
NO MORE



How to Save Money on Home Security

Inside you'll discover...



9 Things to Avoid When Choosing a Security System

Alarm companies' ridiculous tricks are so common that you're probably blinded to them... let us re-open your eyes (pg 1)

3 Creepy Tricks Found in Most Alarm Contracts

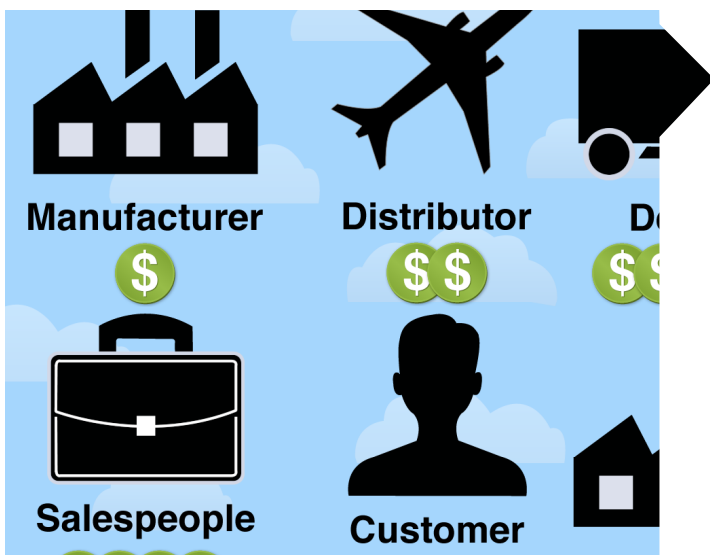
There's a reason they make the print so tiny... reading it may freak you out (pg 3)

Three Families — The Smart One Saves Thousands

Real home security prices uncovered at last (pg 4)

How to Get the Best Deal on Home Security... Without Inviting a Sales Rep Into Your Home

Cut straight to the point with this ingenious trick (pg 6)



SimpliSafe's Money Saving Secrets

Find out how we can afford to charge you so much less than the other guys (pg 7)

Our Own (Very Large) Fine Print

The off chance SimpliSafe isn't right for you (We're not ashamed to level with you) (pg 8)

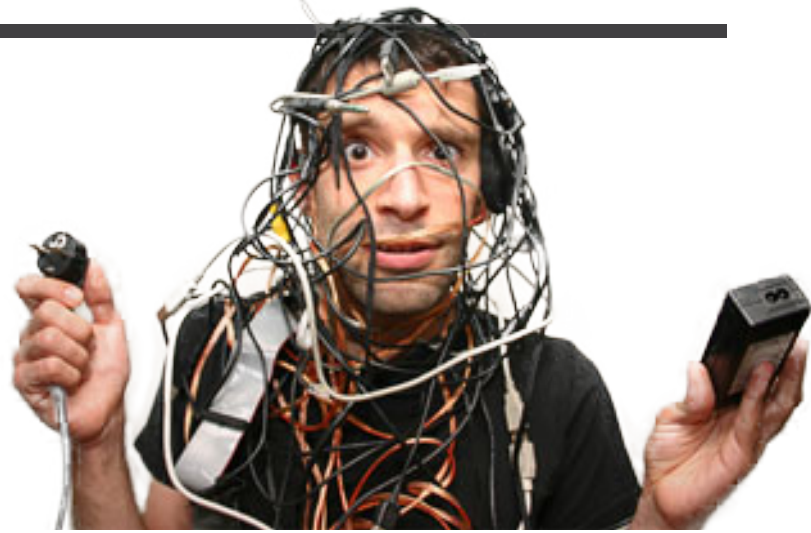
9

Things To Avoid when Choosing a Home Security System

1. Outdated Technology

Traditional alarm companies want to put wires in your walls, because they know that ripping their wires out is hard and expensive.

SimpliSafe's Solution: 100% wireless technology. We took the latest in microchip technology and developed smarter software to offer you a robust and reliable security system. And your walls stay intact.



2. Overpriced Monthly Monitoring

Most companies charge upwards of \$35/month for basic service. Why pay extra when you could have the same level of service for half the price.



SimpliSafe's Solution: Alarm monitoring for just \$14.99/month. Note that this is the same level of security that the traditional companies provide. It's called "U.L. certified monitoring."

3. Contracts

Many companies won't give you anything until you've signed a 3-year contract that locks you into hefty monitoring fees.

SimpliSafe's Solution: No contracts! Our customers stay with us because of our excellent product quality and helpful customer support.

