

I Didn't Know That!

By Michael Keegan



INSURANCE

I am married. Like many husbands, I have been accused, and rightly so, of not listening.

Sometimes when I ask a question, my wife Luetta will let me know that she has already told me the answer... whoops! All sorts of studies have been done on messaging, and those of you who have bought radio advertising know that your ad needs to be repeated three times so the listener gets the message. And sometimes, no matter how clear the message, we just don't hear it.

At the recent ESA Leadership Summit in Phoenix - which was great for those of you who were unable to attend - I spoke to many alarm dealers about Security America RRG (SARRG) and the insurance we offer to ESA members. When I was reviewing the benefits SARRG provides to its policyholders, "I didn't know that" was a common response. Rather than use valuable space in this article by repeating the SARRG message three times as if I were on the radio, I am going to use a larger font size and bullet points to deliver the message. It is kind of like when the American tourist travels abroad and doesn't speak the native language. They think they will be understood if they just talk slower and louder. Consider the following to be just that, slower and louder!

- **You CAN use your existing agent to buy insurance coverage through SARRG**
- **You can lower your insurance premiums by thousands of dollars**
- **Security America has an A Rated insurance product**

- **SARRG is financially robust, has been in business for 13 years and is backed by Lloyds of London**

SARRG is YOUR insurance company. It is owned by the security industry, for the security industry. Our rates are low, our service is exceptional and if you have a claim, we have your back.

SARRG is also competitive. If you have received a quote in the past and we couldn't save you money, try again, because things may have changed. SARRG has been able to evaluate the various state markets and lower premiums as it has grown. In fact, SARRG has never raised premium rates. You might want to take a look at your current policy and see how many times you've had rate increases since 2003.

So there you have it. Everything you didn't know about Security America that you have heard before.

Take a quick trip to www.SecurityAmericaRRG.com and click on "get a quote" to get one. You will probably like what you see.

So when I see you at the next state trade show, national conference or the Electronic Security Expo and I talk about the fantastic savings that can be yours with SARRG coverage, I hope you'll say: "I knew that and I am a policyholder!" ■

12

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