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Sentinel



## How Security Providers are **LYING to You & Your Clients**

See the Harsh Reality of Security Systems and  
How it Impacts Both Consumers and Police

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# Intro

Your house or business is an investment, and it needs to be protected. It's typically the largest purchase you'll ever make.

Your family and property deserve ironclad safety and security.

Most of us are willing to do whatever it takes to keep our property and loved ones out of harm's way. To that end, the home security industry is expected **to be worth \$74.75 billion USD by 2023.**

Surprisingly though, **only 17% of American homes have a security system** in place, and that's despite the fact you're 300% more likely to be robbed without one.

Are you in that group? If not, consider:

- + 3 out of 4 American homes will be the victim of burglary in the next 20 years
- + Roughly 3.7 million homes are burglarized every year in the United States
- + On average, only 13% of burglaries are cleared by the police because there are no witnesses or evidence
- + A break-in lasts between 8-10 minutes from start to finish
- + The average loss per break-in is \$2230 (to say nothing of psychological, mental, and emotional damages)
- + About two-thirds of home burglaries occur between the hours of 6am and 6pm while most people are at work
- + 83% of burglars admit to checking for a home security system when selecting a target, and 60% immediately move on to the next property when they see one

However, if you're in the minority and already have a system in place, you may feel like you've done everything possible.

**But here's the thing: you're probably wrong.**

# The Problem With Most Providers



As we can see from the statistics on the prior page, a home security system is always better than no system at all. Even just putting up a lawn sign and a few stickers can increase the odds your home will be passed in favor of one without anything, although it's no guarantee.

That said, if you're paying \$10-50/month for security and thinking you're fully protected from break-ins, you're getting robbed by your provider. That's a bold claim, yes. But true nonetheless.

Here's why: most systems like ADT and Ring use some combination of video recorders, signage, and/or alarms. Some may even promise 24/7 'monitoring' in that monthly fee. This is great for a) possibly, maybe deterring a criminal, and b) providing video evidence of the crime after the fact.

The inherent flaw in traditional systems is that they don't do anything until the break-in has already happened.

The alarm goes off only after a door or window sensor has been triggered and the burglar is inside your house. The cameras record as a stranger rifles through your personal belongings, but does nothing to stop him or her. The crime has not been prevented or deterred, only detected and recorded.

Better than nothing, but not what you thought you were getting when you signed a contract and had the system installed, right?



# An Alarm Does Not Mean Help is on the Way

Here's a typical scenario: a burglar enters via your front door and triggers an alarm.

Are the police on their way to your property? Absolutely not.

If you believe your security system and monthly fee has bought you an immediate response, you're going to be **very disappointed**.

In the event of an attempted burglary, the response time from your security provider is the key differentiator between a successful robbery and a foiled attempt.

You may be surprised to learn that response times can vary wildly from company to company.

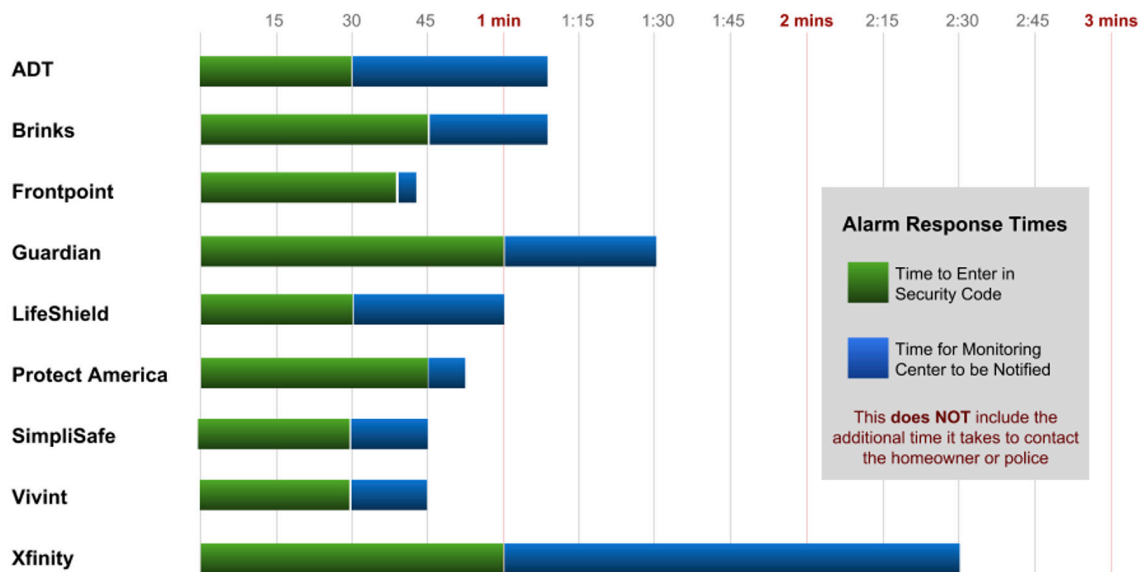
And for most, they are measured in minutes.

