



Blake's vs The Rest

Superior Protection For Your Home



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Introduction

There are dozens of companies, sole traders and DIY experts that install out of the box or bespoke security systems in Essex.

Figuring out which company to choose can be a real challenge, given all the important details you need to take into consideration.

To make the correct decision you need to ask yourself these questions:

- **Will you own or rent the system?**
- **Will you go as cheap as possible or look for value?**
- **Do you want to talk to a salesman or a surveyor?**
- **Will you insist on an accredited company?**
- **How will you know the alarm fulfils your needs?**



Hi, I'm Ian Blake, the founder of Blake Fire & Security Systems.

Don't end up with an unreliable, out of the box system that was sold to you over the phone by a pushy salesperson! We've created this eBook to help you make the best decision.

Read on to see how Blake Fire and Security tick all the boxes, so you can be confident in choosing us for your security system installation or upgrade.

Renting vs Owning

First, we're going to tackle an issue in our industry that we don't think is particularly helpful to homeowners.

Some security companies will rent you an alarm instead of selling it to you.

The attractive monthly payment will at first seem a lot cheaper than the outlay of owning your own system. But you will run into problems over time. The following comparison explains why Blake Fire & Security Systems never rent alarms to customers.

Blake's Say

Renting out alarms makes perfect business sense; it allows Fire & Security companies to have a steady, guaranteed income.

We care about our customers and believe that owning a system offers many more advantages. That's why we don't rent out security systems.



Ashley Jones, Alarm System Expert at Blake Fire & Security Systems



Renting

- ✗ You'll lose the alarm if you stop paying for it.
- ✗ If you move, it's another thing to worry about at an already stressful time.
- ✗ Removing a system takes up your time and creates a mess.
- ✗ If you cancel your contract early, you may be liable for outstanding payments for months to follow.
- ✗ You could be tied into a long term maintenance contract.

VS

Owning

- ✓ You only pay once for the alarm and then it's yours.
- ✓ No need to remove the system. So no extra mess or inconvenience.
- ✓ It's an asset, adding value to your home.
- ✓ You may switch your maintenance contract to another company without penalty.

Cheap vs Great Value

Cost is one of the biggest factors that influences homeowners when choosing an installer.

Most people go for the lowest priced option but buying cheap is not always a wise choice... and often the wrong one.

Blake Fire & Security Systems are competitively priced and provide great value.

On the next page, we outline some of the pitfalls of choosing the cheap option...

Blake's Say

When comparing prices it's important to look at these extra factors, so you end up with a system that's reliable and also meets your needs.

That's why we're not the cheapest on the market – we know we can rely on our product and we're proud of it.



Ashley Jones, Alarm System Expert at Blake Fire & Security Systems



Cheap

- ✗ Can be poorly designed so your home is not properly protected - leaving you and your family vulnerable.
- ✗ Could be less reliable than better quality brands and prone to false alarms – waking the whole family up in the middle of the night.
- ✗ May be packaged with an expensive maintenance contract, costing you more in the long run!
- ✗ Small companies offering cheap systems are unlikely to be available to tend to false alarms when you need them most.

VS

Great Value

- ✓ With competitively priced companies you get what you pay for, a secure home at a fair price.
- ✓ We'll carefully survey your home and design a system that's right for you. You purchase the equipment you need to keep your family and home safe at a fair price.
- ✓ Our professional installations mean minimal false alarms, so your baby can sleep soundly – and your neighbours and the Police are happy too!
- ✓ We offer key holder services and callouts within 2 hours, 24 hours a day with remote alarm monitoring.

Salesmen vs Surveyors

When discussing your needs with a security company, it's important to know whether you're talking to a salesperson or a surveyor.

Salespeople have very different motivations to surveyors, **which is why we don't employ them.**

Blake's surveyors are qualified to assess your home and offer you the best security solution to suit your budget and family.

As a family run business, we understand your concerns and struggles... so we'll never try to oversell you equipment you don't need!

Blake's Say

Feeling safe in your home is important, but is that extra gadget essential?

The police advise against dealing with cold callers, telesales, doorstep enquiries and telephone business because some can be extremely persuasive – often overselling to you.

Our friendly, family oriented staff understand what it's like to live on a budget and won't try to over-sell you. Blake Fire & Security Systems have your best interests at heart.



Ashley Jones, Alarm System Expert at Blake Fire & Security Systems



Salesmen

- ✗ Salespeople are often motivated by commission. The more expensive the system they sell, the more they get in their back pocket – do they have your best interests at heart?
- ✗ This can incentivise them to use pushy tactics on vulnerable people. Pressuring them into buying systems that aren't perfect for their home.
- ✗ Unscrupulous sales people specifically prey on people who are home alone, so they can make you feel insecure.

