

TMA Five Diamond Dealer Program



The standard of excellence for the monitoring industry

Distinguish your commitment in a crowded marketplace

As a Five Diamond Dealer Designee, your company demonstrates its commitment to:

- The highest level of customer service.
- Reduction in false alarms.
- Raising the industry standards through TMA membership and participation in its activities.

Questions?

Contact Tara Compher at TMA by email at fivediamond@tma.us or by telephone at (703)660-4914 for application details.

Five Diamond Dealer Designee requirements include:

- Accounts must be monitored by a designated Five Diamond monitoring center in good standing.
- A Five Diamond company must endorse your application.
- Membership in TMA as a Security Technology Services Provider.

TMA Five Diamond Dealer Program

For Alarm Companies With Accounts Monitored by TMA Five Diamond Members

The Monitoring Association, along with the TMA Five Diamond Committee, brings to you the TMA Five Diamond Dealer Program. The program provides Five Diamond Member companies with dealers an additional benefit for participating in the Five Diamond Program. Dealers of currently designated Five Diamond companies who choose to participate will have access to a special logo and will be listed in the TMA website's Five Diamond section.

Why Should I Participate in the Five Diamond Dealer Program?

- The new distinction between the Five Diamond designated company and Five Diamond dealer logos will help protect the integrity of the Five Diamond logo and Five Diamond designation for currently designated companies.
- Inviting your dealers to participate in the dealer program can be considered a customer benefit for them.
- The implementation of this program could expand the reach of Five Diamond to alarm monitoring centers and dealers previously unfamiliar with it.

What are the requirements?

- Dealers are only allowed to participate if they have accounts monitored by a currently designated Five Diamond company.
- As the Five Diamond designated member, you choose which dealers to invite to participate in the program. No dealer will be allowed to participate without their Five Diamond monitoring company's approval. You will be responsible for explaining the steps and benefits of the dealer program to each dealer.
- Once interested Five Diamond companies have renewed their designation for the current year, they will receive the Five Diamond Dealer Program Application Packet to distribute to their dealers.
- Dealers wishing to participate will be required to complete and return the dealer program application and TMA Membership application to Tara Compher, Program and Administration Coordinator, at fivediamond@tma.us. Upon approval, they will become a TMA Security Technology Services Provider member.

How Can I Participate or Find Out More?

- Complete your 2021 TMA Five Diamond Application/Renewal, indicating in the appropriated areas your desire to participate in the dealer program.
- Once your application has been submitted and approved, TMA will provide you with the Five Diamond Dealer Program Application Packet.

TMA Five Diamond Dealer Program Application 2021

For Alarm Companies With Accounts Monitored by TMA Five Diamond Members

- NEW
- RENEWAL

Company Name: _____

Company Address: _____

Company Five Diamond Dealer Program Contact: _____

City/State/Zip: _____

Direct Telephone: _____ Fax: _____

Email: _____ Website: _____

List any TMA Five Diamond companies that monitor your accounts:

- We have completed the TMA Security Technology Services Provider Membership Application.
- We have attached all required documents (Program Application, TMA Membership Application).
- TMA Membership Dues Payment (Please note: *Applications require payment in order to be processed.*)
 - Pay by check: The Monitoring Association, 7918 Jones Branch Drive, Suite 510, McLean, VA 22102
 - Pay by phone with credit card: Call Tara Compher at 703-660-4914
- Return the completed application, with all required materials:
 - By email (preferred method) to: Tara Compher at fivediamond@tma.us
 - By mail to: The Monitoring Association, 7918 Jones Branch Drive, Suite 510, McLean, VA 22102

Print Name of Company Officer

Signature of Company Officer



The Monitoring Association (TMA) Non-exclusive, Limited, Revocable The “System Monitoring Provided by a Five Diamond Monitoring Center” Dealer Logo License Agreement

It is understood and agreed that the TMA Five Diamond logo and the “System Monitoring Provided by a Five Diamond Monitoring Center” logo are the sole and exclusive property of The Monitoring Association (“TMA”), but may be used in accordance with the terms and conditions set forth below by TMA for TMA-authorized alarm dealers (“TMA-authorized user”) of TMA members (“Member(s)”) in good standing who annually qualify for the TMA Five Diamond certification.