4. Sneaky Auto-Renewal Clauses

If you don't cancel within 90 days of the end of your

We listened to all the things you dislike about traditional alarm companies...then fixed them

3-year term, you're legally trapped — and locked in for another 3 years of fees.

SimpliSafe's Solution:

Honesty — plain and simple. No hidden charges, no commitment, and no sneaky tricks.



5. Frustrated Customers

Ever tried googling "alarm system complaints" or "alarm contract complaints"? Try it — see for yourself how many people regret choosing our competitors.

SimpliSafe's Solution:

Our customers are our biggest fans! Check out our Facebook page for proof.



Continue Reading for 4 More Tips!

6. Dangerous Defects

Most systems use a phone line to connect to the monitoring center. Burglars sometimes cut phone lines.

SimpliSafe's Solution: Cellular technology, which is uncuttable and delivers the signal 5 to 10 seconds faster. No phone line required.

7. Inflated Pricing

When you buy from a traditional company, Prices are kept high because there are so many middlemen and salespeople involved.



SimpliSafe's Solution: We don't have expensive salespeople or middlemen, so we can keep our prices low.

8. Pricey Installation

They charge you \$99 to \$500 to come drill holes in your walls. Often you have to take a day off from work to watch them do it.

SimpliSafe's Solution: Our do-it-yourself set-up is easier than you could ever imagine. No tools required, and the system itself talks you through it.



Q: Does "easy-install" mean the equipment is lower quality?

A: No! Quite the opposite. No wires means there's nothing for burglars to cut. If a sensor is removed or tampered with, the Base Station will notice that it's not responding and alert the monitoring center. In fact, here's a clever feature: recently, a burglar tried to disarm a SimpliSafe alarm by smashing the keypad with

a baseball bat. The police were alerted immediately, via the Base Station, which stayed silent while it contacted the monitoring center. The burglar was apprehended a few minutes later.

9. Bulletproof Lock-Ins

Once they've locked you in, companies make it impossible to cancel. As soon as you sign up, there's no going back: you cannot cancel even if you try.

SimpliSafe's Solution: No Commitments, Catches or Hard Feelings. We offer you a **60-Day "ECSTATICALLY HAPPY" Guarantee**. We are so confident you'll be crazily delighted with your new alarm that we offer a full refund. We'll even pay for return shipping—so you don't risk a single penny! Even after the 60 days is over, you're protected by our **3-year warranty** on all SimpliSafe equipment. Plus our customer service team is available to answer any questions you have. That's what has earned us an **A+ rating with the Better Business Bureau**.

And that's just the beginning!

Keep reading to shine some light on traditional alarm contracts – and see what's lurking in the fine print.



3 Tricks Found in Most Alarm Monitoring Contracts

If you're still considering a contract alarm because you've been promised a discount on the hardware—Then stop for 1 minute and make sure you note down these common tricks found in many alarm contracts:

HOME SECURITY CONTRACT

The Company agrees to install or take over ("installation") the System in a workmanlike manner, and you agree to pay all applicable installation and activation charges. You must pay all

1

Early termination: If you cancel service or otherwise terminate this contract during the three year term, you will pay 75% of the remaining monthly charges.

agree to provide the Company with 115 AC electrical outlets for the Company's power equipment in locations designated by the Company. It is your responsibility to make arrangements for lifting and replacing carpeting for the installation of floor mats and/or wiring, if required. It is the intent of the Company to conceal wiring in the finished areas of the Premises, however, there may be areas where the Company determines, in its sole discretion, that it is impractical to conceal wiring. In such areas, wiring will be exposed and the Company shall not be liable for loss due to water intrusion, mold, fungi, wet or dry rot or burning. You must notify the Company in writing of any

2

After the warranty period has expired, you will be directly responsible for loss, repair, replacement, and other costs, any damages, fees and charges.

take over all or any portion of an existing System, including if it determines that they are not in good working order or will not operate with Company Equipment (defined below) or the Services. The Company will notify you of any required repair/replacements costs related to the System. If you decline to pay such costs, the Company can terminate this Agreement without liability. After the take over, the Company will always own the transmitting device, which contains the Company's proprietary data, and any touchscreen panel or other multimedia device provided by Company.

3

This agreement shall be renewable at the end of the current term for a successive 36 month term unless the party gives written notice of its intention not to renew 30 days before expiration of the current term.

Company Parties. You hereby acknowledge and agree that the provisions included to the Company under this Agreement apply to each of the Company Related Parties, including, without limitation, the provisions entitled "Limitation of Liability", "Insurance", and "Indemnity/Protection of Company."

