

Home security is going through a technological revolution like never before. Affordable camera systems, alarms, and motion sensors are readily available to both Do-It-Yourselfers and those that prefer expert help. Big or small, high tech or just common sense, everything you do to fight back is money well spent. In the pages that follow, I'll shoot it to you straight as we take a deep-dive look into home security. We'll start with the basics, move to key protection methods, explore the latest high tech trends, and finish with the most effective ways to fight back. Yes, this is more in-depth than simply checking off items on a PDF list. However, when you consider what's at stake, it's time well spent.

KNOWLEDGE

Is Your Most Effective Home Security Defense

There is no one-size-fits-all in the burglary business. From petty thieves to gang members, from professional rings to lone wolves, burglars come in all shapes and sizes, each with their own preferred targets. Over the years, I've studied hundreds of burglary surveillance videos, not for entertainment, but with an analytical eye looking for patterns, methods, and ways to thwart entry. Additionally, I've been to many crime scenes and interviewed countless homeowners, police officers, and security experts. I've watched hours of interviews with burglars confessing how and why they act. My staff and I have seen the fear in the eyes of families that have been victimized. I too have been a burglary victim. Once violated, we never fully recover and will always view life through a different lens. Knowledge is power. If I can save one life, stop one burglary, or deter criminals from even attempting to break into your home, my time and effort to educate others will be worth every second. Almost every tip and system mentioned in this E-Guide, you'll find on my home. When it comes to curb appeal, my home doesn't look like a fortress, but in a burglar's eyes, it sends a signal I'm dead serious about protecting my family and the things we hold dear.



TELLTALE SIGNS 10 Ways To Fight Back That Don't Cost A Penny

#1 Ask A Trusted Neighbor Or Friend To Collect Mail When You're Away

It's an age-old adage that still holds true and often goes overlooked. Nothing sends a louder signal that no one is home than a mailbox overflowing with letters, fliers, and magazines. If your family is planning an extended vacation, have the post office put a hold on delivery. The same holds true for throwaway newspapers or advertisements left on your driveway.

#2 Never Hide A Spare House Key Under The Welcome Mat

Don't you dare. Burglars immediately look for obvious places where a spare house key would be hidden.

#3 Make Sure Your Address Is Clearly Visible From The Street

While it's an unpleasant thought, there are times when a family is at home when a burglar strikes, causing unimaginable fear and terror. When that 911 call for help goes out and seconds are consequential, the last thing you want is responders searching for which house is yours.







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#4 Privacy Minded Landscaping Also Gives Burglars Privacy

You see stunning landscaping and a natural level of privacy that a wall, gate, or fence can't provide. Conversely, a burglar sees a curtain of protection. Landscaping can be the reason a burglar picks one house over another. My advice is to keep everything low profile and neatly trimmed. It's also smart, whenever possible, to use thorny bushes as a hedge of protection directly under your windows.

#5 Remove Anything A Burglar Could Possibly Use Against You

Those spare bricks you have stacked up are trouble waiting to happen. Ditto for large rocks, yard tools, or anything heavy and sharp. Some burglars travel light and find their weapon of choice on the property. Make sure you don't unwittingly provide exactly what they're looking for.

#6 Is Your Two Story House Accessible?

Be mindful of access to the second story. Crooks know most homeowners don't protect the top floor, wrongly thinking it's not accessible. Trees, poles, walls, and even high-profile yard furniture can provide just the boost they need. Oh, and in a burglar's eyes, that ladder you have stowed in the side yard is a free elevator ride to the second level of your home.



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#7 Forget Something? Don't Give Burglars An Open Invitation To Break Into Your Home

Know what you don't see in this photo? Broken glass. Know why? The patio door was accidentally left unlocked. No need for a tire iron or a brick. You'd be amazed how many criminals gain entry through an unlocked door or window. Get in the habit of securing your doors and windows even when you're at home.



#8 Don't Keep Valuables In Your Bedroom

Once inside, stop number one for most burglars is the master bedroom. Fight back by keeping valuables in unexpected places. Like to keep cash on hand? Keep it safely stored in the laundry room.

