



Fire,  
Security,  
Electronic  
Surveillance

"QUALITY AND PEACE OF MIND SINCE 1969"

(410) 766-8336

# THE ADVISOR

*A Quarterly Security Guide Especially  
Prepared for the Clients and Friends of A.A.S.C.O.*

**Post Office Box 159 • Pasadena, MD 21123-0159 • [www.okaasco.com](http://www.okaasco.com)**

**BUYER BEWARE**



Given an opportunity, there seems to be no limit to the creative ways con artists prey on the unwary. Oftentimes, those who want to deceive you will seem friendly, warm, generous and totally trustworthy. Here are some things that you should keep in mind whenever dealing with strangers:

- *Be wary.* Con artists depend upon our good nature and our tendency to believe what we are told if it sounds reasonable.
- *Be skeptical.* If it sounds too good to be true, it's too good to be true! Always refuse prizes or other offers that require you to make a purchase or divulge personal information before you can claim them.
- *Be reserved.* Never give private information to strangers. Be extremely careful about giving out your credit card, bank account or Social Security numbers to strangers who telephone or come to your door.
- *Be sensible.* Con men and scam artists rely on everyone being a little "greedy" at heart. Never invest in anything that requires you to act immediately, that requires you give the person cash or that is explained with a flimsy story that cannot be verified.
- *Be cautious.* Anyone who comes to your door uninvited has no right to expect an invitation into your home. The best advice is to turn all unsolicited salespeople away. In the case of utility workers, have them wait outside while you look up the telephone number for the utility (don't call the number they give you) and call to make certain the company has dispatched an employee to your area.
- *Be responsible.* Con men rely on the fact that many victims feel too ashamed to file a police complaint. Prove them wrong! If you suspect you're the victim of a scam, call the police at once, so that you can help eliminate a criminal from your community and possibly save many others from becoming victims, too. ❖

## What's Inside:

- ◆ Safety Tips For Travelers
- ◆ Successful Home Security
- ◆ "Do Not Call List" Doesn't Apply To Scam Artists
- ◆ Credit Card Safety



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## Specialized Security Concerns

Once you've protected your home's exterior perimeter with one of our state-of-the-art security systems, there are additional options available to you to protect precious possessions inside your home. Here are just a few examples of the most commonly used specialized security measures:

- Electronics—specialized anti-theft devices are available for all types of electronic high-tech components.
- Jewelry and other small valuables—can be protected with an alarm contact on a drawer.
- Safes—can be equipped with tamper-proof contacts.
- Silverware—storage drawers can be protected with alarm contacts. Items on display can be protected with an infrared curtain.
- Artworks—such as paintings, can be protected with infrared curtains. Sculptures can sit on recessed switches.
- Firearms—gun cabinets can be equipped with door contacts and glass break sensors. Gun racks can be protected with infrared curtains as well as being physically wired with security cable to prevent removal.
- Coin and stamp collections—display cases can be protected with glass break sensors.

In addition to these specialized applications, we can also offer you dedicated environmental protection systems that can detect water leaks, excessive temperatures or gas leaks. Please feel free to contact us about adding to or upgrading your current system to include any of these specialized security measures to your system. ❖

## SUCCESSFUL HOME SECURITY

In the past 24 hours over 9,000 families in North America became burglary victims, losing their valuables and their sense of security and peace of mind. Many of these crimes could have been prevented if the victims had only taken a few simple steps to protect themselves.