X _____

Creepy Trick

Cancelling the contract is next to impossible. You can't cancel your alarm monitoring...UNLESS you pay a lump sum of the monitoring fees you owe under the contract. But they can cancel on you anytime they want...for reasons like "if the company finds it inconvenient to provide services."

Sneaky Trick

The "It's Your Problem" Clause: Most alarm contracts written by highly paid lawyers lock-you-into paying for their services even if the alarm system doesn't work. Most offer limited 90 Day warranties, after that it's your job to pay for any alarm repairs. If your alarm stops working and you can't afford to fix it, you're still required to pay for alarm monitoring.

Dirtiest Trick in the Book

Most alarm companies use a nasty little clause called the "automatic renewal" clause in their alarm contracts—This means that your contract will automatically be renewed, unless you cancel by mail within 30 days of the end of your contract. This is hidden away in the very, very fine print. This clause is so nasty that many state governments are trying to ban it.

But SimpliSafe is Different.

Our security systems have the **most advanced features**. We protect you with a **3 year product warranty**. And we have **no contracts**, which means you can cancel anytime—no questions asked.



Geoffrey & Beatrice



Milo & Denise



Ben & Christine

Three Families One Saves Thousands

When shopping for almost anything under the sun (whether it's cars, cameras, or candy) comparing prices is easy... Unfortunately, the home security industry insists on leaving consumers in the dark about pricing.

You just try finding a price estimate on your average security company website — the only numbers you see are 1-800 ones. If you call them, sales reps will take down YOUR information, call you every night during dinner and eventually send someone to your home to upsell you.

We tracked down the costs of securing the average american home with our competitors. Here's what we found:

What's the Real Cost of "Free"?

Meet three average American couples:

Geoffrey and Beatrice, Milo and Denise, and Ben and Christine.

Each couple has a decision to make: they need a security system for their 2500 square foot home. They need sensors for their front and back doors, and for each of the 5 windows on the ground floor. They also want one motion sensor, and to make sure they are protected against fire and CO poisoning.

Seduced by the "free" startup system, Geoffrey and Beatrice go with ADT, and Milo and Denise pick Comcast, Ben and Christine choose SimpliSafe.

Over three years, here's what they end up paying:



What's the Real Cost of a Home Security System?

	Geoffrey & Beatrice (ADT)	Milo & Denise (Comcast)	Ben & Christine (SimpliSafe)
Initial System	“Free” (includes 2 door/ window sensors, 1 motion detector, 1 keypad, and 1 voice sounder)	“Free” (includes keypad, motion detector, and 3 door/ window sensors)	\$259.95 (includes base station, wireless keypad, motion sensor, 4 door/ window sensors, and keychain remote)
Additional Sensors (Smoke Detector, CO Detector, keychain remote + extra entry sensors)	\$150 + \$150 + \$60 + (\$75 x 5) = \$735	\$99.95 + \$99.95 + \$99.95 + (4 x \$69.95) = \$579.65	\$29.99 + \$34.99 + (3 x \$14.99) = \$109.95
Installation	\$600	\$199	Free (Do-it-yourself in 20-30 minutes)
Landline*	\$100 install + \$24/month	not needed	not needed (cellular)
Internet**	not needed	\$52.95/month (comcast internet service required)	not needed (cellular)
Maintenance & repairs***	\$175	\$4.95/month for warranty	\$0 — our 3 year product warranty protects you from any maintenance or repair costs.
Monitoring	\$40/month locked in for 36 months	\$39.95/month locked in for 36 months	\$14.99/month NO CONTRACT
3 Year Total:	\$3,914.00	\$4,274.25	\$909.54

* ADT security systems require a telephone landline

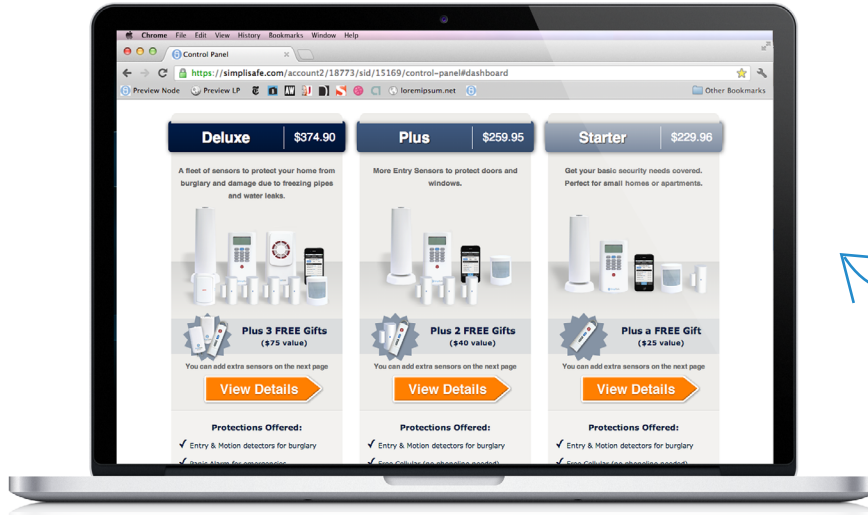
** Comcast security systems require that you subscribe to Comcast internet

*** Most companies only offer a 30 day product warranty, after which you're responsible for any alarm repairs or maintenance required. Often you're forced to pay their technicians \$175/hour plus the cost of parts.