#9 Padlock Your Breaker Box To Prevent Disabling A Wired Security System

Is it possible to shut down the power to your house from the outside? Telephones, security systems, and lighting can all be taken off grid with the simple flick of a switch.

#10 Unsecure Garage Doors Can Be Your Undoing

Think about it. That red dangling rope beside your garage door motor is designed to allow bypassing the motor should the power fail. Sadly, that rope can be pulled using a long wire fed through the top weather seal on your garage door. I recommend removing it. Keep a step stool close by in case you need to reach the switch by hand and evacuate quickly.





Burglars occasionally strike randomly, but most case a neighborhood looking for easy targets. Remember, a burglar always looks at a home and sees risk versus reward. Step one is a clear, unobstructed look inside your home. How can you fight back? Motion activated exterior lights—preferably solar powered—provide shock value and instant identification. Burglars hate the unexpected. Additionally, timer controlled interior lighting should cast a glow from the center of your home rather than directly near an open window or glass door. Why? The goal is to give an appearance that someone is home, not spotlight paintings, electronics, or the fact that there's no movement inside your house. Finally, keep blinds and drapes closed when you are away.





Knock. Knock. Who's There?

Most burglars knock before attempting a break-in. Why? Because there's no better way to confirm if someone is home. A variety of doorbell and security camera monitoring systems are available at very affordable prices. Some systems allow homeowners to openly communicate with anyone at the front door, whether you are onsite or a thousand miles away. Unless you can identify the person knocking with 100 percent certainty, never open your front door to a stranger. If you are home and choose to respond, pretend you are on a phone call. This creates a believable reason for not opening the door, and sends a signal that others are already aware someone is knocking on your front door.



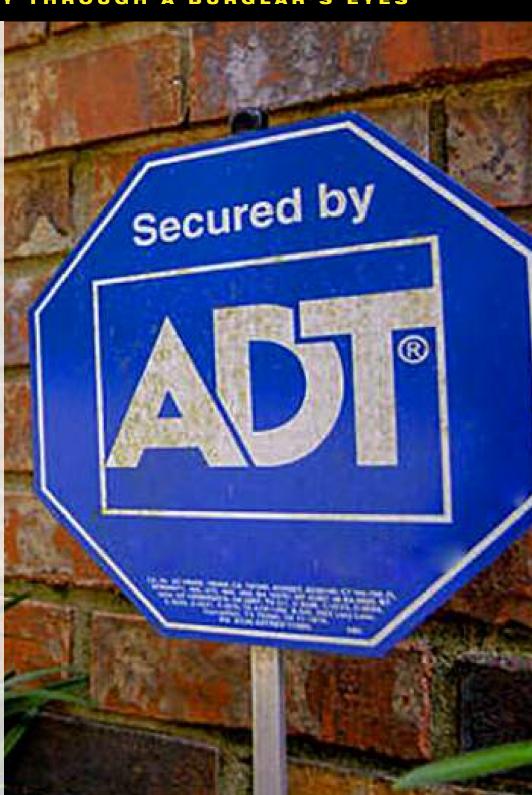
Bad guys are coming in through a door or window. The question is which one? While most think window entry is simpler, burglars know a hard kick can knock most doors off the hinges. Happens all the time. To fight back, security experts recommend reinforcing all your doors. Exterior doors should be hardwood, solid core, or metal-clad. Doors with glass panels should be reinforced with Safety and Security Window Film (more on that later). If there is a glass window within 40 inches, the door should be protected with double-cylinder deadbolts (locks from the inside and outside) to prevent reach-in entry. Additionally, door jams should be reinforced with metal plates that attach to the wall studs with at least three-inch screws. Standard jams are often the weak link and cave in under attack.





