

# ALARMING NEWS

SPRING 2023



A PUBLICATION FOR ALL OUR VALUED CUSTOMERS

## Peace of Mind Comes Standard with All Our Life Safety Systems

As we approach what seems to be an annual rite of Spring, those we so gratefully serve can expect to be targeted by our competitors.

Continue to trust the critical security for you and your family to Mountain Alarm, in the life safety business since 1952. Door-to-door solicitors, cable TV companies, and cellphone retailers, who provide security as a small part of their operation, can't deliver the level of knowledge, attention to detail, and customer service we do.

Don't be fooled by their offers of free equipment and supposed discounts. Hidden costs and lengthy contracts will cost you much more over the life of an agreement. Too often we hear from customers who were lured away by competitors, only to be frustrated by cheap components, lack of customer care, and unexpected charges.

Instead, continue to enjoy the advantages of a system from Mountain Alarm.

- The latest devices for security, video surveillance, and home automation technology.
- Interactive services that allow you to view live or recorded video any-



where, anytime, and arm and disarm your system remotely. Control thermostats, lighting, locks, garage doors, and small appliances and more from your smartphone, tablet, or computer.

- Branch offices run by local teams with an A+ rating from the Better Business Bureau.
- Much better service and value.

Please call your Mountain Alarm branch before considering a different provider. We have a full array of life safety products and services and want to continue protecting your home or business.

### PRESIDENT'S MESSAGE

## A Vital Team Member Returns

At Mountain Alarm we have hundreds of amazing alarm professionals who help us take exceptional care of our customers. I am grateful for each one of them who all serve our customers in their respective areas of expertise.

Today I want to focus on a new hire who will serve as our Director of Technical Operations—Jerod Urry. Jerod isn't just a new hire; he has an alarm pedigree and a history with Mountain Alarm. Jerod started



**Jerod Urry**

25 years ago as an Operator in our monitoring center dispatching alarms. As he progressed in his career, he became a technician. He even trained me how to install alarms in 2003 and 2004. I am particularly fond of an experience I had in the summer of 2004 when Jerod left me on a job site while he ran to check on another job site. I was pre-wiring a house for an alarm system when I drilled through a water pipe and water started spraying everywhere. I remember running all around the house frantically looking for the water shut-off valve and thinking that day was the day I was going to get fired. To this day we still laugh about that learning experience.

Jerod continued to advance in his career and became the Operations Manager over our Northern Utah operation, and he eventually became the General Manager of the same operation. He was wildly successful in all these roles and our customers loved him. Ultimately, two years ago, he decided he wanted to get out of management and back into the technical side of life safety. He left us and took a job as an engineer for a well-respected security camera software developer. Over the past two years we have continued to grow rapidly and when I realized we had grown to the point we needed someone dedicated specifically to vendors and new product research, I knew Jerod was the man for the job—someone whom we could trust to make the best decisions about products and technology for our customers. Please join me in welcoming Jerod back to the team after a two-year hiatus. Here's to the next 25 years working with some of the best people in the industry. We aren't going to let him leave this time.

Sincerely,

*Eric Garner, CEO & President*

## Don't Make a Move without Security

Spring tends to be a time when people start house-hunting. If you're thinking about moving, don't forget to address your security needs when choosing a new home.

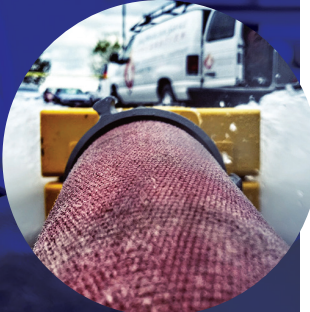


Protect your new property with the name you've grown to trust for state-of-the-art security and home automation. As a valued customer moving to a new location, you'll receive special pricing on a new system—or we can takeover the monitoring if your new home is already equipped with a security system. We'll make it easy to get up and running at your new place with intrusion detection, video surveillance, life safety, automation, and monitoring.

Call our local office today and we'll schedule a FREE in-home security assessment. Our security experts can recommend the products and services that best meet the needs of your new home.

## Trust the Test & Inspections Experts

Keep the experienced team at Mountain Alarm in mind when planning your yearly required fire system testing and inspections.



Our inspectors provide superior service, keeping you in compliance and your systems operating reliably.

We provide barcode scanning with our inspections and keep a five-year archive of online reports, as well as repair authorizations, and references to all applicable NFPA codes and standards.

Contact your local branch to learn about their availability for testing and maintenance of fire alarm systems, fire sprinkler systems, fire pumps, fire extinguishers, and backflow preventers.

**Reminder**

If you're mailing your payment, please send it to:  
P.O. Box 12487 • Ogden, UT 84412-2487

# Referral Program Benefits New and Existing Customers Alike

We would like to make all customers, particularly those who are new to the Mountain Alarm family, aware of our Refer-a-Friend program.



Mountain Alarm takes pride in providing unmatched customer service. This results in a significant amount of new business from word-of-mouth and referrals. We continue to grow thanks to our valued customers recommending us to their friends and family.

Our Refer-a-Friend program was designed to reward those who champion the benefits of our products and services. We also appreciate the opportunity to meet potential new customers and earn their business.

Share the benefits of Mountain Alarm's exceptional commercial and residential life safety products with your loved ones, friends, neighbors,

and colleagues. And if they sign up as a new customer, we'll send you a \$100 Visa® gift card!\*

They just need to provide your name as the source of the referral when purchasing their new system. **There is no limit to the number you can earn. You'll get \$100 for each new customer you refer.**

Call your local branch if you'd like more information about our referral program. Thank you for recommending us to family and friends.

\*36-month monitoring agreement required.

## Always Improving, Always Innovating

Each of our locations regularly schedule time to have the best equipment manufacturers train our technicians. By conducting these regular training sessions, we are always at the leading edge of technology. It ensures our understanding and expertise in the inner workings of all our products and services.



While Continuing Education credits are required for state licensing, we encourage and incentivize our technicians to acquire as many certifications and as much training as possible to remain the foremost experts in the field.

**Technicians undergoing eight hours of additional training on Kidde Fire Systems at our Billings office.**



Call 1-888-349-3455 for customer service and remember to test your system monthly.