VS

Surveyors

- ✓ Surveyors are more interested in designing a security system that's perfect for your home and family.
- ✓ They don't get paid commission, so it's in their interest to leave the customer feeling as happy as possible – rather than with an empty bank account.!
- ✓ All of this means you won't feel pressured into getting an alarm system that's not right for you.

Non-accredited vs Accredited

Blake Fire & Security Systems are heavily invested in continuous improvement.

We only supply the best service and products and ensure our customers know we're qualified to deliver these.

That's our *dedication to accreditation!*

On the next slide is an outline of our industry accreditations and how they help us to provide a better service to you.

Blake's Say

Because 92% of alarms are false, the police will only respond to certain alarm calls.

To receive an automatic response, your security system must be supplied, maintained and monitored by an NSI or SSAIB accredited company.

In addition, the system needs to be registered with the Police and have an acceptable level of false alarm calls. Blake's will take care of this for you.



Ashley Jones, Alarm System Expert at Blake Fire & Security Systems

Accredited

Blake's are both NSI Gold and SSAIB accredited - both of which are highly regarded in the security industry, by Police and by insurers.

Our certifications mean we are held accountable by a higher authority to complete all jobs to British standards and legislation. Every single person you deal with will be professional and friendly, offering you our first class service.



Here's what you can expect from us:

- | | |
|--|--|
| ✓ Expert security system planning. | ✓ 24 hour cover. |
| ✓ Consistent installations - exceptional quality every time. | ✓ Quality maintenance contracts. |
| ✓ Police response for monitored systems. | ✓ Trained and screened staff - to BS7858. |
| ✓ Proper insurance in order. | ✓ Compliance with industry standards. |
| ✓ Financially secure – we honour our warranty. | ✓ Electrical installations standards compliance. |

Non-accredited

A seemingly professional security company may lack the relevant accreditations. So how can you tell if they'll do a good job? You can't!

Here's why hiring a non-accredited company or handyman is a problem:

- ✗ Inexperienced installers who don't know the optimal set-up.
- ✗ Potentially unreliable alarms that might not work when you need them.
- ✗ Cheap, out of the box systems that won't necessarily meet your needs.
- ✗ Who exactly are you letting into your home? Is your family safe?
- ✗ They could be working in your home uninsured, leaving you liable for accidents.
- ✗ Both cheap and expensive systems installed by non-accredited companies CANNOT produce an automatic police response.

ANYONE CAN INSTALL A SECURITY SYSTEM....BUT BUYER BEWARE!

Blake's Says

In some of the worst cases, people have been known to provide fake documentation for accreditations, or even create their own! So make sure you always check these claims online.

Our NSI Gold and SSAIB accreditations mean you can sleep soundly, enjoy holidays without worrying about your home and know that you're in safe hands.

Ashley Jones, Alarm System Expert at Blake Fire & Security Systems



Out Of The Box vs Tailored

By definition, 'out of the box' kits offer a single solution. Blake's design the perfect system for your circumstances.

Our accreditations ensure that our security systems are tailored to fit your specific needs and will do exactly what we say they will.

For instance, zonal alarms that allow you to move around freely upstairs at night while downstairs is fully protected.

On the other hand, cheap out of the box installations may not give you the same protection – for several reasons...

Issues with Out of The Box installations

Over the phone quotes are a problem because the caller can't analyse your home's layout!

This means the system you get quoted for is their **best guess**.

The same problem occurs with cheap alarms bought from an electronics store... the system isn't designed for your family's specific needs.

Our professional surveyors will:

- Assess your home
- Design the perfect system to cater for the needs of your family
- Install it on time, at a time and date convenient for you

And don't forget, a tailored alarm system installed by professionals will **keep false alarms to a minimum!**



Out The Box

- ✗ A system that doesn't meet your needs - a 'one size fits all' approach to home security
- ✗ Cheaper equipment prone to false alarms or malfunctioning
- ✗ An ugly, cheap looking system that may attract the attention of burglars if it looks unmaintained or easy to manipulate!

VS

Tailored

- ✓ A pet friendly alarm system so your four-legged family members don't cause false alarms
- ✓ Zonal protection – turn alarms off/on in different areas of the house. You're free to move around in the 'off zones', upstairs at night, while downstairs is fully protected.
- ✓ A panic button if you are often home alone

Doing nothing vs booking a free site survey...

Not every company offers a free site survey. But you should always get a professional to evaluate your needs and budget before committing to a purchase.

Our experienced surveyors will design a security solution that's personalised around you and your family, For both lifestyle and budget.

Depending on the size of your property and the system you require, our surveys take between 30 minutes and an hour, but sometimes a little longer.

Now you know why Blake Fire & Security Systems beat the competition.

So when you're looking for your next security company **there's only one decision to make...**

BOOK YOUR FREE SITE SURVEY TODAY

To get a security system that's designed for your family's needs and provides full protection - call **01702 447800** or click the button below.

**CLICK HERE TO BOOK YOUR
FREE SITE SURVEY!**

