

the sentry

Since 1958

by **SAFEGUARD**
www.safeguard.us



Satisfying the most demanding clients.

sept/oct 2007

Curb Appeal Without the Curb

It's September 2007 and what a difference a year makes. During the first six months of 2006 housing prices were still rising, builders couldn't build homes fast enough and it was still a seller's market. Then everything started to change. New homes started falling out of escrow at an alarming rate, leaving single family home builders with large inventories. Median home prices stopped rising and actually started to decline.

Resale home inventories grew rapidly. Credit markets tightened, interest rates started to climb and loan foreclosures began to escalate as the sub-prime market collapsed.

Today, home mortgage experts will tell you that for every seven qualified buyers a year ago, only two or three remain qualified to purchase a new or used home. Mortgage companies are laying off thousands of employees nationwide. New home builders are putting new developments on hold and refusing to sell and start new homes until their inventory is sold. And, resale homes are sitting on the market for months while potential buyers sit on the sidelines waiting for prices to bottom out.

From all this drastic news in the housing market, Safeguard has observed trends that the market is shifting as home builders scramble to redefine their market and customers. In the same manner savvy realtors and resale home sellers are finding unique ways to position their product in front of the competition. Some home builders are redefining the market by shifting production from single family developments to luxury townhomes, villas and condominiums that are loaded with technology. Also, realtors for resale homes are discovering the value of technology as new generations of buyers require home electronics and entertainment solutions significantly more advanced than a few years ago.

For the past five years Safeguard has been part of the builder trend toward luxury condominium living. Starting with the Phoenix Camelback Esplanade in

early 2003 Safeguard has continued to work with developers to design and provide advanced security and entertainment technology to the high-end condominium market. Builders in this market have learned that technology sells and are using it as one way to differentiate their product. Today, Safeguard is actively involved in twelve luxury condominium projects in the metro Phoenix area in various phases

of planning and construction. What they all have in common are larger budgets being allocated to comprehensive security solutions, future proof technology wiring infrastructures and advanced entertainment systems.

Single family home builders are following the same trend as they ask Safeguard to install security and entertainment systems that were once considered options but today have become

standard features. Part of this trend is being driven by a new and younger set of home buyers who will spend less time in the kitchen and more time using home technology and integrated entertainment solutions.

Every year Safeguard's design staff attends industry events to observe the latest trends in home technology. They just returned from the most recent event in Denver and reported on advancing trends in wireless technology, advanced security solutions and integrated home systems. All of this technology is aimed at making the complex simple and giving tomorrow's home buyers the tools to communicate and to interface with their home in ways most of us never imagined. Safeguard is committed to remaining the expert on the technology that will make your home stand out from the crowd. For more on how your home could benefit from a technology makeover contact Safeguard at **480-609-6382**.



Special Care for Children

Parents, guardians, and adults who care for children face constant challenges when trying to help keep children safer in today's fast-paced world. We are happy to offer resources to help address these challenges.

For decades, children were taught to stay away from "strangers." But this concept is difficult for children to grasp and often the perpetrator is someone the child knows. It is more beneficial to help build children's confidence and teach them to respond to a potentially dangerous situation, rather than teaching them to look out for a particular type of person.

Take Action to Keep Your Children Safe

- Before your children visit another home, ask the parents or caregivers whether any firearms, alcohol, household chemicals or pharmaceuticals in the home are securely and safely stored.
- Children should be instructed to never go anywhere with strangers young or old. They should be instructed to never enter a stranger's vehicle under any circumstances, even if the vehicle was supposedly sent by the family to pick up the child.
- Help children learn and test their ability to recall basic information about the family, such as their home street address and telephone number, where at least one parent or caregiver works, and a parent or caregiver's cell phone number.
- Never leave a young child unattended at home or in public.
- Make it a habit to be aware of all of your children's school-related activities and schedules. Know their routes home and instruct them to not deviate from those routes.
- Remind college students in your family to follow the same precautions on campus as elsewhere. Students should ask about personal safety and sexual assault prevention programs.



Receive occasional security tips, including our eSentry newsletter, via email.

To sign up for our email services, please contact Customer Support at customersupport@safeguard.us or 480-609-6250. Remember, Safeguard's privacy policy states that Safeguard will not give, rent or sell your information to anyone, ever.



“DON'T WAIT... Until it's Too Late”

From the Safeguard Monitoring Center



It was Thursday afternoon when we received a call from a concerned husband and father. He explained that his neighborhood that he had always thought of as “safe” had the unthinkable happen. The night before at the house next door, two young girls that were home all by themselves had the scare of their lives.

Someone broke into the house while they were home alone. The girls managed to escape harm, but their close call suddenly made not only the victims aware of their immediate need for security, but neighbors, too. This was especially the case for the gentleman that called us to hook up monitoring for his security system, because he was leaving town in two days.

His wife and child would be home by themselves while he was away and he would feel uncomfortable leaving them alone without security.

At the time he called us to set up an appointment to hook up the system, our schedule was full for the next few days. However, considering the circumstances involved we couldn't settle for that. Our Agent passed this information on to our Technicians. We received a rapid response from a Technician volunteering to work late on Friday evening. The husband made sure that this family had a working security system in place before he left town. This is just another example of our valuable employees, and their dedication to helping people. At Safeguard, we are willing to go the extra mile to make sure you and your family are protected.

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Moving? Take Safeguard with you!

Safeguard can transfer your alarm system service and also help you plan the technology integration for your new home. We can even have your new home alarm system ready and monitored before you move in.

Simply contact Customer Support at 480-609-6250 to transfer your service.

corporate office
16117 North 76th Street
Scottsdale, Arizona 85260



Safeguard Personal Emergency Response Service



In March, Safeguard announced the new Personal Emergency Response Service. It's a lifeline to emergency services for independent seniors.

If you happen to be one of the thousands of Safeguard senior clients, or the child of an independent senior, you may be ready to consider Safeguard's Personal Emergency Response Service. For the benefit of our clients we have made sure that the Safeguard Personal Emergency Response Service is affordable, reliable and, in the best tradition of Safeguard, it's available to our clients without long-term contracts, plus you don't have to buy the equipment.

If you want to order or learn more about the new Safeguard Personal Emergency Response System, we invite you to contact one of our Customer Support Agents at 480-609-6250. They can answer your questions, set up your account and have the service working anywhere within two or three business days.



If you are still unsure or asking yourself if this is right for you or your loved one, these details may help you decide:

- Two-Way emergency voice communication with the Monitoring Center.
- Water Proof pendant worn on the wrist or around the neck (one included).
- Easy to install. Plugs into the telephone line and power from a wall outlet.
- Includes a rechargeable battery in case of power failure.
- Your emergency and medical information is on file with the Monitoring Center.
- Month to month agreements (no long-term contracts).