



Home Security



Business Security



Cameras



Home Automation

## Do Burglar Alarms Really Deter Crime?



Your home is your castle. If there is any place in the world where you and your family should feel safe and secure, it's at home...but unfortunately, that isn't always the case. Over a million home break-ins occur every year in the United States, and for the families who are unlucky enough to be victims of those crimes, that sense of security is shattered forever. Of course you want to do everything within reason to keep this from happening to you, but should an alarm system be a part of your security plan? Do they *actually* help prevent burglaries?

According to the burglars themselves, the answer is a resounding YES! In a University of North Carolina study, 83% of the 422 convicted burglars surveyed said they would attempt to determine if a home had a security system before they even *attempted* a break-in. Only 13% said that they would continue breaking into a home if they discovered a security system during a burglary attempt.

Besides helping to reduce the chance of a burglary happening in the first place, alarm systems provide many other benefits:

- Having an alarm system can reduce your homeowner's insurance premiums by up to 20%.
- Alarm systems can help increase the resale value of your home.
- Alarm systems can help automate other home systems like temperature control and lighting.
- In rare cases where homes with alarm systems are burglarized, the average property loss is over \$2,000 lower than in homes without an alarm system.

Of course, in order to get those benefits, your alarm system has to actually *work*. Unfortunately, not all alarm companies are created equal, and telling the difference between a reputable company and a fly-by-night operation isn't always easy.

### Dynamark Security of Richmond: The Best of Both Worlds

When you work with Dynamark Security of Richmond, you get the benefit of personal service provided by a company that has been locally owned for over 30 years, backed up by a nationally recognized and trusted brand. We have an A+ rating with the Better Business Bureau and have won the Angie's List Super Service award several years in a row. Our certified technicians are on-call 24/7 to handle any emergencies, and all our alarm systems are professionally installed by trained employees—unlike other companies who use subcontractors, or simply give you the system to install yourself.



If this describes the type of alarm company you'd like to partner with to protect your home or business, keep reading to find out how Dynamark Security can help give you and your family the peace of mind you deserve.

## About Dynamark Security Centers

Dynamark Security Centers has been a trusted, respected, and recognized name in the security business since its inception. It began as a franchisor of independent security dealers in 1975 and by 1998 it became the 5th largest security company in the United States.

Today, Dynamark operates a partner program that is unique in the alarm industry. Other nationally known brands have “authorized dealer” programs that allow local companies to sell equipment and alarm monitoring services provided by the brand, but don’t encourage or even allow the local companies to develop long-term relationships with the end users. In many cases, as soon as they finish installing an alarm system, these local dealers will then sell the monitoring contract to the national brand, thus washing their hands of any further responsibility to the customer. Dynamark, on the other hand, *does* encourage their partners to develop long-term relationships with the consumers, and unlike other brands, it does not compete with their partners by selling directly to consumers.

## About Dynamark Security of Richmond

Dynamark Security of Richmond began protecting homes and businesses with quality, affordable security systems in the Richmond, VA area back in July of 1981. From then until 1983, Frank Pegram managed the area Dynamark dealership. In May 1983, Frank changed the local security landscape by opening his own dealership/franchise right here in Richmond. Now, over 33 years later, Dynamark Security of Richmond, Inc. remains one of the most recognized locally-owned security companies in Virginia. Having designed and installed over 8,000 security systems, the owner and his staff have a first-hand knowledge of equipment and design that is second to none.

Dynamark is a full-service company providing design, sales, installation, service and 24-hour central station monitoring. We are an authorized dealer for brand name manufacturers like Honeywell, GE, EverFocus (CCTV products) and many more. All of our technicians carry individual certification through the Virginia Department of Criminal Justice Services and all of Dynamark’s staff is fully committed to the complete satisfaction of each of our customers.

## About Frank Pegram



Frank Pegram, the president of Dynamark Security, was born and raised in Petersburg, VA and lived there until the age of 22. In 1979, he graduated from Hampden-Sydney college and went to work for C & P Telephone. After trying various sales jobs, he eventually was introduced to home security sales by a friend. He was attracted by the opportunity to help people prevent the financial loss and psychological trauma caused by a burglary. He started his own alarm business in 1981 and has been running it ever since. When he visits potential customers to discuss their security needs, he doesn’t feel like he’s working—he feels like he’s giving them peace of mind by helping them solve an important problem.



## Services

Dynamark Security of Richmond is proud to provide a full range of services related to residential and commercial security, including alarm systems, camera systems, and home automation systems. Below is a summary of some of the options available to our customers.

