



AFFORDABLE PEACE OF MIND—

A Conversation With Eyeforce Client Brian Rucker



“You know, it’s funny, whenever a company owner draws up their business plan they never seem to focus on securing their physical assets. That one mistake alone nearly caused me to close up shop. Discovering what Eyeforce had to offer literally helped me continue with the business.”

Brian Rucker, Owner
Rucker Equipment



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For anyone who has ever met Brian Rucker or been fortunate enough to do business with him, there's one fact that can't be denied—he tells it like it is. ***“It’s a bitter pill to swallow, but it’s been my experience that there’s always going to be someone out there just waiting for the right opportunity to take what isn’t theirs. I’m telling you, external theft got so bad at one point I was ready to shutdown the dealership and spend the rest of my days fishing in solitude!”***

To describe Brian as a satisfied client of our services would be a huge understatement. When we asked if we could sit down and discuss how our video surveillance and monitoring service helped Rucker Equipment save money while allowing him to focus on running his business he responded with a hearty laugh and an eager ***“Absolutely!”***

EYEFORCE: First off, Brian, thank you for agreeing to share with other business owners how happy you are with our services.

BRIAN: **Happy? I prefer ecstatic!** I had no idea there was such an easy and affordable way to stop thieves from robbing me blind every time I turned around. No sir, it's my pleasure.

EYEFORCE: Again, thank you. We think maybe we should just throw the questions we've prepared out the window and simply write down what you have to say!

BRIAN: No, no, you go ahead and fire away, but I can't promise I won't get a little excited and colorful as the interview proceeds.

EYEFORCE: Ok, you're free to share anything you want. Let's start at the beginning, then. What was the initial problem Rucker Equipment was experiencing?

BRIAN: Well, at first, things were going great. We carried, and still do actually, a huge inventory of tractors and equipment right here on our property. That and the fact that our service technicians are really the best in the business... yeah, things were looking rosy. **We'd all put in a hard days work, come back the next morning and wouldn't you know it? Someone broke into the lot and stripped down our equipment.**

EYEFORCE: Did you have any type of security to protect your investments? That equipment must be expensive.

BRIAN: Sure. But it's not illegal for someone to go to the hardware store and buy a cheap pair of bolt cutters, even if they plan on snipping through a chain link fence. After that we added razor wire to the top of the perimeter, that didn't work because we got hit again. Decided to invest in some cables to chain all the equipment together, but in retrospect that was just putting a band-aid on a gaping wound.
Nothing we tried could slow these thieves down.

EYEFORCE: What effect did all of this have on the business and you personally?

BRIAN: **I was mad, frustrated, found myself becoming really skeptical of everyone, even my employees. That, and the fact that my insurance premiums were going through the roof!** In just about two years time I had six major thefts averaging about \$75,000. Imagine what my insurance carrier had to say. It's not like I couldn't insure my inventory, but those premiums really cut into our profits. One day I had what I thought was a great idea—I'm going to hire a security company at \$20.00 an hour to watch the business when we were closed. Yes, it was going to cost me even more money, but I was desperate and I didn't have any other ideas.

EYEFORCE: How did that work out?

BRIAN: Not at all the way I thought it would. This service wasn't cheap, and then I discovered I had to police these security guards as well. I'd pull in sometimes after midnight just to check things out and more than once I had to wake them up! If I was a criminal I could've taken anything I wanted.
Now I was really feeling hopeless.

"Now I was really feeling hopeless."

EYEFORCE: Did you try anything else?

BRIAN: **Yes. I went the watchdog route, but some of these crooks would go so far as to feed the dogs doctored treats to knock them out or worse.** We've all seen that in the movies, but I'm telling you, they do it in real life, too. I even tried to have one of my employees live rent-free on the property. I don't even want to get into how that worked out, I mean, that's no way to operate a business.

EYEFORCE: We have to ask, why didn't you consider a monitoring service earlier?

BRIAN: Two main reasons. One, if there was a break in it would take time for law enforcement to get out there. By the time they showed up the bad guys would already be gone, no doubt. And two, well, I just had a hard time justifying the expense when I knew it would still leave me back at square one.

EYEFORCE: Those are valid points.

BRIAN: But then I came across your group! Eyeforce takes security and monitoring to a whole new level. When I discovered there was an affordable service that could watch over my business in real time, with both audio and video surveillance, well, it was the answer to all my problems.

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EYEFORCE: Would you mind elaborating on that a bit?

It was the answer to all my problems."

BRIAN: Mind? That's why I'm still in business! Imagine some criminal breaks into the property and all of a sudden hears a voice saying "Hey, you there, in the red hooded sweatshirt! You don't belong onsite. The authorities are on their way!" That is peace of mind.

EYEFORCE: Well, we certainly agree with you there.

BRIAN: But that's just the half of it. I don't think I've shared this with your company yet, but Eyeforce does more than stop external theft. Any business owner knows internal crime is a problem as well. There's always going to be some sort of shrinkage, but Rucker Equipment was losing up to \$20,000 a year from parts going missing, fuel being siphoned, all when we were open for business. **Now, we've got shrinkage down to an acceptable \$1,500 per year, and most of that is clerical and billing concerns, minor in comparison.**



Guard Patrols



Alarm Intervention



Alarm Verification

EYEFORCE: Yes, we always make certain to remind our clients that theft can occur from inside as well.

BRIAN: And don't forget, having eyes all over your property can really help you get the straight story if there's ever an accident or some other type of allegation. I'm telling you, I was so tired of having to spend time worrying about security. **Now, I can focus on my business, servicing my customers and, most importantly, being profitable.**

EYEFORCE: Again, thank you Brian, for taking the time to talk with us about how Eyeforce helped you solve your security problems.

BRIAN: It's been my pleasure, truly. And if you ever need someone to give a first hand account of how beneficial your services are, you know how to reach me!

To discover how Eyeforce can help your business,
PLEASE CALL DANIEL FORREST AT 888.393.3672.



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