TMA Five Diamond Dealer Program

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.

The standard of excellence for the monitoring industry

Distinguish your commitment in a crowded marketplace
TMA Five Diamond Dealer Program  
For Dealers 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 access to the TMA Five Diamond program to dealers who are monitored by a TMA Five Diamond designated company. Dealers of currently designated Five Diamond companies who choose to participate will have access to a special logo and will be listed on TMA’s website in the Five Diamond section.

Why Should I Participate in the Five Diamond Dealer Program?

- Participation in the TMA Five Diamond Dealer program allows your company to be affiliated to a widely respected and recognized program of monitoring excellence.
- The new distinction between the Five Diamond designated company and Five Diamond dealer logos will help protect the integrity of the Five Diamond program, logo, and designation for currently designated companies.

What are the requirements?

- Dealers are only allowed to participate if they have accounts monitored by a currently designated Five Diamond company.
- No dealer will be allowed to participate without their Five Diamond monitoring company’s approval.
- Dealers wishing to participate will be required to complete and return the dealer program application and TMA Membership application with the pertinent fees to Tara Compher, Program and Administration Coordinator, at fivediamond@tma.us. Upon approval, they will become a TMA Security Technology Services Provider member and be able to use the TMA Five Diamond Dealer Program.

How Can I Participate or Find Out More?

- Complete your 2022 TMA Five Diamond Dealer Program Application/Renewal.
- Once your application has been submitted and approved, TMA will provide you with the Five Diamond Dealer Program logo and you will be enrolled in the program.

Have questions or need assistance? Contact TMA at fivediamond@tma.us or 703-660-4914.
TMA Five Diamond Dealer Program Application 2022

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 and we will submit TMA Membership Dues payment once the Invoice is received. (See pages 9-10).

☐ Five Diamond Dealer Application Fee of $350 (Please note: Applications require payment to be processed and are non-refundable.)
  • Pay by check: The Monitoring Association, 7918 Jones Branch Drive, Suite 510, McLean, VA 22102
  • Pay online: HERE (login is your email address)
  • Pay by phone with credit card: Call Tara Compher at 703-303-4891.

☐ 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

TMA Internal: Application Received Date ___________________ / Application Completed Date ___________________  25Feb2022
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 TMA's Chief Executive Officer, 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
Why join The Monitoring Association?

TMA connects you with the industry’s leading technology innovators and specialized consultants, as well as your peers. Together, in collaboration with TMA’s community of professionals, your business is positioned for growth and success.

- Participation in the many programs within our vertically-integrated association also provides our members with the opportunity to network with those in the alarm monitoring industry, as well as users of monitoring services, providers to the monitoring industry, and those who offer new and non-traditional monitoring services.

Networking and business development opportunities are abundant through your TMA membership. Our members are your providers of security solutions, from monitoring companies to manufacturers to business consultants – nearly 300 member companies and growing.

- Many of our members, like you, install devices beyond burglar and fire alarms.
- New membership categories were added to welcome companies who are not in the traditional (intrusion & fire) security industry. The association changed its name in 2017 to The Monitoring Association to better reflect the growth in scope of the monitoring industry.
- One-on-one networking with members facilitates a deeper understanding of top-of-mind issues impacting your business. You will also gain valuable insights into best practices in operations, marketing, and more. Likewise, other members will benefit from a better understanding of your needs as an installer or integrator.
- TMA keeps you abreast of federal regulations that can impact your bottom line.

What you receive as a member

In-depth networking access. Participation in TMA provides you with the means to understand the specific strengths of potential and current providers of security services. Our members want to exchange ideas and build relationships with other TMA members. Networking is facilitated by:

- Participation in TMA events as an attendee, speaker, sponsor, or exhibitor
- Committee work
- Member receptions at TMA and industry events
- Participation in ACCENT our industry-related listserv

Exposure to TMA members through our publications:

- New member announcement in the TMA Dispatch (quarterly magazine)
- Members’ news in the TMA Dispatch and the TMA Signals (weekly e-newsletter) – a great way to highlight new services, RFPs, etc.
- Opportunity to write articles for the TMA Dispatch and to offer webinars, a great opportunity to expand the understanding of the needs of installers and integrator.
Participation and leadership in TMA committees with providers and potential partners, including but not limited to:

