

more than
ONE-THIRD

of all intruders gain entry to residential homes through the front door.

23%

enter the home through first floor windows

22%

through the backdoor

6%

through other unlocked entry points.

- Burglaries most commonly occur between the hours of 9 a.m. and 3 p.m.
- Burglars typically spend less than a minute trying to break into a home. The more difficult entry is, the more likely they'll abandon the attack.
- As the weather improves for planting and gardening, homeowners should also take time to survey possible entry points. Could tree branches be scaled for access to upper-floor windows? Do tall shrubberies give their home privacy, yet simultaneously offer hiding places for thieves?
- Neighborhood Watch is another proactive measure in which all residents look out for each other and report any suspicious activity to the police. More information is available at USAonWatch.com.

Nowadays, customers have the convenience of managing their security system and even their home appliances with the click of a web-enabled device.

You can also leverage technology to find customers who really need peace of mind.

Websites and mobile apps such as crimemapping.com and crimereports.com work with law enforcement agencies to provide geo-based details of incidents in a specific neighborhood. Your reps can surf up-to-date maps – down to the street name – for various crimes. You can also receive daily, weekly or monthly notifications when a crime has been committed in a selected area.

Share security tips with prospective customers at the door, over the phone or on your company's website. Show them you're a security resource. State your case that an alarm system is essential to their personal safety.

In 2013, there were an estimated 1.9 million burglaries in the US – one burglary every 16.4 seconds. It's important that all homeowners – even those with a security system – know the crime trends in their area.

*sources: <http://www.fbi.gov/about-us/cjis/ucr/crime-in-the-u.s/2013/crime-in-the-u.s.-2013/offenses-known-to-law-enforcement/crime-clock>

<http://www.fbi.gov/about-us/cjis/ucr/crime-in-the-u.s/2013/crime-in-the-u.s.-2013/property-crime/burglary-topic-page>

<http://www.fbi.gov>; <http://www.alarm.org/HomeSafety/FastFacts.aspx>; <http://www.nachi.org/burglar-resistant.htm>