



SENTRYNET
America's Leading Monitoring Network

ViewPoint

Vol. 13 No. 1

Serving The Independent Dealer Since 1987

October 2010

1987 - 2010

23

YEARS OF
EXCELLENCE

SENTRYNET

What's Inside

SentryNet Directory

ISC West

2011 Dealer Cruise

You were spotted!

Moving away from
POT's

Upcoming Events

ASIS
Dallas, TX
October 12 - 15

TBFAA State Show
Galveston, TX
October 21 - 23

ISC East
New York, NY
November 3 - 4

Louisiana
Kenner, LA
November 17 - 18

EHX
Orlando, FL
March 17 - 19

ISC West
Las Vegas, NV
April 6 - 8

Ship Ahoy!



April will be here before we know it and hopefully you are planning on joining us for our 16th annual conference as we set sail on the Elation. It is shaping up to be our largest and certainly our most exciting conference yet. No one in the monitoring industry has ever attempted a cruise for their dealer base, so once again, SentryNet is at the forefront and you are there with us!

This is a great opportunity to drive sales and grow your business. Hopefully you have the posters we have sent plastered on your office walls so all in the company can get excited about this event. It is a great opportunity to motivate your salesmen to grow RMR, as well as a way to reward yourself for all your hard work. We are giving away dozens of free trips to thank you for your loyalty, and for those that haven't earned free trips, you have opportunities to buy in for a very modest fee. It will not only be fun, but educational as well. There will be opportunities to get CEU's as well as talk to factory reps one on one. So mark your calendar now and let's go have some fun!

This past year has not been all fun and games for most of you. We are still digging out of this recession but there is a glimmer of hope that the worst is behind us. For those of you that specialize in commercial fire/security, it's been a pretty good year. Needless to say, the homebuilder business is slow to nonexistent. However, I will say that some of our dealers that are very aggressive and willing to tackle the 'take over' business are growing and prospering. This is one area of our industry that I would encourage all of you to look at. It's a great way to grow your business without a lot of investment.

ISC East is days away. This show has been renamed ISC Solutions. It is at its normal location at Javits Center in Manhattan. If you are going to be at the show, please look us up. We are at booth #1864. The ISC show in Las Vegas and New York City are the two favorite shows of SentryNet and are the 'must attend' shows if you have only two

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SENTRYNET

SENTRYNET Directory

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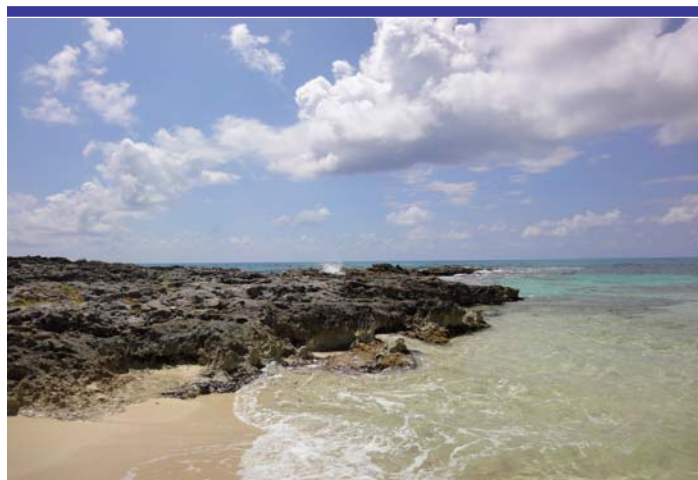
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to attend. Otherwise, we will see you at your local state association shows.

As always, we thank you for your business. Please consider joining us for our spring cruise. For those of you that attend our conferences regularly, you know the benefit. SentryNet dealers are a family and we look at these events as a sort of 'family reunion', so don't snub the family and be sure to join us in the spring! We know that our success is dependent on your success, so we try to make sure that you have the tools that you need to succeed. Always remember that we are only a phone call away and we want to hear from you. See you on the Elation!

Sincerely,

David J. Avritt
President



THE NEW ISC.

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SECURITY SOLUTIONS AND
THE GUIDANCE TO APPLY THEM

NOVEMBER 3-4, 2010 / JACOB JAVITS CONVENTION CENTER / NEW YORK, NY

ISC East is now ISC Solutions – a reinvented event with your security needs and challenges in mind. Much more than just a name change, ISC Solutions will present the **application** of products and technologies that were launched at ISC West, applied across the most robust

vertical sectors of security. At ISC Solutions, you'll find a more accessible exhibit hall layout, show floor theaters presenting best practices & case studies, and numerous targeted networking opportunities – all to help tackle your greatest challenges, solve specific problems, and discover solutions.

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JOIN US TODAY

The 2011 SentryNet Dealer Conference is going to be a one of a kind experience so make plans now to attend. Earn points to send you, your loved ones, and your employees to Cozumel, Mexico on the Carnival Elation this Spring 2011. Over the next few months grow your business and sail to success!

SENTRYNET DEALER CRUISE

CARIBBEAN
SPRING 2011
COZUMEL MEXICO

*Buy in now
at
sentrynet.com!!!*

Contact Us Today:
SentryNet.com
1.800.932.3304
Attn: Kurt Erdman

WHAT HAS YOUR CENTRAL STATION DONE FOR YOU?

You were spotted!





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-- or --

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We're on the web!
Sentrynet.com

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IL - 128.00205 & 127.001347 ■ MD-107-1468 ■ OK - 435 ■ TN - 0092&1078
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Moving away from POTs...

We are heading into the most exciting time in our industry since the invention of the digital dialer. This is a revolution driven by technology and consumers. 700,000 people are cancelling their old fashioned phone service in favor of the Internet every month!!!!!!!!!!!!

We have heard the call, we have seen the writing on the wall and we will continue to lead the way to keep you in front of your competition with the latest technology and services. You asked and we responded.

We now have IP receivers for the following equipment lines:

- v Firelite v Silent Knight v Honeywell
- v DMP v DSC Surguard v GE & UTC
- v Bosch & Radionics v Sequel Technologies

We also have a full range of Alternative Communication services that have no additional recurring charges:

- v AES-IntelliNet IP Monitoring
- v LoBenn universal IP communicators (UL & ULC Listed)

And Of Course, we provide full service for GSM through the following providers:

- v AlarmNet and Total Connect v DSC Connect 24 v Uplink v Emizon

Call Kurt at 800-289-0913 for information and details.

