



Consumer Alert

Starting sometime in November of 2016, a private company named Red Safety began unsolicited cold calls in the Kenmore area. Red Safety is in the business to sell and install monitored home security systems. Recently their services were advertised on the Kenmore Neighbors' Facebook page.

The Northshore Fire Department has received numerous complaints from multiple parties that Red Safety is using deceptive and high-pressure sales tactics to get potential customers to buy expensive, and sometimes substandard, or unnecessary alarm systems. The complaints received have been very similar in nature; the following are examples:

- The Red Safety salesmen represented themselves as firefighters or EMTs and/or insinuated they were from the fire department in an effort to gain trust and access into homes.
- The Red Safety salesmen wore shirts that are similar to those worn by actual firefighters.
- The Red Safety salesmen use the ruse that they are there to perform a free safety inspection and dryer vent cleaning. In one known case the dryer vent was not properly cleaned even after agreeing to a service contract.
- After a brief inspection of the home by the Red Safety salesmen, scare tactics were used to encourage the purchase of security systems. Examples include the salesmen stating the home is woefully under protected with regard to smoke and burglar alarms such as; the salesmen stating there has been a rash of burglaries in the area; or that the number of smoke detectors present in the home were far less than the fire code requires.
- Once the salesmen have gained access into the home it was difficult to get them to leave.
- In two known cases, a burglar alarm system was installed with sensors only protecting a portion of the resident's doors and windows leaving the home relatively unsecured with a false sense of security.
- In some cases, equipment was installed that was unnecessary, such as a carbon monoxide sensor in a home where there is no fuel burning appliances or fireplace.
- In one case a hard wired smoke detector was removed and replaced with a battery operated model.
- The cost for the installation of the equipment and monitoring in two known cases is \$70.00 per month. Similar systems are available from other well-known companies who market security systems for far less.

The Northshore Fire Department does not endorse any private enterprise selling security systems or engage in any kind of unsolicited door to door safety inspections. We do encourage homeowners to protect their lives and property with the installation of an appropriate number of UL Listed smoke detectors throughout the home. Monitored systems can provide even more protection and peace of mind when you are away from home. However, it is important that you shop around and work with a vendor that you trust and then purchase a security system that is appropriate for your home and budget.