

## MULTI-JURISDICTIONAL ALARM USER MEMBERSHIP IN THE FALSE ALARM REDUCTION ASSOCIATION



The False Alarm Reduction Association (FARA), established in 1997, is an organization comprised primarily of public safety false alarm reduction professionals, whose main mission is to provide a forum for the exchange of information on successful false alarm reduction programs, to serve as a clearinghouse for agencies seeking to reduce false alarms and to foster an environment of cooperation among public safety, the alarm industry and the alarm user.

### Why Should Alarm Users Join?

If FARA is an association for public safety false alarm reduction professionals, why would the end user join and how does that benefit your company? More and more communities are enacting and enforcing local false alarm reduction ordinances, which could drastically effect the bottom line of the retail industry due to the imposition of false alarm response fines or fees. Loss prevention departments have historically devoted their resources to reducing and/or eliminating theft. But, have you ever considered how much money it costs you in fines when your alarm system repeatedly activates falsely? Do you know the negative impact it has on public safety and your community's ability to get public safety response when you need them? FARA is dedicated to assisting public safety, the alarm industry, **and the alarm user** in establishing programs that will reduce or eliminate false alarms.

### Benefits of Membership

- Associate membership in FARA allows you to get in on the ground floor and help shape public policy in the false alarm reduction arena.
- If you have stores in different jurisdictions, chances are the alarm ordinances that govern those areas are different. Membership may open the door for you to help standardize alarm ordinances across the country so you don't have to devote staff to understanding, interpreting and abiding by many different sets of rules and regulations.
- You will have input on any and all publications produced by FARA, which allows you to act as an advocate for the end user.
- Learn the true costs of false alarms and how you can become part of the solution rather than part of the problem.
- Provides you with access to hundreds of public safety and alarm company contacts, who can help with problems, creation and implementation of false alarm reduction programs, and troubleshooting.
- Provides a mechanism for the creation of "user" groups, where you can talk and share ideas with other alarm users with similar issues.
- Helps ensure that alarm ordinances are fair to the end user and contain fees and fines that are reasonable.
- Shows that you are a responsible business member of your community.
- Demonstrates your fiscal responsibility to shareholders in reducing the expenditures of false alarm response fees/fines.
- You can educate public safety officials on the challenges the end user faces with relation to false alarm reduction.
- Helps to establish strong, lasting working relationships with your local public safety agencies.



### Contact Us

To learn more about FARA or obtain a membership application, visit our web site at [www.faraonline.org](http://www.faraonline.org) or contact us at [info@faraonline.org](mailto:info@faraonline.org).