



# nerej

## Utilizing security technology to increase asset value

October 21, 2014 - Connecticut

While economists may argue about the depth and strength of the recent housing recovery, and point to evidence that the recovery has not resulted in rebounding year-over-year asking prices for some Connecticut urban locations, the majority do agree that the recovery has brought about an overall urban resurgence in Connecticut.

This resurgence, unlike the construction boom in suburban-based, single-family housing during the housing bubble, has been particularly evident in urban "hi-rise" environments (hi-rise being loosely defined as building complexes with 50 or more units). In fact, many speculate that the subsequent bust in the suburban housing market led to a growing preference among professionals for urban living in highly-populated, culturally-rich city neighborhoods.

However, with this continuing migration to major urban areas, building managers and owners of new and existing properties now face an increasingly competitive environment to lure and retain tenants, both residential and commercial, especially in terms of security and convenience.

One of the ways forward-thinking managers and owners can satisfy growing tenant demands for additional services while harnessing escalating taxes and operating costs, is by deploying a new technology by Security Specialists called Video Doorman.

Video Doorman is a unique technology that offers tenants the convenience of 24 x 7 x 365 package delivery while also providing additional, iron-clad security at a fraction of the cost of retaining a traditional security guard or "doorman."

The Video Doorman solution consists of an exterior entrance panel equipped with a backlit high-resolution camera, a built-in speaker/microphone with noise reduction and a card reader. Additional high resolution cameras, speakers and microphones allow specially-trained central station operators to interact with, and monitor the activities of, any delivery person as they make their way to the facilities' package room. Another key element of the Video Doorman solution is the installation of a secure, alarmed package room in the building. The package room is equipped with a card access reader to allow entry only to authorized individuals while a camera and microphone are utilized to record all activity on a 24/7 basis. The package room is also connected to a Central Station for 24/7 monitoring.

### How it Works

A delivery person arriving at the building interfaces with the Video Doorman exterior panel if the tenant is not home. A live operator, utilizing cameras and 2-way voice communications, greets the delivery person and verifies the intended recipient is a resident. The remote operator then lets the delivery person into the facility and follows them every step of the way with video and voice communication as they make their way to a secure package room. The package room is then remotely unlocked by the live operator for package delivery and subsequent pick-up by residents. The system operator can also dispatch authorities in the event of a problem as well as being used to

escort residents from the building entry to their floor, providing added comfort and security.

#### Increased Asset Value

Statistics show that a "safer" building can yield increased rent levels. With Video Doorman, building owners can experience higher rents, improved tenant retention, reduced insurance rates and liability costs, and increased facility value. The Video Doorman system is easy to install, use and economical to operate (less than \$3 per hour).

#### Video Doorman Features

- \* Secure package deliver & notification
- \* 24 x 7 surveillance security & card access control
- \* Emergency assistance panic button
- \* Front door ajar & forced entry alert
- \* Latchkey child parent notification
- \* Emergency access for police, fire & medical
- \* Additional value and a competitive advantage for your property
- \* Enhanced levels of service and security for resident

Video Doorman is available in the Connecticut market from Stamford-based Security Specialists, a leading systems integrator and full-service solution provider of dynamic, high-performance, integrated life safety, electronic security, video surveillance and communications systems for commercial and residential clients. A pioneer in the development of customized security solutions utilizing best-of-breed components from leading world-class manufacturers, the Company has serviced the greater Tri-State area (Connecticut, N.Y., N.J.) for over 35 years. For additional information, please visit [www.securityspecialists.com](http://www.securityspecialists.com).

Bill Pankracij is marcom and PR strategist for Security Specialists, Stamford, Conn.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540