No Doubt About It... Bad Guys Read Sign Language

What's better than one pair of eyes watching your house? The answer: two pairs of eyes. Or three. Or five. Or twenty-five. In a world where high-tech home security systems dominate, good oldfashioned neighborhood watch groups remain perhaps the most effective deterrent to home burglary. Why would burglars attack a community where everyone is looking out for each other when they can easily travel to neighborhoods that aren't protected with Neighborhood Watch programs. Yard signs and window stickers spotlighting what type of system is installed are likewise a major deterrent. Forewarned, burglars don't have to trip an alarm to know one is there. Unfortunately, the signs come with a slight downside. For a sophisticated burglar or a professional ring, knowing what system is in use gives advance warning of what's necessary to disable it. Finally, if you are on a tight budget and can't afford a working security system, faux security cameras and ID stickers/signs are available through Amazon and other online retailers.





A Man's Best Friend A Burglar's Biggest Nemesis

Whether you own a dog or not, a BEWARE OF DOG sign on the gates that lead to the rear of your home is a good deterrent. The more potential problems a burglar perceives, the more likely he may choose another home as his target. If you do have a dog, so much the better. Burglars have zero interest in tangling with an aggressive dog. The keyword is "aggressive". Remember most bad guys knock before attempting to break in. One thing they listen for is how your dog responds. If they hear a throaty deep bark and the dog moves aggressively towards the door, it's time to move on. A fleeing soft and gentle bark is a different scenario. If a burglar detects a small dog moving away from the door yet no one answers their knock, that can be a certain giveaway that nobody is home.



Let's talk response times. Here's the unvarnished truth: Just like all burglars aren't the same, neither are the police departments or patrol services that respond to 911 calls for help. Most burglars can't run away fast enough when an alarm goes off. However, for the hardened and experienced criminal, an alarm signals two things: something valuable is inside, and that they are on a seven-minute countdown based on the national average for police response time. That's right, seven minutes. Could be less. Could be longer. Much longer. Either way, even a precious few minutes can feel like a lifetime when a burglar knows what they want and is determined at all costs to take it.



Wired vs Wireless Home Security Systems

There was a time not too long ago when a deadbolt on your front door was considered home security. Not anymore. The last five years have witnessed a sonic boom in home security technology like never before. An avalanche of affordable alarms, doorbells, security cameras, motion sensors, and lighting systems are now available to a rapidly growing market of DIY homeowners and people who prefer to rely on professional installers. A simple Google search of competitive offerings will give you an encyclopedia of information so you can determine what fits your needs and budgets. Once you've zeroed in whether to go wired or wireless system, you have another choice to make, and it's a big one: Who will do the monitoring? Do you want to do it yourself or rely on professional security monitoring companies? My recommendation is to do your research carefully and find a solution that matches your risk assessment and budget. To help in your search, let's take a look at the pros and cons of wired versus wireless security systems.



Sans radio frequency sensors, wired systems are reliable, easy-to-maintain and don't require maintenance or battery changes. Ideal for large homes or properties with a guest house or offset garage, wired systems can handle more sensors and are much harder to hack than wireless systems. Wired systems can include control panels in multiple rooms and even HD surveillance. The most common thing to fail on most alarm systems is a door or window sensor. With a wired home security system, you simply replace an inexpensive switch and magnet. On the downside, wired systems are more expensive to install, require drilling holes in the wall, and can be disabled just by cutting the phone lines. Finally, wired security systems are not easily transferable and usually require a service contract along with professional monitoring.



Easy to install and a dream come true for DIY-minded homeowners, wireless security systems are all the rage. Free of wires and installation fees, today's new generation of wireless security systems are cost effective and simple to operate. In almost all cases, wireless systems can be remotely controlled via an app on mobile devices. Wireless systems are easily expanded to integrate all kinds of smart-home features beyond just security. Door and window sensors are small enough to keep tabs on a medicine cabinet or monitor a pool gate. Want to add a camera to your nursery? No problem. Need to hire a pet sitter? A smart lock makes it easy for you to let them come and go. Renters will love the fact that their investment in home security travels with them. On the downside, wireless security systems are susceptible to interference,

limited in distance, and because they are battery operated, can fail when needed most.

