



For Immediate Release

Canadian Security Association advises homeowners on door-to-door security system sales and explains how to choose a system that's right for you

July 22, 2015 (Markham, Ontario) – As summertime continues, so does the rise in door-to-door sales. The Canadian Security Association (CANASA) is advising homeowners to take time to ask questions and do their research when they are approached by people selling security systems door-to-door. “If you already have a security system installed in your home, always contact your existing provider directly before you sign any documentation,” advises JF Champagne, Executive Director of CANASA. “Your current security provider can confirm if they have representatives in your area. This is a very important step if the door-to-door sales person introduces themselves as your existing security provider. You may find out that they’re not representing them at all,” says Champagne.

If you currently do not own a security system and have been thinking about getting one, always make sure you try to meet with a minimum of three companies in order to compare services and costs. Don't be afraid to ask questions about products and services—electronic security professionals are there to help define your individual security needs. Find out how long the security company has been in business, and look for evidence of the company's areas of expertise and employee training. Discuss your needs with companies who are members of associations like CANASA because they all are governed by a membership code of ethics, which can be used to help resolve ethical issues that may arise down the road.

When comparing companies, be sure to make a true comparison by thoroughly reviewing the number and types of products to be installed, the type of services offered and the terms and conditions of the contract you will sign. If there is a discrepancy, be sure you understand the impact it will have on the overall level of security you are purchasing.

If you would like more information on this subject, please contact CANASA at 1-800-538-9919.

About CANASA

Established in 1977, the Canadian Security Association (CANASA) is a national not-for-profit organization dedicated to advancing the security industry. They protect and promote the interests of their members and the safety of all Canadians through education, advocacy, and leadership.

CANASA is a recognized voice of the security industry in Canada and have a growing membership of more than 1,000 member organizations across the country representing all segments of the industry. CANASA supports its members through a comprehensive network of services, including security education, government relations, marketing, communications, leading industry trade shows and the latest industry information and news. Visit CANASA on the web at www.canasa.org

- 30 -

For more information, please contact:
Mona Emond, CAE, CMS
Director, Marketing and Membership Services
Canadian Security Association
memond@canasa.org
905-513-0622 ext. 242
1-800-538-9919 ext. 242