Response time is actually the combined total for two separate actions: the allowed time in which to enter a code before the alarm goes off, and the time it takes the security provider to be notified that the alarm has been triggered.





It can quickly add up:



First, there's a delay of 30 seconds or more. This is the grace period while the system allows someone to enter the security code and cancel the alarm.

Next, there's your security provider response time, or how long it takes to notify the monitoring center that an alarm has gone off. This is typically at least 15 seconds. That brings us up to 45 seconds at the low end – and well over two minutes at the high end – since the criminal entered your home.

Once notified, most providers have rules in place that require them to attempt and contact the homeowner not once, but two or three times to confirm that the alarm is in fact a break-in. This can take several minutes.

Then, and only then, will they contact the appropriate authorities. On average, it takes eight full minutes to reach this stage.

The average police response time in the United States varies depending on the location and crime-in-progress, but **you're probably looking at five minutes** or more, with the majority being ten minutes plus.

Type Of Crime	Within 5 Minutes	Within 6-10 Minutes	11 Minutes-1 Hour	Within A Day	Longer Than 1 Day	Length Of Time Unknown	Not Ascertained
Crimes Of Violence*	28.3%	30.3%	33.5%	2.5%	0.4%	5.0%	0.0%
Robbery	32.3%	38.8%	28.3%	0.0%	0.0%	0.6%	0.0%
Aggravated Assault	20.9%	32.6%	36.4%	4.8%	0.0%	5.4%	0.0%
Simple Assault	31.4%	28.0%	31.8%	2.4%	0.1%	6.2%	0.0%
Property Crimes	12.8%	20.2%	47.8%	12.6%	1.9%	4.7%	0.0%
Household Burglary	13.6%	21.8%	46.9%	12.6%	1.9%	3.3%	0.0%
Motor Vehicle Theft	12.5%	22.2%	49.1%	11.5%	1.3%	3.3%	0.0%
Theft	12.5%	18.9%	48.0%	12.7%	2.0%	5.9%	0.1%

Home burglaries, unfortunately, are considered low priority. Almost half – 46.9% – have a response time of 11-60 minutes.

Remember how long the average home burglary lasts? 8-10 minutes.

The takeaway? Traditional home security providers simply can't stop a break-in. At best, they can record it and pass it on to the police, who may not show up for an hour, and clear less than 14% of break-ins because of lack of evidence.

The vaunted 24/7 monitoring that you erroneously believed meant live eyes on your home is nothing more than human intervention after and only after the crime has occurred. The criminal is already in your house.

Still feel like you've done everything possible for your home and family? Or are you starting to think you're paying for a false sense of security?

You're paying up to \$50/month and hoping a sticker is enough to intimidate would-be burglars. You're paying up to \$600/year for something that is only useful to you – and even then only superficially – if you actually get robbed. That's not money well spent.





# The Problem for Police

Here's the harsh reality: anywhere from **90% to 99% of security alarms are false alarms**. Forgotten codes, accidental activations, a squirrel on the front porch, a delivery, even a deflating balloon.

With statistics like that, is it any wonder that the majority of police departments can't or won't prioritize home security alarms?

