



# The Binkley Monitor



Authorized  
Security Pro  
Dealer

Quality • Satisfaction • Trust

## New Permit Regulations

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### Reminders:

- Users Guides are available at our web site
- Pay your bill online [www.binkleystore.com](http://www.binkleystore.com)
- Don't forget to test your alarm system
- If you have any questions regarding VoIP please call us before you have it installed.
- Send us your request for news articles

### Miscellaneous Info:

Now you can utilize free wireless internet access within downtown Santa Rosa. For more information visit: <http://ci.santa-rosa.ca.us/default.aspx?PagelD=2412>



The City of Santa Rosa recently made changes to the permit regulations. The city has made adjustments to annual permit fees as well as false alarm charges. The new fees are as follows:

Annual Permit Fees:

Residential \$10.00  
Commercial \$25.00

If you paid more than this after the date above you should be receiving a refund check from the City of Santa Rosa.

False alarm fees are as follows:

5th & 6th \$75  
7th & 8th \$100  
9th and there after \$125

When a residence or business has a false alarm, the alarm date and time is listed on their permit file. Each false alarm entered on the record stays on file for exactly twelve months (one year). After that year (to the exact date), the false alarm is removed from the record. If the residence or business has more than four false alarms in any twelve month period, they are charged a false alarm fee. Each false alarm will stay on the permit record until they rotate off the next year. They will continue to count towards the total number of false alarms for the twelve months they are on the record.

The City Ordinance defines a false alarm as: an alarm signal necessitating a response by the police department when an emergency does not exist. An emergency is defined as: an occasion which reasonably calls for a response by the police department. A response due to failure of the alarm system or to personal error is not an emergency. Alarms are a priority call in the dispatch center. When the officers respond to a residential or business alarm, they check the perimeter of the building and look for anything suspicious (i.e. pry marks on a door, broken window). They check to be sure all doors and windows are secure. If an emergency contact is available to let them in while they are there, they will search the interior of the building. If the officers do not find any sign of an attempted break in the alarm is designated as false.



Any person who disputes the false alarm designation is asked to send a written request stating why they believe 1) an emergency did exist or 2) the false alarm resulted from an act of God, flooding or other violent natural condition.



*It is a misdemeanor for any person to install, possess, operate, use, service, or maintain any alarm system without a valid permit. In addition, permits are non-transferable.*

For a summary of the City of Santa Rosa alarm ordinance you can visit the following website: [http://ci.santa-rosa.ca.us/pd/records/alarm\\_ord.html](http://ci.santa-rosa.ca.us/pd/records/alarm_ord.html)

You may call the Santa Rosa Police Department Alarm Permit desk at 707-543-3616 if you would like an application sent to you, or if you have any questions. You may also request an application by sending an e-mail with your name, address of the alarm, mailing address, phone number and your alarm companies name to [Ksvinth@ci.santa-rosa.ca.us](mailto:Ksvinth@ci.santa-rosa.ca.us)

Source of information for this article located on City of Santa Rosa website on 10-16-07

[ci.santa-rosa.ca.us/pd/records/recds\\_pg2.html](http://ci.santa-rosa.ca.us/pd/records/recds_pg2.html)

## Family & Friends Referral Program

Binkley Alarm receives more business from customer referrals than any other source we have, it only makes sense that we thank you for your confidence. Our new referral program will provide a \$50 credit to

your Binkley Alarm account for referrals that lead to the installation of a new monitored system. For more information you can visit our website or email us at [email@binkleyalarm.com](mailto:email@binkleyalarm.com) or call us

at 800-542-5276 and request a more information. You can also refer someone online at [www.binkleyalarm.com/referral](http://www.binkleyalarm.com/referral)



## Friends and Family Referral Program

Binkley Alarm receives more business from customers referrals than any other source. We would like to thank you by providing you with a credit to your account of **\$50** for each referral you provide that leads to the installation of a new monitored system.

Simply complete this form and mail it to us or you can complete our online form at

[www.binkleyalarm.com/referral](http://www.binkleyalarm.com/referral)

### YOUR INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Account Number: \_\_\_\_\_



**Authorized  
Security Pro  
Dealer**

"We Install Confidence"



*Quality • Satisfaction • Trust*

Family Owned and  
Operated Since 1968

### YOUR 1st REFERRAL

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Comments: \_\_\_\_\_

### YOUR 2nd REFERRAL

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Comments: \_\_\_\_\_

For each referral installed we will place a credit on your account for \$50. Program details may change without notice. Binkley Alarm is not responsible for forms that are incomplete or improperly completed. Binkley Alarm employees and their relatives are not eligible to participate. Offer for a limited time only. ACO 6060 CL839346 Binkley Alarm 3345 Industrial Drive #12 Santa Rosa, CA 95403 800-542-5276 or 707-542-5276