Because I promised you an unbiased, straightforward look at home security, I need to come clean. My company specializes in window film and security screens. Unapologetically, I feel these are the two best and most effective forms of home security because both are designed to do one thing: provide a physical barrier to entry and KEEP BAD GUYS OUT. Let me be clear, nothing is an absolute. There is no product or service that guarantees bad guys can't break in. It doesn't exist. What you can do is delay entry long enough for the police to arrive or frustrate the burglar until he just gives up. It amazes me that perhaps the two most effective ways to fight back are not atop every home security checklist. Don't take my word for it. Common sense tells you that glass doors and windows are the most vulnerable part of your home. Consequently, they should be your number one security focus.

The Ultimate In HOME SECURITY

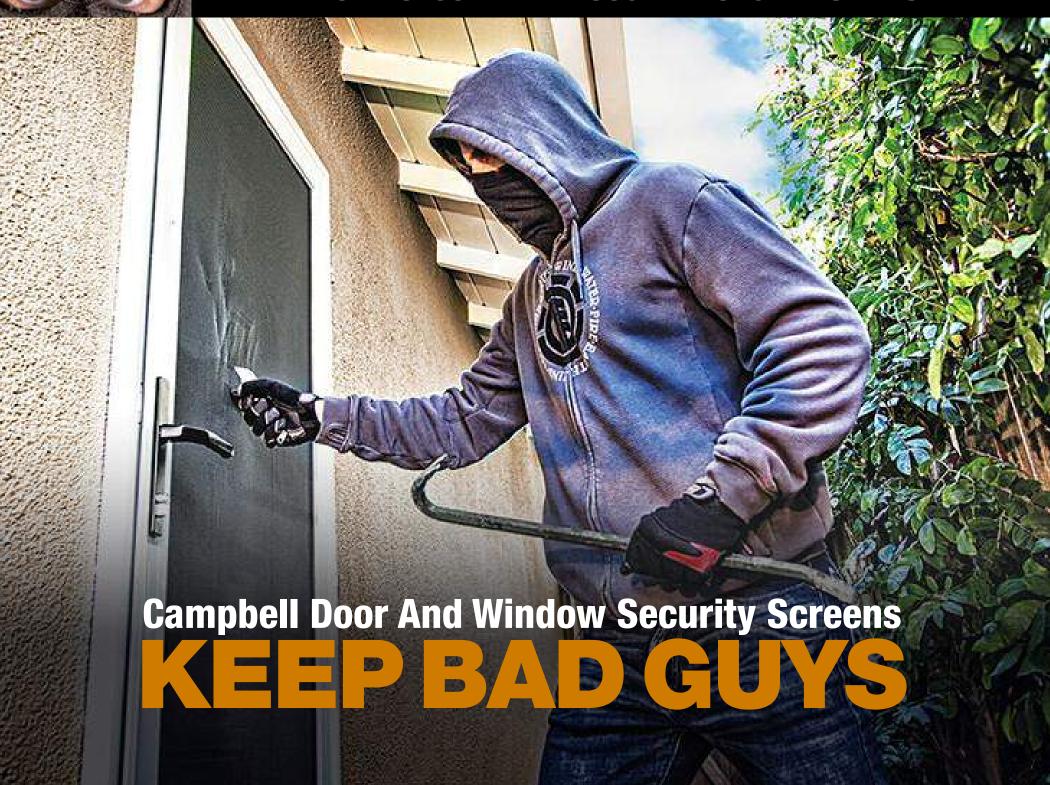
3M SECURITY WINDOW FILM • CAMPBELL SECURITY SCREENS





3M[™] Safety And Security Window Film

It takes mere seconds for a burglar to smash through a standard glass door or window and ransack your house. Virtually invisible to the eye, 3M[™] Safety and Security Window Film is applied to the inside of your existing glass doors and windows. Extremely strong, the film creates a potentially lifesaving barrier when under attack, delaying entry so you have time to escape, call 911, or allow the police to respond. Affordable and easy to maintain, residential security film typically takes less than a day to install. Additionally, 3M[™] Safety and Security Window Film carries a limited lifetime warranty to the original owner and, as an added bonus, can provide welcome protection from UV rays and fading. Here's the bottom line: Alarm systems, CCTV security cameras, patrol services, neighborhood watch programs, and home alert apps are an absolute must but one thing they don't do is KEEP BAD GUYS OUT. When it comes to home security, consider 3M[™] Security Window Film an absolute must.