Use of the “System Monitoring Provided by a Five Diamond Monitoring Center” name and/or logo shall constitute consideration for, agreement to, and acceptance of the following terms and conditions of this license by user:

1. The attached logo is the sole and exclusive trademark property of TMA. This logo may be used only by TMA-authorized dealers of TMA members in good standing who annually qualify for Five Diamond designation, if and only if, such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of this license, in addition to any other sanctions imposed hereunder by TMA. The enforcement (or lack thereof) of these terms and conditions, and compliance therewith, against the undersigned shall be made by TMA in its sole discretion.
2. TMA hereby grants a TMA-authorized dealer of a TMA member who holds the Five Diamond designation an annual, non-exclusive, limited, revocable license to use the TMA's “System Monitoring Provided by a Five Diamond Monitoring Center” name and trademark for the purpose of advertising and promoting its services; provided, however, that such use shall conform to the standards and guidelines specified herein. TMA hereby represents and warrants that it has all rights necessary to grant the undersigned the rights and license herein and the undersigned's use thereof as contemplated hereunder shall not violate any rights of any person or entity.
3. **The “System Monitoring Provided by a Five Diamond Monitoring Center” name and logo and the use thereof may not be assigned, leased, granted, or transferred in any way by the TMA-authorized user to any other party.**
4. The logo may not be revised or altered in any way and must be displayed in the same form as produced by TMA. The logo must be printed in their official color or in black.
5. The logo may be used in a professional manner on the TMA-authorized user's business cards, stationery, literature, advertisements, storefront window, or in any other comparable manner to signify the TMA-authorized user of the “System Monitoring Provided by a Five Diamond Monitoring Center” Designation.
6. The logo may not be used in any manner that, in the sole discretion of TMA discredits TMA or the Five Diamond program or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterizes the relationship between TMA, the TMA Member and the TMA-authorized user of TMA members (“Member(s)”) in good standing who annually qualify for the TMA Five Diamond designation.
7. Any use contrary to the foregoing or reference to the Five Diamond name or logo inconsistent with the above must be approved by TMA in writing prior to use.
8. TMA assumes no liability for or arising from the misuse neither of the “System Monitoring Provided by a Five Diamond Monitoring Center” name or logo, nor for or arising from the use of the Five Diamond and the “System Monitoring Provided by a Five Diamond Monitoring Center” name or logo beyond the terms of this Five Diamond Designation Agreement, regardless of whether a revocation of this license occurs as a result of such use or misuse. The undersigned further agrees to indemnify and hold harmless TMA for any liability incurred resulting from third party claims against TMA to the extent arising from the undersigned's use of the “System Monitoring Provided by a Five Diamond Monitoring Center” name or logo in violation of the terms hereof or other misuse by the undersigned of the “System Monitoring Provided by a Five Diamond Monitoring Center” name or logo.
9. Revocation of this license does not terminate or transfer any liability of a member for or arising from the use or misuse of the “System Monitoring Provided by a Five Diamond Monitoring Center” name or logo.