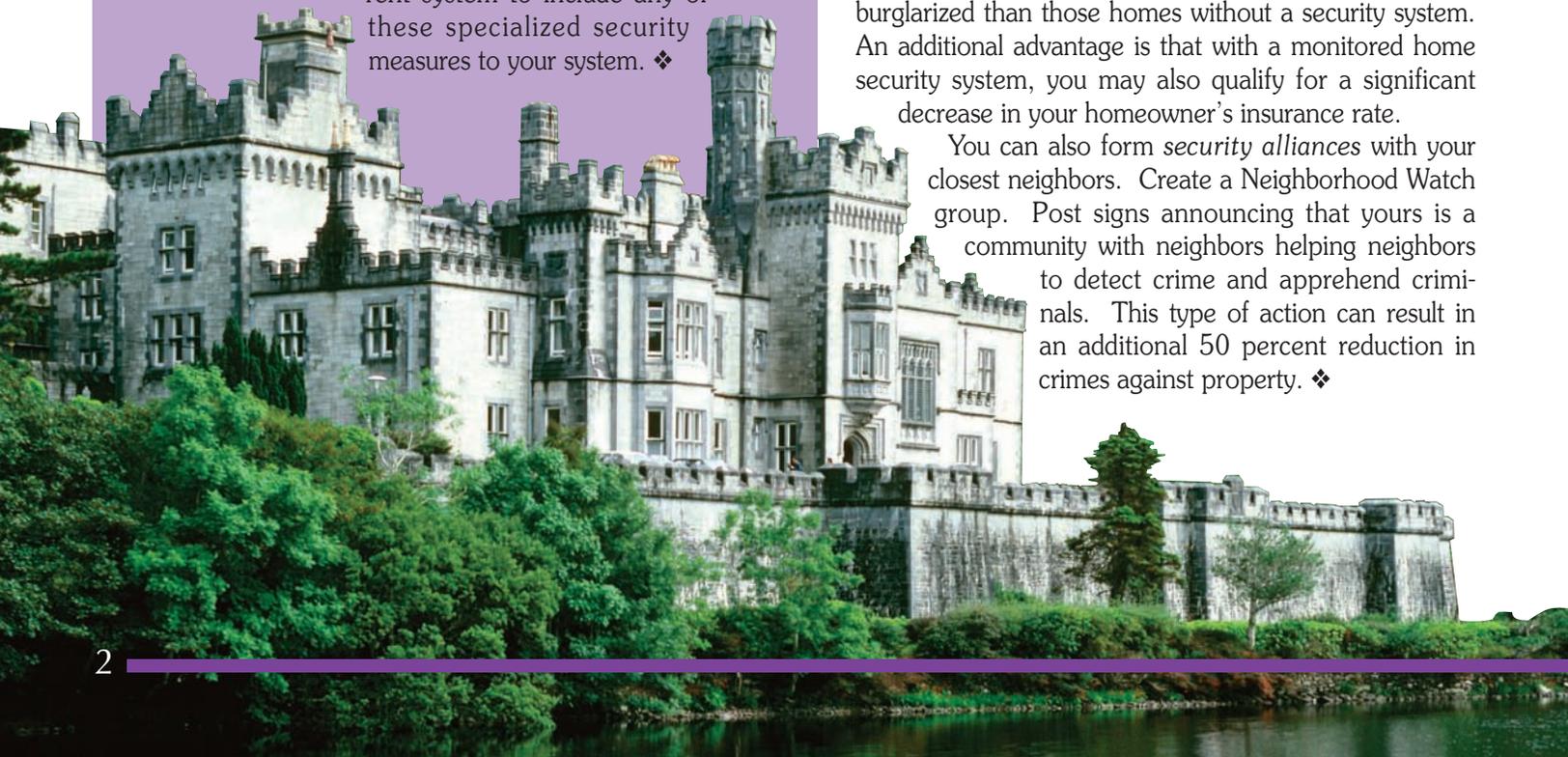
Home security can be broken down into three simple parts: deter, deny, and detect.

- **Deter**—This involves making your home a less appealing target for burglars. Burglars are looking for targets that pose minimal risk. Always arm your system when you're not home or when you retire for the evening. Put some of your home's inside and outside lights on timers, even if you're not at home. When away for long periods of time, stop newspaper and mail deliveries. When you purchase electronics, such as a new TV, stereo or computer, don't broadcast the fact by putting the carton out for trash collection. Break down the carton and put it in a trash can.

- **Deny**—This involves denying entrance by making your home burglar-resistant. When you're at home, or your system is not armed, make sure all of the entry points are protected with dead bolt locks. Make certain all windows, including small basement windows, have secure, pickproof locks and that they are kept *locked* at all times.

- **Detect**—Industry studies clearly demonstrate that homes with security systems are far less likely to be burglarized than those homes without a security system. An additional advantage is that with a monitored home security system, you may also qualify for a significant decrease in your homeowner's insurance rate.

You can also form *security alliances* with your closest neighbors. Create a Neighborhood Watch group. Post signs announcing that yours is a community with neighbors helping neighbors to detect crime and apprehend criminals. This type of action can result in an additional 50 percent reduction in crimes against property. ❖



## “Do Not Call List” Doesn’t Apply To Scam Artists

You may have listed your phone number on the *Do Not Call List*. But, don’t be surprised if your telephone rings and the friendly voice on the other end of the line says, “Hello ... due to your outstanding credit, you are eligible to receive a low-interest credit card with no annual fee. All I need is your checking account number for the initiation fee of \$30.”

In addition to the credit card scam, fraudulent telemarketers are bombarding unsuspecting consumers with scams and cons involving “winning a grand prize,” including cars, vacations and even money. The caller gets the consumer to reveal their bank account number which is needed for shipping costs or to transfer the prize money directly into their account.

As soon as this information is known, the scam artists are able to issue drafts to debit the consumer’s checking account without authorization. While many banks go to great lengths to review new telemarketing company accounts and watch for transactions that are not correctly approved, enough transactions get approved during this theft-by-telephone scam to make it attractive to criminals.

The purpose of the *Do Not Call List* is to protect us from unwanted telemarketers—most of whom represent legitimate business.

