

ALARMING NEWS

WINTER 2021



A PUBLICATION FOR ALL OUR VALUED CUSTOMERS

Re-branding Underway for Branches in Montana, Nevada, and Wyoming



In recent years, our family of companies has grown with several acquisitions including Kenco Security and Technology, Burgarello Alarm, Watchguard, ASG, ASI, ESI, and most recently, CEI. With the addition of these various companies, markets and brands, our executive team has elected to consolidate all, along with the respective teams, under a singular name – Mountain Alarm Fire & Security.

Unique to its market and operation, CopperState Fire Protection, our Arizona company dedicated solely to commercial Fire protection, will continue to operate under its current name and brand.

Soon after the first of the year, we will begin re-branding in order to streamline operations, expenses, strategies, and goals under one cohesive corporate culture. The move further establishes Mountain Alarm as the leading brand for security, life safety, fire protection and home automation in the Mountain West.

We're grateful for the opportunity to protect you, your families, homes, property, and businesses. Throughout our company, our team takes pride in the Mountain Alarm name. As a family owned and operated company since 1952, we consider one another and you, our valued customers, part of the Mountain Alarm family.

Combining these companies in name benefits our efforts to expand into new markets and grow in existing ones. Though we've consolidated our name, the same team of local, dedicated experts will continue to serve you. While the name on the buildings, trucks, uniforms, invoices and other correspondence will ultimately change, you will still enjoy the relationships you've built with your trusted technicians, managers, and customer support representatives. Our dedication to you will also go unchanged and unmatched.

2021

All of us at Mountain Alarm and CopperState wish you a Happy New Year – one full of hope, health, and promise.

Please let us know if we can assist in any way.
Thank you for your business.

PRESIDENT'S MESSAGE

CEI Alarm in Reno Joins Our Family

I am proud to announce that on November 19 Mountain Alarm acquired CEI Alarm in Reno, Nevada. The addition of CEI Alarm comes three months after we acquired the largest alarm company in Reno – Burgarello Alarm.



CEI Alarm was founded by Dave Sinclair in 1991. They are a full-service alarm integrator with over a dozen team members and more than 2,000 monitored customers in Northern Nevada.

“Eric and I became friends over the past year,” Sinclair said. “We have talked at length about business management and the alarm industry. Eric has an entrepreneurial spirit that reminds me of myself growing my business over the last 29 years. I’m excited for the opportunities this merger will provide for my team and what Mountain Alarm will provide to the community. I selected Mountain Alarm to buy my business because they are a family business and their passion for customer service is apparent.”

Early in our discussions, I recognized Dave’s passion for the Reno community. He has developed strong relationships with the business leaders there. Dave has a strong desire to help other entrepreneurs succeed. CEI Alarm has deep roots in the community and an excellent reputation. I am excited to continue building on that foundation. I’m grateful we found each other and that he chose us to take care of his team and customers. To all our new CEI Alarm team members and customers, welcome to Mountain Alarm.

Sincerely,
Eric Garner, CEO & President

Setting Automation Rules, Schedules and Scenes in the Alarm.com App

One of the most useful features of Smart Home devices is the ability to set up automatic actions. Based on schedules and rules you set for your system, you can automate arming and disarming, thermostats, lights, locks, appliances and more.

Time-Based

Set rules based on the time of day and the day of the week. For example, automate your lights to turn on and the temperature to adjust before arriving home from work.

Location-Based

Have your system act automatically based on your location. For example, set your system to arm whenever you travel a specified distance from home.

Trigger-Based

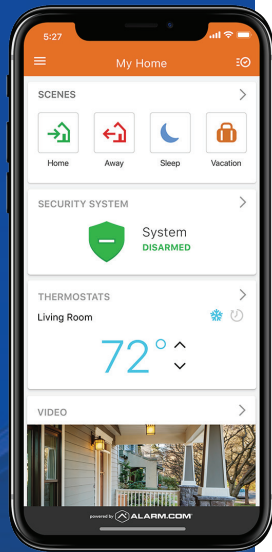
Set rules based on the status of other devices. For example, when you arm your system you can automatically have your doors lock, garage door close, and thermostat go into energy-saving mode.

Personalize Your System

Your home is unique – customize how it works. It's really very easy to automate your system and devices with Alarm.com. Inside the app, navigate to "Automation." There you will see tabs for rules, schedules, and scenes. These can easily be customized with your automated settings:

- by specific device
- by individual user
- by time of day and day of week
- using sunrise and sunset
- based on whether you are home or not
- based on learned activity patterns
- based on outside temperature

Contact us today if you need help automating your system for greater convenience and cost savings. If you don't currently have interactive services, we'd love to show you how upgrading your system can make your home safer and smarter.



A large part of providing the best and most reliable systems hinges on offering the latest technology. Our company carries the most advanced products in the industry.

As the brain of your security system, your control panel should operate with state-of-the-art technology and features. Advances in telecommunication networks can make older panels obsolete. Depending on your current model, these changes may mandate the need for a newer panel. In addition to improved performance and reliability, an upgrade also affords you more convenient features and enhanced security. These panels also offer sleek new designs and easy, intuitive operation.

Cellular providers in the areas we serve are in the process of discontin-

uing 3G service. If your system has an older panel that uses a 3G communicator, you'll need to upgrade to keep the signal at your home or business reliable.

Updating your panel will ensure performance of any smart devices you currently have. It will also provide the ideal platform for expanding your system in the future to include automation components like thermostats, lights, locks, garage door controllers, and much more. These can all be accessed and controlled using your smartphone, tablet or computer.

To schedule an upgrade service or if you have any questions, please call your local branch. We have many options and plans available to take advantage of the latest technology.

Look to our Fire Protection Teams for All Required Test & Inspections in the New Year

We're committed to meeting all of your fire protection needs, including performing any tests and inspections required in your area. Our experts pride themselves in providing superior customer care and to keep you in full compliance.



repair authorizations, and references to NFPA codes and standards. We employ barcode scanning for our

inspections and maintain a 5-year archive to easily retrieve all reports.

Contact your local branch today to learn about their

With the most experienced team of Fire professionals in the Western United States, we can ensure your systems operate without fail.

capabilities for testing, inspections, and maintenance of fire alarm systems, fire sprinkler systems, fire pumps, fire extinguishers, and back-flow preventers.

Through Building Reports®, you can easily view online reports, online



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