Police in the United States respond to **36+ million home security alarms every year at a cost of \$1.8 billion**. Most of them are false alarms, wasting valuable time and money while taking resources away from actual crimes-in-progress

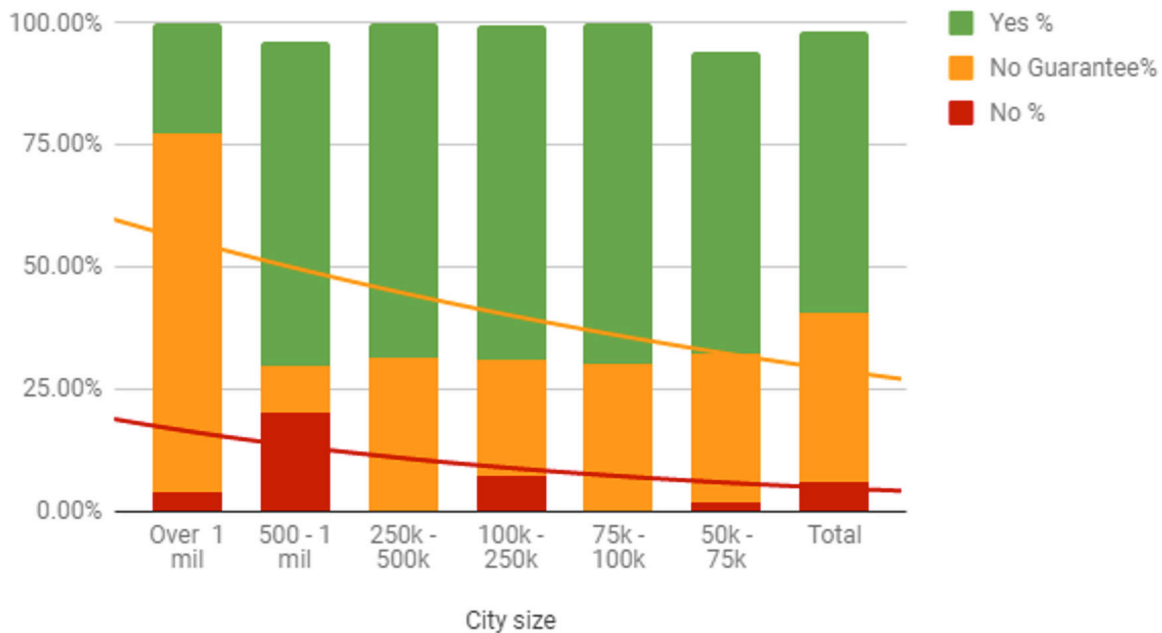
It's unsustainable. Something had to give.

And something did give: authorities have stopped responding.





## Number of people in each city with population of certain size - Percentage



The situation is even more dire for those in cities with one million or more. 80% of surveyed departments can't guarantee or definitely will not respond.

Places like San Jose, Detroit, Seattle, Las Vegas, Milwaukee, and San Francisco all have an official no-response policy. You can see the policy for your city [here](#).

That said, even departments that do respond have to prioritize based on the available information, number of officers on duty, number of concurrent calls, and more.

An activated motion detector or security alarm without additional details is, unfortunately, not a high priority or an emergency. They'll respond only after dealing with high priority calls and situations, whenever that is.

False alarms has made security systems virtually worthless during a burglary.

But there is a solution that does work.

Enter crime verification.



# Non-verified vs. Verified Crimes

If an alarm goes off and no one can verify why, the data tells us it's likely a false alarm and police treat it as such. It's a non-verified crime. That means a slow response if at all.

However, if the **security company** can verify the a crime is in progress, then police will respond accordingly.

This verification typically requires human eyes on the scene before contacting the authorities. It's been shown to reduce false alarms by 95% while significantly decreasing the average response time.

But sending authorities to the physical location still leaves valuable minutes unattended to that we can't afford to lose.

What is needed is not only a fast and convenient verification to shave minutes off the average response time, but a system that also engages with perpetrators.





### The ideal solution?

1

Quickly weed out false threats such as pets, visitors, animals, and deliveries.

2

Identify an actual threat at the perimeter of your home, not once someone has set foot in your home.

3

Put human eyes, ears, and voice on the scene immediately and in real-time

4

Provide law enforcement with up-to-the-second details of a verified crime-in-progress when necessary.

That's the solution that would take the total response time from minutes to seconds. That's the solution that police would design for themselves and their communities. That's the solution that prevents and deters a crime instead of just detecting one.



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