- **Education** committee
- **Technology** committee
- **Video** committee
- **Standards** committee

**Top-notch education and information** highlighting industry hot-topics, challenges and best practices. Members receive discounts when participating in TMA meetings below:

- Leaders in the industry come together at the **Annual Meeting** each fall, which features sessions on the industry’s future, market trends, leading business practices, technology updates, and other topics, along with exclusive executive-level networking opportunities. Topics presented are timely and provide practical take-aways.
- **TMA’s Mid-Year Meeting** (MyM), gives members an additional opportunity to gain industry intelligence, discuss issues, and keep pace with the latest product and service innovations. Find out how TMA is working to support your success.

**Publications, both digital and print**, are an important source of information for members. **TMA Dispatch**, issued quarterly, and the **TMA Signals**, issued weekly, include government relations news, profiles of award-winning companies, updates on programs companies can take advantage of to help them grow, and more. TMA also publishes the definitive guides to burglar and fire alarm systems.

**TMA wikis provide members-only information** on state licensing requirements; best practices on disaster preparedness; hiring and personnel; monitoring center design; and signals format.

**Through Government Relations and Regulatory Advocacy**, TMA protects the interests of the professional security and monitoring sector.

- The Alarm Industry Communications Committee (AICC) works on behalf of TMA members to protect their interests in the area of government legislation and regulation. AICC retains attorneys and professional lobbyists to work with Congress and relevant regulatory agencies to help ensure that member companies are able to operate in the most effective manner.
- **TMA** represents your interests at related organizations. We maintain liaisons with government agencies and groups such as the International Association of Chiefs of Police (IACP); the International Association of Fire Chiefs (IAFC); the National Sheriffs Association (NSA); the National Association of State Fire Marshalls (NASFM); the National Fire Protection Association (NFPA); the Association of Public-Safety Communications Officials (APCO); and, organizations in the insurance industry, as well as related industry organizations such as the Electronic Security Association (ESA); the Canadian Security Association (CANASA); and, the Security Industry Association (SIA). These relationships allow us to better represent the interests of our members by addressing common challenges jointly.
Get Involved, Give Back, Grow Professionally –
Join a TMA Committee!

**Associate Members' Liaison Committee** represents suppliers and Associate Members on the TMA Board. It advises the Board of the needs and concerns of Associate Members, and it provides input to the Membership, Technology, and Education committees in areas of Associate Member services, recruitment of new Associate Members and Associate Member retention.

**ASAP Program** committee represents the ASAP to PSAP program for cad-to-cad communications between the Central Stations and the correct responding PSAPS. It oversees the budget, communications, outreach and implementation of the program, and acts as the TMA representative for the corresponding Related Organizations for fluid evolvement and mission correctness.

**Compliance Community** an interest group is for members who deal with licensing, permitting, and regulations management. The groups was formed in response to the 2017 TMA survey, in which licensing and regulatory issues were identified as among those of most concern to members. The intent is to provide a virtual forum for discussion around issues related to compliance, as well as to establish a community of like-minded people that can help each other.

**Contract Monitoring Companies Council** examines and helps to address the evolving needs of its members by providing coordinated representation with industry-related associations, manufacturers, regulatory agencies and other organizations in order to consistently improve and enhance the services provided to the customers of contract monitoring centers.

**Education Committee** advises the TMA Board on the strategic direction of education programs. It oversees the educational programming offered by TMA, including seminars at meetings, online courses and webinars. Further, it oversees the maintenance of the informational wikis and works closely with other committees to ensure alignment with educational goals of the association.

**Five Diamond Committee** is responsible for creating the criteria for the program, supervising the rules of its use, and generally overseeing the administration of the program legally, programmatically and financially. It also enforces of the use of the logo and name.

**Insurance Liaison Committee** advises the TMA Board on insurance industry issues that affect the central station alarm industry. It may conduct surveys and/or produce information on the central station alarm industry for the insurance industry to effect changes that benefit member companies and industry customers.

**Legal Affairs Committee** advises the TMA Board and coordinates activities on legal matters, such as REIT contracts, related insurance indemnification and “keeping it legal” programs. It also conducts research on, and oversees the development of, documents on alarm industry case law.