### Residential Alarm Systems

Dynamark uses state-of-the art equipment from GE/Interlogix and Honeywell in our residential alarm systems, including the Honeywell Lynx Touch series and the Interlogix Simon XTI and Concord 4 series. Much more than simply burglar alarms, our systems can incorporate fire alarms, carbon monoxide detectors, and medical alarms. When an alarm is triggered, the system will send you a notification via phone, text message, or email, in addition to alerting the central monitoring station.



**GE Security**  
Authorized Dealer

**Honeywell**  
Authorized Security Dealer

In addition to installing new alarm systems, we can also maintain or upgrade systems installed by other alarm companies. In many cases, we are able to do the upgrades for free, and even reduce your monthly monitoring fee.

### Commercial Security Systems

Dynamark Security has experience helping a wide variety of small businesses with their security needs, including retailers, professional offices, country clubs, car dealers, churches, and medical offices. In fact, our current commercial security customers include some Richmond businesses you may be familiar with, including Brown's Jaguar, Willow Oaks Country Club, Fat Dragon Restaurant, Glory Days Grill, Mid South Building Supply, Strangeways Brewing, and James River Transportation.

We can help you manage multiple locations and incorporate CCTV and security cameras into your system. As with our residential systems, you will be alerted any time an alarm on your property is triggered.

All commercial security systems installed by Dynamark Security of Richmond include, at a minimum, the following standard features:

- Perimeter protection for up to 3 doors
- Interior motion detector or glass-break detection
- "Hold-up" button
- Cellular (wireless) communication to our world-class 5 Diamond Certified Central Station
- Openings and closings by user code
- Full event log
- Owner/manager notification of all alarm events



Additional features such as security cameras can be added based on the individual needs of the business. Because these needs vary for different types and sizes of business, we work with our commercial security clients to make sure that they get a system that fits their budget and meets their security requirements.

## Alarm Monitoring Services

When an alarm is “monitored”, it means that when it is triggered, it will notify the alarm company, who will in turn notify local emergency responders. Our alarm monitoring services are provided by Dynamark Security’s state-of-the-art central station, and include the following:

- 24/7 alarm monitoring
- 2-way voice monitoring (hands-free communication with the central station)
- Wireless cellular monitoring—no land line required

In addition to providing monitoring for systems we install, we can also provide monitoring services for systems installed by other manufacturers.

## Security Cameras

Want to know what’s going on at your home or business, even when you can’t be there? Dynamark offers the latest in video surveillance, allowing you to watch LIVE video of your property from anywhere you can connect to the Internet.

- Keep an eye on the kids or your babysitter
- Monitor the cash register, POS, or other sensitive areas in your business
- Limit liability by having an impartial record of events
- Use a Dynamark-installed DVR or NVR to record hours, days, or weeks of video



## Home Automation

Our home automation systems go well beyond security alarms to incorporate temperature control, locks, and lighting. Imagine being able to do the following:

- Unlock the door of your house for a friend or neighbor from miles away
- Turn up your thermostat when you leave the office so that your home is a comfortable temperature when you arrive



- Have your doors lock and lights turn off automatically when you arm your security system at night

You can do all of this and more with home automation.

## Residential Security Packages

### Silver Plan

- Free equipment
- Free installation
- Back-up battery
- Three doors protected by contacts
- One motion detector
- One portable keyfob
- One digital keypad
- Panic buttons for police, fire, and medical
- Duress code
- Interior siren
- “Protected by” signs and stickers (replaced as needed at no charge)
- Landline monitoring

### Gold Plan

Everything included in the Silver Plan, plus:

- Ten door & window contacts (motion detector available as an add-on)
- Color touch screen keypad
- Cellular communication device
- Home automation ready
- Honeywell’s basic Total Connect remote access service
- Lifetime warranty
- Cellular/wireless monitoring (if available in your area)



### Platinum Plan

- Color touch-screen keypad
- Back-up battery
- Inside Siren
- Five door & window contacts
- One motion detector
- One portable keyfob
- One combination smoke/heat detector
- Panic button for police, fire, & medical
- Duress code
- Cellular communication device
- One indoor or outdoor camera
- One lamp module—for remote control lighting
- Full remote access with Honeywell’s Total Connect service
- “Protected by” signs & stickers
- Lifetime warranty



## Our Process

At Dynamark Security of Richmond, we take customer service very seriously. When we begin working with you, our goal is to make sure that you are so satisfied with our service that you not only become a customer for life, but also recommend our services to other people. We use the process outlined below to make sure that happens.

