

DON'T GET CAUGHT

Letter

[Date]
[Name]
[Company]
[Address]
[City, State, Zip]

Dear Homeowner,

CRIME HAPPENS, DON'T BE CAUGHT UNPROTECTED! .

No matter how much we wish it would go away, CRIME has a solid foothold in our communities. It seems every day we read or hear about criminal activities right in our own neighborhood.

Now you can take action to assist your law enforcement agencies in hardening the defenses of your community against crime with the installation of a **[Your Company]** security system. We design and install alarm systems to provide safety for your home and family against forces of burglary and fire.

As part of our on-going efforts to provide safety and “peace-of-mind” to our area communities, **[Your Company]** is providing no-cost security surveys to home in your neighborhood. In fact, we’re making an exclusive, limited-time, offer to the homeowners in your area until **[Date]**.

[Your Company] will present:

- A **[Number]** percent discount on a complete burglary and fire alarm system
- FREE system monitoring for burglary, fire, medical, and other emergencies for **[Number]** months;

You'll also be interested to know most home insurance companies offer substantial discounts (typically up to 20%) for homes that have a qualified security system installed.

Take the necessary action today to provide safety for your family. Contact me at **[Phone Number]** to arrange a free, no-obligation security survey and demonstration.

Sincerely,

Security Consultant