Scam artists, on the other hand, go out of their way to be friendly and pleasant—preying on those individuals who are lonely, gullible and/or naive. Quite often their targets are elderly, so if you have a parent who is liable to believe whatever he or she hears over the phone, do everything in your power to help them ward off these criminals. If you receive what you believe is a fraudulent call, report it to your local police immediately. ❖

## CREDIT CARD SAFETY

No matter what you are using your credit card for, there is always the possibility that an opportunistic thief is just waiting to get your number. Once that happens, someone else will shop-till-they-drop-a-bundle on your account. Even though your legal liability may be limited, the annoyance and inconvenience of sorting it all out can be like a bad dream.

Here are some guidelines for keeping your credit cards safe:

*When you’re out shopping ...* Keep your cards separate from your cash, preferably securely in a wallet or handbag. Avoid carrying them loose in your pocket, briefcase, workout bag, etc. Don’t allow salesclerks to put receipt slips in your shopping bag; take them and put them in your wallet. Tear up any carbon interleaf that may be used in older style sales receipts, taking care to destroy the area where your account number appears. And lastly, before leaving the cash register, always double-check to make sure that the salesclerk returned your credit card to you.

*When you’re on the telephone ...* Never reveal your Personal Identification Number (PIN) to anyone. No legitimate bank or law enforcement officer will ever call you on the telephone and ask for your PIN number. Exercise extreme caution when using your credit card to make purchases over the telephone. Never reveal your credit card number to anyone unless you initiated the call and you’re certain the firm you’re dealing with is a legitimate and reputable business. Never use your cellular phone to make a purchase using your credit card. Cellular phone calls are not secure and are easily intercepted by credit card thieves.

*When you’re on the Internet ...* The best advice is use extreme caution and make absolutely certain the web merchant is a legitimate business. Never use your credit card to buy anything over the Internet from anyone who doesn’t employ a secure encryption program to protect the security of your credit card number.

Every year billions of dollars worth of merchandise and services are “stolen” by credit card thieves. If you have even the slightest suspicion that any of your credit card numbers have been compromised, notify the card issuer immediately. They’d much rather issue you a new account number than lose thousands of dollars in fraudulent purchases made by a criminal. ❖



Dear Valued Customer,

Welcome to our Summer 2012 newsletter. With the vacation season approaching, please take the time to review your contact list to make sure that the information is current. Please fax changes to (410) 255-8980 or e-mail [info@okaasco.com](mailto:info@okaasco.com).

If home renovation is part of your plan, please be mindful of alterations that compromise your security. Secure your home and businesses against intrusion, both natural and criminal. As we prepare for a busy summer, we sometimes overlook basic security. Be sure to lock your windows and doors, and arm your security system each time you leave your home, and at the end of your business day.

To our clients with VOIP, FIOS or Cable Telephone Service. If you have changed or are considering changing to VOIP or FIOS for your telephone service, please see our website [www.okaasco.com](http://www.okaasco.com), Our Company tab, News drop down. The article: **Are You Considering FIOS or VOIP?** has some interesting information and important concerns to contemplate when shopping telephone services.

Also, please remember to test your alarm system.

Sincerely,

## Get The Latest Security Advantage For Your Security System With Back-up Cellular Monitoring

Please call for details

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## SAFETY TIPS FOR TRAVELERS

If you refer someone to us who purchases a complete security or fire alarm system, we will show our appreciation with 2 months of FREE monitoring or credit.



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Whether it's your annual vacation, or a major part of your work routine, in recent years security has become an increasingly important concern for all travelers. Here are some suggestions that can help make everyone safer when you're away from home:

When traveling, always put a *business address* on your luggage tags. Never use your home address on luggage tags when traveling. Local baggage handlers could easily make note of the address and pass it along to criminals.

When you check into a hotel, the first thing you should do when you get to your room is to make certain that there is a dead bolt lock on your entry door and/or a manual "bar-lock" that prevents the door from being opened when it's in its closed position. Also, check to be certain that any windows, terrace or balcony

doors can be securely locked.

Whenever you leave your room, always leave a radio or television playing just loud enough to be heard in the hallway outside your door. Also, always put out the "Do Not Disturb" sign on your door. These two measures are often enough to discourage anyone with a master door key from entering your room to have a look around for valuables.

When traveling, leave expensive jewelry at home. Nothing attracts the eye of would-be criminals quicker than "flashy" and "genuine" accessories.

If you suspect you're being followed as you approach your room, continue walking down the hallway past your room, until the person behind you enters his or her room. Or, you can "act" as if you suddenly remembered something you forgot to do and quickly reverse your path and return to the elevator area.

Traveling, whether for business or pleasure, should be as safe and secure as possible. These simple precautions can help put you and your family into a *safety-zone* at your temporary home away from home. ❖