**Marketing & Communications Committee** creates, coordinates and disseminates targeted information to the industry and general public to advance TMA goals and strengthen its brand.

**Membership Development and Retention Committee** advises the TMA Board on, and actively participates in, person-to-person membership development strategies. The committee reaches out to lapsed members, makes recommendations on the dues structure and membership categories, and oversees the approval of new member applicants. It also includes the NextGen Subcommittee, and aids in investigating subcommittee development.

**Proprietary Monitoring Center Council** primary purpose it to address issues unique to proprietary central stations, and to participate in discussions on issues of standards and codes where it affects their unique concerns. In addition, the Council has an interest in furthering federal activities in the area of licensing and recognition of such, and working with the monitoring industry to resolve false alarm issues.

**Public Sector Liaison Committee** advises the TMA Board on strategies and activities to be used in working with public sector organizations, such as the International Association of Chiefs of Police, the National Sheriffs’ Association, the International Association of Fire Chiefs, the Association of Public-Safety Communications Officials and others, at the direction of the TMA President and TMA Board in order to forward the views and goals of the monitoring industry.

**Standards Committee** promotes and produces standards to help guide alarm companies in operating their monitoring centers within ANSI guidelines. Requests for new standards or for revisions of existing standards may come from member organizations, individuals or non-members. The committee reviews requests and acts upon them based upon time availability of committee members, and in adherence to formal and published procedures.

**Technology Committee** has a mission is to provide technology-focused education to TMA members that will help them improve and advance their businesses, identify technology issues of most interest and importance to TMA members and act as a conduit through which Associate members can be a more easily-accessed resource for regular members.

**Surveillance and Video Verification Committee** provides oversight to two newly formed subcommittees—the Managed Services Subcommittee and the Enhanced Video Verification Subcommittee. It also will provide direction and coordination between the Electronic Security Association, the Security Industry Association, the Security Industry Alarm Coalition and TMA’s Standards and PSLC committees.

Find out more at: [https://tma.us/about-tma/committees/](https://tma.us/about-tma/committees/)
We hereby apply for membership in the 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

Is yes, complete the following:

Name of Controlling Organization ____________________________________________
Address ____________________________

How did you learn about The Monitoring Association?
□ from TMA outreach/promotion/advertising
□ from an industry colleague __________ (person's name/company)
□ general industry awareness
□ other (please elaborate) ________________________________

How did you learn about The Monitoring Association?
□ from TMA outreach/promotion/advertising
□ from an industry colleague __________ (person's name/company)
□ general industry awareness
□ other (please elaborate) ________________________________

Security Technology Services Provider Membership Dues
(check appropriate category on the table)

<table>
<thead>
<tr>
<th>Company Gross Revenues</th>
<th>2022-23 Annual Dues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $3 million</td>
<td>$1,133</td>
</tr>
<tr>
<td>$3,000,001 to $4 million</td>
<td>$1,339</td>
</tr>
<tr>
<td>$4,000,001 to $6 million</td>
<td>$1,442</td>
</tr>
<tr>
<td>$6,000,001 to $15 million</td>
<td>$1,545</td>
</tr>
<tr>
<td>$15,000,001 to $30 million</td>
<td>$2,163</td>
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<tr>
<td>$30,000,001 to $55 million</td>
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<tr>
<td>$55,000,001 to $120 million</td>
<td>$4,326</td>
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<tr>
<td>$120,000,001 to $200 million</td>
<td>$6,180</td>
</tr>
<tr>
<td>$200 million+</td>
<td>$8,112</td>
</tr>
</tbody>
</table>

Total Dues _______________________

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.

The above information is submitted 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 sponsor. 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 _________
Tax Exempt?  □ Yes  □ No
Tax ID ____________________________

Company Ownership Type:
□ Privately Held  □ Publicly Traded  □ Minority Status  □ Other (specify) ____________________________

Company Biography (may also be attached as a Word document) ____________________________
________________________________________
________________________________________
________________________________________
________________________________________

Member of Related Organizations (list any) ____________________________
________________________________________
________________________________________
________________________________________
________________________________________
________________________________________