SAFE Security Launches DIY Home Security Division

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By Ashley Willis

SAN RAMON, Calif. — With a growing demand of residential consumers seeking to self-install alarm systems with advanced technologies, SAFE Security has launched its SAFE@home division for do-it-yourself (DIY) home alarm systems.

"The DIY market adds another revenue channel to our existing dealer program and bulk purchase acquisition programs," SAFE Security Marketing Manager Karen McQueen tells SSI. "It doesn't detract from those programs, but instead, opens new markets not restricted or limited to home ownership."

To provide customers with advanced technologies, SAFE Security collaborated with Honeywell to accommodate Wi-Fi for IP alarm communications. The company will offer three package levels ranging from $24.95 to $136.95, including:

- Protection Package — The kit includes an alarm panel, three door/window sensors, a motion sensor and a smoke detector.
- Automation Package — In addition to all the equipment listed in the Protection Package, the kit also includes Z-Wave automation, five-day weather, news and traffic alerts, and smartphone mobile control.
- Video Package — The kit combines the features of Protection and Automation packages, with the addition of an IP Wireless camera.

SAFE Security pre-programs each unit based on selections customers make through the ordering process prior to sending the system to clients. Additionally, to ease the installation process for the consumer, SAFE@home comes equipped with pre-installed batteries, according to McQueen.

"All the customer needs to do is plug in the control panel, position the sensors and activate them at the keypad and then connect to the Internet through their router," she says. "We also have the infrastructure to support the customer on site if necessary through our nationwide installing dealer and service programs."

SAFE Security announced its entrance into the DIY market several months after home improvement retailer Lowe's introduced its Iris platform, a DIY wireless home security and home automation system. As more DIY systems are introduced, some in the industry, including the False Alarm Reduction Association (FARA), have voiced concerns about self-install systems, stating that DIY solutions can be a significant source of false alarms.

Realizing that SAFE@home would have to differentiate itself from the competition and support industry crusades to reduce false alarms, SAFE Security will monitor the DIY alarm system through its UL-Listed central station SAFE Monitoring Technologies, McQueen says.

"The SAFE@home system has the advantage of including professional monitoring, which is not offered through many retail sources," she explains. "Quick response and dispatch to an emergency is a key distinction that monitoring brings to an alarm system when an intrusion or fire happens."

In addition to entering the DIY market to grow its business, the firm purchased 24,000 accounts from Pinnacle Security earlier this month.

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