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BRINGING BUILDING SAFETY INTO FOCUS:

What Every Property Manager Needs to Know
About Security Cameras

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INTRODUCTION

Most property owners and managers wish they could forget about building security. Installing cameras costs money and can be a technical challenge. The problems don't end there, either. Even after you get the right equipment it can be difficult to manage it and find the right footage when it counts.

As a result, most buildings aren't protected the way they should be. That can create security problems for residents and liability issues for owners and investors. The only thing preventing them from incidents and lawsuits? Pure luck.

It doesn't have to be that way. In this short report, we are going to walk you through the basics of security cameras for property management, including:

1

What most property managers get wrong about security

2

The best way to protect yourself from complaints and lawsuits

3

How to make security easier, cheaper, and more effective

Give us just a few minutes of your time and you will come away with more knowledge than your peers. And more importantly, you will know how to protect yourself from the inevitable... and without spending a fortune on cameras, IT, or live officers.

WHAT MOST PROPERTY MANAGERS GET WRONG ABOUT SECURITY

One thing we have learned from meeting with dozens of property managers is that they tend to think of security in terms of deterrence and occupant satisfaction. They think that if they just have enough cameras in place, that will deter criminals from doing bad things while also keeping residents or leaseholders feeling safe and secure.

**No camera setup can stop bad things from happening 100% of the time.
But it can make sure you aren't wrongly accused of negligence.**

To be sure, those are benefits that come with a good security camera setup. However, the best reason to invest in the right protection doesn't boil down to preventing issues; instead, it's about ensuring that you are legally protected against future claims. That's because no camera setup can stop bad things from happening 100% of the time. But it can make sure you aren't wrongly accused of negligence.

Imagine for a moment that a serious crime were to take place on your property. Or, think of a scenario where an accident were to cause a significant injury. In either situation an occupant, a vendor, or even a random visitor could claim you were at fault.

Solid visual evidence is the single best defense against these sorts of liabilities. That means having the right cameras monitoring the right spaces at all times. Having that protection can do more for you than any waiver or eyewitness. And, it brings the already mentioned benefits of deterring crime and making your customers or residents feel more secure.

These insights aren't new, of course, and security camera companies have been pointing out the need for their products for a long time. However, simply installing equipment doesn't solve the problem. Every year, thousands of building owners and property managers learn this lesson the hard way.



WHY THE SECURITY CAMERAS IN YOUR BUILDING AREN'T ENOUGH

It's easy to understand why you need to have security cameras installed in your buildings. What might be harder to accept, though, is that they won't necessarily protect you in many instances.

There are many reasons for this, but they can be boiled down to a handful of concerns:



The cameras themselves might not be configured correctly



There are many different types of cameras and monitoring systems, some of which don't work particularly well together



Certain environments (like kitchens, outdoor spaces, or low-light settings) can require special equipment



In many instances each of these camera setups will be run through unique software packages that don't share data

The result of all of this is that you might need more than one type of camera on your property. You may even need several. Monitoring them all could be difficult. Finding the footage you need when it matters most might prove to be impossible.

To put these issues into different terms, you could choose the right security camera system, or combination of systems, for your property. And despite that, you might still end up in a situation where you can't find the footage when an investigator or attorney asks for it.

Until now, the only solution has been to pay a fortune for expensive cameras that do more than needed or settle for configurations that may or may not work as intended. Luckily, we have come up with a better way to ensure you have the coverage and protection you need.

HOW WE ARE CHANGING SECURITY FOR PROPERTY MANAGERS EVERYWHERE



At this point, you will understand that you don't just need security cameras – you need a way to monitor and access footage from multiple systems in one easy format. Just as importantly, you need to be easy, efficient, and largely automated.

At Amherst Intelligence Security, that's exactly what we have developed.

Our intuitive AI (artificial intelligence) co-pilot platform brings all your security solutions together into one convenient portal. Using machine learning, we monitor your security feeds for incidents and anomalies, making sure to highlight and save anything that might need to be revisited later.

With our affordable solution you can finally get the security coverage you need. Even better, you can get it without stretching your budget, learning new hardware and software tools, or introducing fresh vulnerabilities into your setup. The Amherst Intelligence security suite is a combination of next-level protection with foolproof ease-of-use. It's also an affordable and convenient way to highlight safety and keep liability claims at bay.

We don't want you to take our word for it, though. The best way to learn about our product is to try it for yourself. So, if you're interested in saving money on security while keeping your buildings and occupants safer than ever, we want to introduce you to the future.



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FREE SECURITY REVIEW

Contact us now to schedule a free, no-obligation security review and see what we have been able to do for other property managers just like you.

Schedule a FREE Security Review

www.amherstintelligentsecurity.com