SimpliSafe's prices are easy to find at our Home Security Shop: simplisafe.com/home-security-shop

Our mix-and-match components mean it's a snap to customize a SimpliSafe system so that it fits your home, and you get an IMMEDIATE quote. (And most people find that our 8-piece Plus package meets their needs perfectly.)

How-To Get the Best Deal on Home Security, Without Inviting a Sales Rep into Your Home



Visit Us Online
for your
Free Quote!

1

Grab your secret weapon — a quoted price from SimpliSafe, using our free online pricing tool at: simplisafe.com/home-security-shop

2

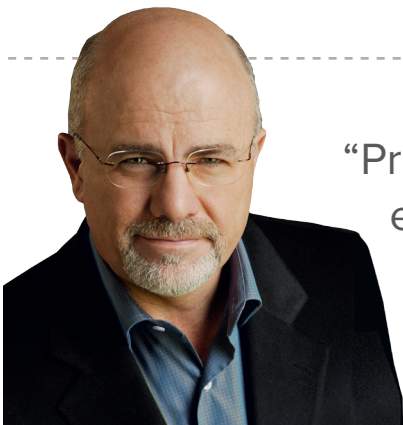
Call the company of your choice and say **these magic words**: “I have a quote from one of your competitors and I want to see if you can beat it.”

3

Then, **THESE magic words**: “No, I will not give you my contact information — just give me a competitive quote.”

4

Finally, **MAKE SURE to ask this question**: “How much will alarm monitoring cost me over the entire length of the contract?” This will tell you how much one of their alarms will REALLY set you back.



“Protecting your family is important, but don’t ever sign a contract. Do it the right way with SimpliSafe. They are the good guys.”

—Dave Ramsey, Financial expert and
New York Times Bestselling Author

Expert Review

But Why is SimpliSafe So Cheap? Is it Reliable?

There's something terribly wrong with the home security industry. Unlike SimpliSafe, most burglar alarms are way too expensive. Here's why...



Unlike traditional alarm companies,

SimpliSafe has sliced out shady contracts, intrusive installations, and costly middlemen. We designed our system from scratch to give you everything you need in a security system plus some exciting bells and whistles. We sell direct to you, online. Our system is easy to

self-install, and we pass the savings onto you with excellent equipment pricing and offer you the industry's best value on monthly monitoring for just \$14.99/month.

We've listed here all of our most impressive features (there are more, but the list would get too unwieldy):

- **Super-Safe Base Station** — holds the brains of your system. It's hidden somewhere in your house, so no burglar can smash it.
- **Wireless Technology** — no unwieldy wires for burglars to cut.
- **Control at your fingertips** — arm and disarm your system using either a Keypad, a handy Keychain Remote, Online Command, or the SimpliSafe Smartphone App.
- **No Risk** — We offer free shipping and a 60-day money-back guarantee, so you have nothing to lose!
- **And More!** Visit our [Features Page](#) to see the whole lineup.

Made your decision? Order today and receive a FREE Keychain Remote (a \$25 value!).

Our Own **Very Large** Fine Print



SIMPLISAFE IS NOT FOR YOU IF...

- 1. You have a HUGE home.** If your home is larger than 20,000 square feet (about the size of a football field)—or if it has more than 50 windows on the first floor—you would probably benefit from a system that can handle a huge number of sensors. Our advice is to one of the traditional contract security companies—and keep in mind the things we’ve warned you about.
- 2. You run a large commercial property**—such as a shopping mall—you would probably benefit from a system that has CCTV or security guards, in which case you should probably go to one of the traditional contract security companies—and keep in mind the things we’ve warned you about.

However, if you’re one of the 95% of people who don’t have a huge home, and don’t run a large commercial property, then SimpliSafe is probably the best choice for you. If you’re in any doubt, contact one of our security consultants at 1-888-957-4675 for free friendly advice. Our alarms are currently protecting many lawyers, doctors, small business owners and retailers.