach your referrals the same way we approached you — by asking if they would like to have some more information on the benefits of having a really state-of-the-art security system."

If after that professional and articulate approach the customer answers "no," you won't pursue it any further. If they answer "yes," then you will proceed and treat your referrals exactly as you have treated this customer.

Curry Customer Favor & Cut Lead-Generation Costs

Every sales book, every seminar, every training program focuses on generating referrals. And for some reason, it seems, as an industry we have gotten away from asking for referrals, as well as rewarding those that provide them.

Why not set up a program in your company to change this, immediately? You can have referral cards printed up, to leave with your customers, with each one that is filled out providing the customer with a month of free monitoring. I'm pretty sure the concept of asking for referrals, or word-of-mouth selling, has been around since the art of selling originated. And if that is the case, it likely hasn't changed in all those years. The only thing that's changed is that we, in large part, have forgotten a lot of what we learned about selling — and referrals should be at the top of that list. I don't know what your lead-generation cost is, but when you get referrals, most if not all of that cost goes away.

Is Mark Gray's idea a great one? In and of itself, probably not. If we take the idea, apply it to our business, and really diligently, always ask for the referral, then it could be a great idea and resource, perhaps a big boon for your business. It doesn't cost anything, but doesn't do any harm, and it makes people happy. I believe they call that a win-win situation. Like most things that are great, this one is simple. And results are like gold nuggets — hard to find, but easy to recognize and worth the effort.

SOURCE: Security Sales & Integration - <http://www.securitysales.com/columns/leave-every-jobsite-with-these-parting-referral-words/>

By Ron Davis, June 30, 2017

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Houston Alarm Detail

Check with the [City of Houston to make sure your company is listed on their alarm permit web site](#). They have a specific form you need to fill out and submit to them for inclusion.

You also need to be [sending municipalities notice of alarm system activation](#).

Please make sure your customers are using the most [current alarm permit form](#).

Harris County Alarm Detail

Please make sure your customers are using the most [current alarm permit form](#).

Ft Bend County Alarm Detail

More info to come.

Montgomery County Alarm Detail

Check with the Montgomery County Sheriff's Office to make sure your company is listed on their alarm permit web site.

Please make sure your customers are using the most [current alarm permit form](#).

[Alarm ordinance](#) - Montgomery County are actively ticketing homeowners that don't have alarm permits.

A Word from the Editor

John C. Helweg

Hey Y'all:

It's been a fun year. Challenging, but fun. I've enjoyed the opportunity to fill in as your Editor this past year and I'm please to share that we have a candidate that is willing to carry the torch.

I'm confident that my legacy will continue and I look forward to seeing where this newsletter goes from here. It has been a pleasure serving you.

Don't forget to help us out. We need good content ideas. Please reach out to us and let us know what you think.

Regards,

John

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