

ALARMING NEWS

FALL 2021



A PUBLICATION FOR ALL OUR VALUED CUSTOMERS

Mountain Alarm Committed to the Three I's that Comprise Our Mission Statement

As with most companies in business today, Mountain Alarm has a Mission Statement: "Integrity. Initiative. Intelligence." Three simple, yet powerful, words. But more than just words, these ideals serve as the

Alarm, you can depend on ethical and honest treatment.

With each interaction, customers can count on our showing the initiative to find solutions



Intelligence Initiative Integrity

foundation of a company owned and operated by the same family since 1952. Our concise, focused Mission Statement speaks volumes about how we conduct business and how we treat customers.

Ours is a mission championed by a leadership team who has empowered the employees of Mountain Alarm to "make every customer happy" and to "treat each customer like he or she is our only customer." The professionals at Mountain Alarm are dedicated to these "three I's" and the purpose of what each entail.

The principal of integrity is the guiding light for our business practices with vendors, partners, colleagues, and customers. Morals and character count. When dealing with Mountain

Alarm, you can depend on ethical and honest treatment. that best meet their needs. Going above and beyond is our standard. By extending ourselves to better protect our customers, we build the most important quality in any relationship—trust.

We exhibit the intelligence to understand the best course of action to provide those solutions. We work harder and smarter. Challenges and opportunities are met with insight, expertise, and ingenuity.

While we may not always be perfect in realizing each of these lofty principles, our effort each day to reach them will be. As will our commitment to providing our customers unparalleled protection and service with "Integrity, Initiative, Intelligence" as our guide.

PRESIDENT'S MESSAGE

Another Exciting Addition to the Mountain Alarm Family

In August, we acquired NICO Electronic Systems in Helena Montana. NICO is a full-service alarm integrator, serving the Helena area for over 46 years. They have over 800 monitored customers.



I have known and respected the owner, Bill Niehoff, for many years. He has always taken pride in the install and service work they do, which gives me great confidence in the business. I am honored that Mountain Alarm has been selected to take care of NICO's customers going forward.

In 2018, Bill promised me he'd let me know when he was ready to retire. I promised him that Mountain Alarm would be a great home for his team and his customers. The time finally came for Bill to retire. He plans to spend more time in the mountains of Montana during the summer and fall but plans to work for us part-time doing fire alarm inspections in the winter. Many of the NICO customers will be excited to know that life-safety and alarm expert Rory O'Donnell from NICO has also joined our team.

On behalf of the Mountain Alarm family, I welcome each NICO customer. I look forward to getting to know you. We are enthusiastic about taking care of all your life-safety needs, providing a great customer experience, and introducing you to additional technology and service offerings that will improve your quality of life. It has been our passion since 1952.

Sincerely,
Eric Garner, CEO & President

Introducing a New System that Allows for Convenient Payments Via Text

For several years, Mountain Alarm has communicated with our customers through text messaging to answer service questions and to solicit online reviews. Using the same platform, we recently implemented a new option that allows us to send a text with a link for customers to make secure payments.



method. You can “Pay with Card” (or Apple Pay or Google Pay.) The payment screen will open to allow you to enter your credit card information, or if you have Apple Pay or Google Pay linked to your account, you can pay with either method as well.

Step 4: Select the “Pay \$XX” button at the bottom of the screen. Once the payment is complete, a new window will open informing you that the payment was successful. (You can also enter an email address to receive a receipt.) You will then receive a text thanking you for your payment with an additional link to the receipt.

Initially, the system will be used to send texts primarily to customers for payment on overdue balances and new installations. However, we want to make all customers aware of this new feature. If you receive a text message from us requesting payment, please know that the message is legitimate, and the following process is secure:

Step 1: You will receive a text with a link to complete the payment.

Step 2: Click the link provided in the text.

Step 3: The payments page allows you to choose your preferred payment

If you elect not to use the link to make a payment, you will still receive a regular invoice or a notice of late payment, if applicable. The pay-by-text option does not replace any of our other payment methods.

Please call our Customer Experience Department at 1-888-349-3455 if you have any questions about this new service. We’re hoping customers will enjoy the convenience of this new payment option, as we continually look for ways to provide superior customer care.

Notice from Processor Regarding Card Payments

What is changing?

On August 1, due to a regulatory requirement, the processor of our credit and debit card payments changed the description on your monthly statement. You will now see payments to us listed as “4TE*MOUNTAINALARM” or “4TE*COPPERSTATE” on your statements.



Why is this changing?

Card brand rules require the cardholder’s statement to display our payment processor, which is Forte (4TE), and our merchant DBA name.

What action is required?

No action is required on your part. We simply wanted you to be aware of this change to avoid any confusion when you see the payment described on your statement.

Third Monitoring Center Provides Additional Protection for Our Customers

Mountain Alarm is pleased to announce the grand opening of a third monitoring center. Located in Cedar City, Utah, the new fully redundant monitoring center is over 5,000 square feet with workstations for 28 active monitoring agents. This state-of-the-art facility adds another layer of redundancy for our customers, ensuring continuous service for those we protect.



Our five-diamond-rated monitoring centers set the standard in the industry. When an alarm is activated, our highly trained agents respond based on the type of alarm received. Many service providers simply text or email, but we ensure that contact is made with those listed as points of contact on the account.

Once the alarm is verified, Emergency Medical Services, Fire Department Personnel, or Police Response is dispatched. Communication to first responders happens within minutes.

Only a select few central stations carry the five-diamond rating. It’s only awarded to companies who demonstrate a commitment to superior functionality and customer service. Our central station monitoring is UL listed and fully redundant to ensure that, no matter the emergency, we’re protecting your home or business.

- Average Response Under 20 Seconds
- 100% Redundancy
- Burglar/Fire Alarm Monitoring
- Two-Way Voice Panel
- Personal Alarm Monitoring
- AES Radio Monitoring
- Automatic Email Reports

