

Questions To Ask A Home Security Salesman

Courtesy of Terry Rayburn – NoBurglars.com – (931) 278-2063

Side note: I'm very serious when I say that you have to look into their eyes or "interrogate" when you ask these questions, because unfortunately there are, shall we say, "Fibbers" in my profession, as in many other professions ☺

Regarding experience and availability:

1. How long have you been full time in the Home Security business? [Terry: Since 2001. Everybody has to start sometime, but experience really counts when it comes to security. Let the newbie practice on somebody else ☺]
2. Are you local to Clarksville or from out-of-town? [Terry: Lived in Clarksville over 25 years, and can be reached by phone till 11 p.m. There are lot of advantages to having your agent up the street.]
3. Do you have references? [Terry: Hundreds and hundreds. I've done security systems for everyone from the Division Command Sergeant-Major at Ft. Campbell to the Head Football Coach at Austin Peay State University. Of course, one of the best references is the Better Business Bureau. Most agents don't even have their own rating. Ours is A+]

Regarding expertise and reliability:

1. Will everything you tell me be the absolute truth? [Terry: Yes. I love this one, because I encourage comparison, and I encourage fact-checking. Some of my competition has actually given "No Soliciting" stickers to homeowners who are considering whom to work with, in order to keep me away, because they don't want the truth about their (well-known) company to be known ☺]
2. What is the cutting edge of Home Security technology, and do you offer it? [Terry: GE 2-way-voice Wireless Cellular, with Crash-And-Smash technology and arm-and-disarm from your mobile phone from anywhere in the world. ADT and most other companies cannot offer this – so they don't mention it.]
3. What is your Better Business Bureau rating? [Terry: A+]
4. How long has your Installer done Home Security installation? [Terry: 13 years. He is a true expert professional. Some companies hire and fire installers and some just plain mess up your home – usually not discovered until it's too late.]

Regarding upfront cost:

How much do you charge up-front for equipment and installation? [Terry: \$0.]

These are just sample questions, but you get the idea of the types of things that really matter in securing your home and family.