



## NEWS ALERT

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DATE: December 11, 2014  
FOR IMMEDIATE RELEASE

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### **Vector Security Takes Home Security System Sales Online**

*Now homeowners can purchase a professionally installed and monitored security system through the company's web site.*

**PITTSBURGH, PA – December 11, 2014** – Beginning today, consumers can click the “Buy Online” button on the home page of the Vector Security web site to shop for home security packages from their laptop, smart phone or tablet.

Based on customer feedback and the growing convenience of purchasing online, Vector Security – a leading provider of home security and home automation offerings – launched the Home Security Shop. Designed for those homeowners who want the convenience of purchasing security and connected smart home devices without going through a formal sales presentation, and who don't feel comfortable or simply do not want to “do it yourself.”

Vector Security has been a leading provider of residential security and connected home offerings for more than 40 years. The new Home Security Shop is unlike current do-it-yourself (DIY) sites, since all home security packages ordered online are professionally installed and professionally monitored by Vector Security. Users can access the store at [www.vectorsecurity.com/store](http://www.vectorsecurity.com/store)

“We set out to create a buying experience online that was unique from the typical do it yourself companies out there,” says Pam Petrow, President and CEO of Vector Security. “We want to provide another way for homeowners to purchase what they want and need in a security system without the hassles that can sometimes occur with typical ‘off the shelf’ or ‘mail to your home’ offerings.”

Upon visiting the secure e-Commerce site, users can view three home security packages starting at \$0 down, select a package and “add on” devices through an interactive selection. They can customize the offering based on their needs. The Home Security Shop also has full product descriptions and supporting videos to assist in the buying process.

“Today's consumers want choices,” adds Petrow. “Our online store provides a convenient and easy method for selecting and purchasing security from the comfort of your home.”

“We offer guidance online during your selection process,” says Art Miller, Vice President of Marketing for Vector Security. “We provide the professional installation of your selected home security system along with the ongoing monitoring and support long after your online purchase. This is value that simply doesn’t come with a DIY offering.”

After purchasing through the Home Security Store, customer feedback has been overwhelmingly positive: “...*flawless process, nice and easy. Very user friendly.*” (Philadelphia, PA) and “*Easy to use. The contract was so simple to sign.*” (Richmond, VA)

Vector Security also sells its home security products & services through a dedicated sales team offering home security, home automation and custom residential solutions.

#### **About Vector Security**

For more than 40 years, Vector Security, Inc. (<http://www.vectorsecurity.com>) has been a premier provider of intelligent security solutions tailored to the needs of the customer. Headquartered in Pittsburgh, the company offers a full suite of electronic security services for residential, business and national account customers across North America and the Caribbean through a network of branches and authorized dealers. Vector Security is a sister company of the Philadelphia Contributionship, a mutual insurance company founded in 1752, and currently provides cost-effective, technology-based security solutions to nearly 300,000 homes and businesses.

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