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SIMPLISAFE OFFERS WIRELESS, PLUG-AND-PLAY SECURITY FOR URBAN DWELLERS. SYSTEMS SUCH AS THESE ARE INCREASINGLY BEING USED IN THE ERA OF DISAPPEARING LAND LINES. PHOTO COURTESY OF SIMPLISAFE INC.

Big Brother gets a makeover

Trends and products in building security

Providing your tenants, whether they are condominium dwellers or apartment renters, with a robust security solution is a great way to add an amenity to a project and stand out from the competition. The key is not making your project look like a high-security prison or something out the dystopian, futuristic movie *Brazil* and yet still offer safety to residents.

Chad Laurans from SimpliSafe Inc., a company that offers wireless, plug-and-play security options for urban dwellers, says many customers, both builders and end-users, are increasingly requesting security.

"Security is a more requested amenity lately. It's becoming more important with the economy and increasing crime trends," says Laurans.

Another driver for wireless security is in urban areas where newer housing

units are increasingly being built without phone line wiring to save on the cost, so a wireless system such as the one manufactured by SimpliSafe makes it that much more feasible for a builder to offer a solution.

"From the builder's point of view the ability to get a system installed quickly and at a low cost is important," says Laurans.

Since all of the sensors in SimpliSafe are wireless, anyone can install window and door sensors, motion detectors, panic buttons, and keypads without any wiring. "Our system includes a wireless connection to the emergency monitor center where the alarm signals are sent so there's a built-in cellular module," Laurans says.

If builders are not going to build a security system into their latest project,

but they want to be able to offer it as an upsell or future amenity, they could feasibly charge extra for it or promote it with marketing materials to tenants and get a commission from SimpliSafe.

"We have a partnership program. Builders get the marketing materials and can include them in their welcome kit. Any sales that are made via a tracking code, they get a commission," says Laurans.

SURVEILLANCE 2.0

Security features can include commonly used, but effective, motion sensors and door sensors and automatic notification to call centers. But many multifamily developers are stepping it up on what they offer to prospective clients.

Jon Ecker, president of Peace of Mind, a New York-based security and A/V integrator, says many of its clients are