### Security Assessment

When we first receive an inquiry from you, the first thing we do is schedule a visit to your property. The purpose of the visit is to determine your security needs and provide recommendations about how to best protect your property, since not all properties have the same needs. During our site visit, we'll gather the following information:

- Is your property located in a well-lit area?
- How many doors and windows need to be wired with contacts?
- Is there a need for security cameras on your property?
- Is there any security issues with your landscaping (i.e., trees or bushes that prevent your property from being seen from the road, woods bordering your property, etc).
- Is your property located in a remote area?
- Do you need or want wireless alarm monitoring or home automation systems?

Based on all of the above information, we will provide you with an accurate quote for your alarm system, including equipment, installation, and monthly monitoring. In many cases, if you sign a 36-month contract for alarm monitoring services, we provide the equipment and installation for free.

### Installation and Training

At this point in the process, we schedule the installation of your alarm system. All our installations are done by our own employees who have been trained and certified on the all of the equipment used in our systems. After the installation is complete, the technician will train you on the use of your new alarm system.

After installation, within a week you will receive an alarm certificate that you can send to your insurance company to save up to 20% off the cost of your homeowners insurance. We can even send the certificate directly to the insurance company on your behalf.

### "Protected By" Signs and Stickers

Dynamark Security provides you with as many signs and stickers as you need. If your yard sign is stolen, damaged, or worn out, we'll replace the sign for you at no charge.

### Maintenance and Monitoring

Here at Dynamark Security, we are in business to serve you 24 hours a day. Technicians are always on call 24/7 for questions or service. In other words, you can always speak to a real person in Richmond (not at a national center or overseas, but local) that can help you.



## Before & After: A Security System Case Study

How would your life be different with a security system? Let's take a look at a hypothetical family that represents many of our residential customers, and see what their life is like before and after getting a home security system.

### Life before a security system

Mr. and Ms. Smith, along with their two school-age children, are middle-class homeowners in Richmond. They live in a fairly safe area, but occasionally either homes or cars in the neighborhood are broken into. While it hasn't happened to anyone they know personally, they do hear about the incidents and it is something they worry about.

Every night when he goes to bed, Mr. Smith walks through the house checking to make sure all the doors and windows are closed and locked. Sometimes, he will wake up in the night after hearing a noise, which he will go investigate just for his peace of mind. He has no plan for what he would do if the noise actually turned out to be someone trying to break into his house.

When Mr. and Mrs. Smith go to work every day, they remind their kids to check in when they get home from school so that they know they made it home safely. However, often the kids get distracted and forget. Although she knows that everything is probably fine, Mrs. Smith still worries when this happens and can't rest easy until she knows the kids are safe at home.

Whenever the Smiths go on vacation, they make sure to ask the neighbors to pick up the newspapers from their driveway and "check in" on their house a few times while they're gone. They're not really sure what effect this "checking in" process will have on preventing a break-in, but it does make them feel better somehow.

### Life with a security system

The next time they hear about a break-in in the area, the Smiths finally decide to get a home security system with alarm monitoring and a few security cameras. Now, when they go to bed at night, Mr. Smith can lock all the doors with the push of a button and arm the alarm system. Thanks to contacts on all the doors and windows, he knows anyone attempting to break in would trigger an alarm, so he doesn't need to get up and investigate every bump in the night.

When the Smith children get home from school every day and disarm the alarm system, it instantly sends an alert to Mr. and Ms. Smith. They can even watch them enter the house by viewing one of their cameras on their cell phone.

When the Smiths go on vacation, they still have neighbors pick up the newspapers. However, there's no need for them to "check-in" on the house—the Smiths can do that themselves on their phones; plus the alarm monitoring company will alert them via text message if there is a problem.

Now, whenever they hear about a break-in on the news or from a neighbor, the Smiths don't worry about it happening to them nearly as much as they used to. They know that statistically homes with a security system are much less likely to be targeted by burglars, so they can rest easy knowing that they are protected.