10. In its sole discretion, the TMA may alter or replace the "System Monitoring Provided by a Five Diamond Monitoring Center" logo from time to time, without advance notification or liability.
11. Use of the logo shall create no rights for users in or to the logo or their use beyond the terms and conditions of this limited and revocable license. The logo shall remain at all times the sole and exclusive intellectual property of TMA. TMA shall have the right, from time to time, to request samples of use of the logo from which it may determine compliance with these terms and conditions. Without further notice, TMA reserves the right to prohibit use of the logo if it determines, in its sole discretion, that a user's logo usage, whether willful or negligent, is not in strict accordance with the terms and conditions of this license, otherwise could discredit TMA or tarnish its reputation and goodwill, or the user is not a TMA-authorized user.
12. While using the Five Diamond name or logo hereunder, TMA-authorized user shall inform TMA immediately of any potential infringement of a TMA mark or trademark which comes to TMA-authorized user's attention. TMA retains the right to determine if, in fact, an infringement exists and whether or not to pursue legal action and, while using the "System Monitoring Provided by a Five Diamond Monitoring Center" name or logo hereunder, the TMA-authorized user will reasonably cooperate in any such undertaking. TMA will control the legal action including the financing thereof, and TMA-authorized user shall have no right in any recovery arising from any such legal action.
13. Any questions concerning use of the logo or the terms and conditions of this license should be directed to the TMA Executive Director, Celia Besore at 703-242-4670 x 013 or at cbesore@tma.us.

I hereby agree to submit to the terms stated above.

Company Name _____

Representative Name _____

Direct Telephone Number _____

Email _____

Signature _____ Date _____

ACKNOWLEDGED AND AGREED:

The Monitoring Association

Representative Name _____

Signature _____ Date _____



**7918 Jones Branch Drive, Suite 510
McLean, VA 22102
703-242-4670
www.tmaweb.org**

Member of Related Organizations (list any) _____

Certifications (list any) _____

Type of Product/Service Your Company Provides:

- Dealer
- DIY
- Installer
- Guard Company
- Integrator
- Other (specify) _____

Service provided in North America (list all states)

Service Provided Outside North America? (list all countries)

The Monitoring Association
7918 Jones Branch Drive, Suite 510
McLean, VA 22102
703.660.4914 fivediamond@tma.us



Membership Application

Security Technology Services Provider Member Five Diamond Dealer Program

New Application Renewal Application

We hereby apply for membership in The Monitoring Association. If our application is approved, we agree to observe the Bylaws of the association and give due consideration to all lawful activities that will contribute to its advancement and growth.

Company Name _____

Contact Person / Official Representative _____

Title _____

Address _____

City/State/Zip _____

Phone Number _____

Fax Number _____

Email Address _____

Website _____

Company LinkedIn _____

Company Twitter _____

Company Facebook _____

Company YouTube _____

Company Skype _____

Minority owned? Yes No

Is this company owned or controlled by another organization? Yes No

If yes, complete the following:

Name of Controlling Organization _____

Address _____

Does this company have accounts monitored by a TMA Five Diamond company?

Yes No

If yes, list the company or companies that monitor your accounts:

**Security Technology Services Provider Membership for
Five Diamond Dealers (ONLY)
\$350**

Please return this form with payment for one year's dues. Dues are based on the calendar year.

Check mailed to TMA, 7918 Jones Branch Drive, Suite 510, McLean, VA 22102

Call 703.660.4914 to pay by phone. Credit card information is not saved or stored.

Privacy Statement: Any financial information requested on this form will be disclosed only to TMA staff for the sole purpose of setting the appropriate dues category.

Company Biography (may also be attached as a Word document): _____

The information submitted in this application is for the purpose of obtaining membership with The Monitoring Association and is warranted to be true and correct. Permission is hereby granted to TMA to request information from the above-named Five Diamond monitoring company. We understand that one year's fees are due and payable in advance in accordance with the terms that shall then be in effect or otherwise directed by the Board.

Authorized Signature _____

Title _____

Date _____

Optional Information

Help TMA serve you by providing company demographic information. You may also add or edit this information to your company record directly online after membership is approved.

Date Founded _____

Number of Locations _____ Number of Employees _____

Types of Customers Served _____

Commercial Accounts _____ Residential Accounts _____

Other Accounts _____ Number of Employees _____

Tax Exempt? Yes No

Tax ID _____

Company Ownership Type:

Privately Held Publicly Traded Minority Status

Other (specify) _____