

Closed Circuit Television-How it Improves your Sight

Apartment Management has a daily challenge on how to provide the best value for each tenant while controlling costs at each site. More people are looking for apartments because home foreclosure rates for the country are steadily climbing and the dramatic change in our national economy in the United States. How can a CCTV system improve your apartment properties when visited by new potential residents? Safety and Security are paramount issues for all residents at any property. What would it take to make your property more appealing? Every management team would recognize the difference with cameras adding a level of safety and security at their respective sites. Your property value is enhanced to all residents while controlling expenditures always remains a priority. Does it work?

CCTV systems can provide the "extra set of eyes" for a receptionist, property manager or your maintenance department. This inexpensive system could start as simply as three or four cameras to cover specific areas of concern to provide that extra measure of safety and security. Activity could be recorded and would provide valuable information in reducing hazards and monitoring those areas of everyday concern for your management team.

Storage areas in basements, furnace, boiler & water heater areas and sprinkler systems would be areas that could result in thousands of dollars of damage should equipment fail without any monitoring and notification. Laundry areas which are regularly used in the evening would also make camera coverage a logical choice to ensure each resident a secure area. Pools, Clubhouses and Playgrounds also provide unique areas of concern for possible accidents, emergency situations and higher levels of liability.

Property Managers and their hard working staffs are always concerned with vandalism in hallways, graffiti on fences, destruction of equipment or security issues in parking or perimeter areas. The use of a modern camera system provides an incredible tool that can be deployed on site or as part of a larger security monitoring system that could cover several sites in various states with the use of a basic laptop computer.

CCTV systems have now been accepted by cities and municipalities in providing additional security and a rapid response to specific unlawful activity. The newest example are businessmen traveling in rental cars and speeding through certain traffic lights where a camera records their running a red light and the local municipality can send a ticket accompanied by this documentation to recover the specific monies associated with the infraction. What are the real benefits to your organization?

- Residents will understand the extra security benefit from their first visit on site to peruse the overall conditions of the property or the initial interview with the manager who can actually explain the CCTV system and its inherent benefits to all.
- Managers can monitor certain areas of the property and secure critical information such as license plate numbers or physical descriptions of persons

visiting the property. Should managers approach visitors or persons on their property they will be more confident in dealing with them.

- Recording events on site will allow managers and HQ personnel to review events or incident in a professional and efficient manner. The newer digital systems provide higher resolution color cameras with an internet protocol which allows each camera to be viewed and monitored on a mobile laptop computer which could be in another city or state.
- Records of events can be kept on file for long periods of time and stored based on manager requirements. The cameras can be set to record only on motion which means the incident or event will be recorded and when activity is ceased the camera will stop recording, but will stay in the ready position for the next activity in this area. Timing is preset by management.
- CCTV systems can start with three to four cameras and can have the potential to be integrated with other sensing systems (alarms) to provide monitoring of remote areas not inspected or monitored on a regular basis.

As we approach the year 2010, Apartment Management will need to retain current residents and attract new residents. Simply talking about procedures and policies at your location may not be enough to convince them your apartment complex has the best value. Can you improve your situation and protect your investment?

Can a CCTV system offer the added security and peace of mind to both your residents and valuable employees to protect your investment? Increasing your occupancy by even 5% would give you the opportunity to invest in a CCTV system. In many situations, CCTV systems have eliminated the high cost of a security officer at particular sites while maintaining a system where the camera provides security with no bias or prejudice or personality. The use of a CCTV system, even basic systems, will pay back immediately on your investment. Once a system has been installed and is operational very little preventive maintenance is required.

Huffmaster is now providing Remote Monitoring to a large number of valued customers across the country. Many have taken advantage of this opportunity to enhance their security, protect their assets and lower their liability issues. Will you see this as a value add for your site?