What's the ultimate way to actually keep bad guys out of your home? Campbell Door and Window Security Screens. Box cutters can't cut through our high quality, virtually impenetrable stainless-steel mesh screens. A baseball bat won't penetrate. A crow bar can't jimmy our three-point locking system. Crooks can't kick their way in because, unlike a hinged wooden door, our screens are literally anchored to your home. When it's time to get serious about home security, Campbell Security Screens provide your best line of defense.



Stainless Steel Mesh Can't Be Cut With A Knife



Three Point Ultra Secure Locking System



Excellent Insect Protection



Panic Bar Technology - Quick Fire Escape



Enjoy Ultimate Protection And Cool Breezes



Custom Made For Your Home

Campbell Door And Window Security Screens

Let's face it, your home is a knife cut, tire iron, or a thrown rock away from being victimized. Stop and think about it. Most home security solutions "react" to burglaries. Yes, there's investigative value in capturing the whole episode on CCTV. There's also value in an alarm sounding or lighting up your property when a stranger approaches. Here's the problem: even with all that that happening, burglars can still get inside... and from that point on nothing good happens. Campbell Door and Window Security Screens create an almost impenetrable barrier to entry. Far more stylish than iron bars, in addition to unmatched protection, our high quality stainless steel Security Screens let cool breezes flow and provide all the benefits of traditional insect screens. Available in 60 different colors, Campell Security Screens are custom fit to your home.

BRAD CAMPBELL SECURITY EXPERT TO THE STARS

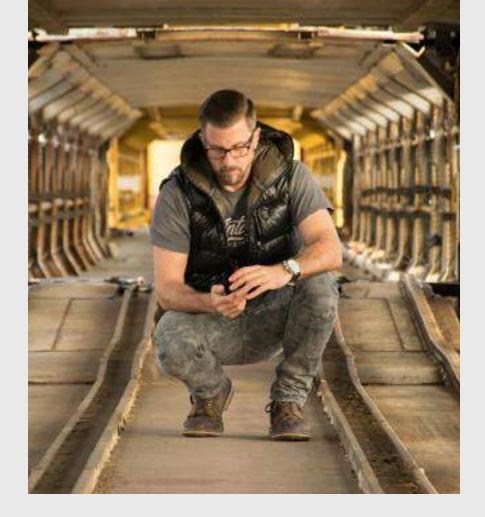
When a string of multimillion-dollar burglaries hit A-list celebrities and sports superstars throughout Southern California, the nationally syndicated entertainment TV show "Celebrity Page" called on Brad Campbell to share his unique and effective home security tips. Dubbed the "Security Expert To The Stars", Brad's first interview spotlighted the eye-opening benefits of 3M Security Window Film. Encourged by the reaction, Brad was invited back for a second airing, this time to share the advantages of his Security Door and Window Screens. Whether he's called on to protect a celebrity mansion or a family residence, Brad prioritizes protecting glass doors and windows as the ultimate way to keep burglars at bay.











ABOUT THE AUTHOR

What started in 1988 as a one-man automobile tinting business has grown to become one of the leading specialized security companies in the country. A four-time 3M Window Film Dealer of the Year, founder Brad Campbell is an American success story come true. Campbell has built an award-winning business fueled by a lifelong passion to protect what matters. In a career spanning more than 25 years, Campbell and his expert team of security and window film specialists have been called to all kinds of crime scenes. Over the years, they've listened to the heartfelt stories of victims and provided peace of mind and real security solutions to both home and business owners across the country. Innovative, dedicated, and respected for both his street smarts and technical savvy, when he's not busy trying to outsmart bad guys, Campbell's idea of a dream vacation is to four wheel it off road with his family and dog Blue. For Brad Campbell, there's nothing better than going into survivalist mode. Frankly, we wouldn't expect anything less.