## Testimonials

*"The customer service can't be touched in my eyes... it's a personal approach. It doesn't feel like the canned response to things you get from some of the big national brands. They're the only company I refer to people."*

-Ben A.  
Local Real Estate Agent

*"When I need to contact other vendors I use, I have to give them a customer ID number, and talk to a different person every time. When I call Dynamark, they know who I am and they always give me personal service."*

-Jerry H  
Local Small Business Owner

*"I like that I'm always able to reach somebody when I need to and am able to get any issues taken care of quickly. Also, I like the system itself...it's very affordable, and I like the fact that it's not so sensitive that dogs or cats could set it off--it reacts to people versus animals in the house."*

Tracy A.  
Local Homeowner

*"We had been working with another alarm company and were very disappointed in the service. With Dynamark, they've made it very easy for me to not have to constantly manage my security system. The professionalism I get either through the monitoring piece or when calling in for service or billing or administrative questions is great—they really hit the mark with their training of their personnel."*

Wes M.  
Willow Oaks Country Club

*"I have been a customer for over 15 years and never had a bad experience. My needs were always addressed immediately. Frank and his staff are pleasant and professional people. I'd recommend Dynamark to anyone."*

Vicky P  
Local Homeowner

## Frequently Asked Questions

Many customers and prospective customers have the same questions about alarm systems, camera systems, and other services we provide. Below are answers to some of the most common questions we get.

### **How does a burglar alarm work, and what all does it incorporate?**

The alarm is connected to contacts on windows and doors that tie into a main master control panel keypad. It can be armed and disarmed as needed, and can include motion detectors, glassbreak detectors, carbon monoxide and smoke detectors, and more. If a zone is violated, the alarm sounds and our central station monitoring center calls you within seconds to determine if there is a problem. Every alarm owner has a password that they use to verify their identity with the monitoring center over the phone. If the alarm owner doesn't answer the phone when the monitoring center calls, the local police will be notified.

### **What's the difference between a monitored and unmonitored alarm?**

An unmonitored alarm is not connected to anything outside the home. When it goes off, it simply makes noise, but does not summon any assistance. Also, unmonitored alarms may not qualify you for a discount on your homeowner's insurance.

### **I don't plan to have or am disconnecting the landline telephone at my home / business - Can my Security Alarm System still be monitored?**

Certainly! For our clients without a landline telephone connection, we offer a Wireless Communicator device that can communicate to the Central Monitoring Center utilizing a connection with cell phone data towers in your area.

### **How much does an alarm system from Dynamark Security of Richmond cost?**

When you sign a 36-month monitoring agreement at the time of system installation, the basic alarm system is actually free. Without the monitoring agreement, the cost of the system depends on the level of security that you're looking for.

### **Who manufactures the alarm systems installed by Dynamark Security of Richmond?**

We use Honeywell and GE/Interlogix products in all our alarm installations.

### **I have a security system installed by another company. Can I switch my alarm monitoring to Dynamark Security?**

Yes, we can monitor alarms installed by other companies, and help maintain and upgrade the system.



## Should Ask Questions

In addition to questions that customers frequently ask us, there are other questions that they *should* ask us or any other alarm company in order to make a more informed buying decision. We've listed some of those questions below.

### **What are some of the most common scams in the alarm industry?**

Unfortunately, some businesses in the alarm industry use very unscrupulous tactics to get new customers. One common scam is for door-to-door salespeople to look for yards signs broadcasting that a home is protected by a brand-name alarm company like Dynamark Security. They will then pretend to be affiliated with that company and try to sell a homeowner a "system upgrade" that is actually not an upgrade at all, but a contract to switch their alarm monitoring to an entirely different company.

### **What is the difference between a burglar alarm and a security system?**

Sometimes these terms are used interchangeably, but in the alarm industry they can mean very different things. A burglar alarm is just that—something that makes noise when someone tries to break into your house or place of business. You can buy them for as little as \$20 on Amazon.com and install them yourself. A full-fledged security system, on the other hand, can incorporate sensors for carbon monoxide, fire, and other hazards; security cameras, and exterior lighting. It is monitored by a central station that will alert the authorities when the alarm is triggered.

### **Who will install my security system—someone from your company, or from another company?**

Some alarm companies use subcontractors to do the actual alarm installation. Sometimes the subcontractors are not properly trained, and you could end up with an alarm system that doesn't work. At Dynamark Security of Richmond, our trained and certified employees install every system we sell.

### **Do you have an A+ rating with the BBB?**

While dealing with a company that has an A+ rating with the Better Business Bureau doesn't necessarily *guarantee* great service, it certainly makes it more likely. Dynamark Security of Richmond is proud to have such a rating.

### **What is my primary security concern?**

The features of your security system should be selected to address your specific concerns. For example, if a primary concern is the safety of a child, then security cameras should probably be a part of your system. If you have pets, that's another factor that will affect the design of the system when it comes to motion sensors.

### **Do I need to put contacts on all my windows, or just the doors?**

The answer to this question really depends on your security concerns, the design of your home, and the landscaping around your property. We usually recommend putting contacts on all windows that can be reached from the ground level at a minimum.



