

YOU CAN'T AFFORD NOT TO PROTECT YOUR BUSINESS.

Visibility

Maximize visibility to deter crime and give police and passersby a clear view of crimes in progress.

- Avoid tall shrubs and trees. They provide perfect hiding places for criminals. Vegetation should never exceed 14 inches in height.
- Clear a driveway around the building for regular police patrol.
- Make your address visible from all sides. Consider painting your address on the roof.
- All fences need to be at least six feet, six inches tall. Make sure they don't block visibility.
- Install floodlights with protective covers. Attach them to the roof and have them reflect downward on exterior walls.

Security

Maximize security to stop crimes before they happen. Burglars look for easy targets.

- Secure and anchor all doors. Install pinned, welded hinges and steel construction door bolts with full 1-inch throws. Make sure all door hinges are inside to prevent burglars from removing doors from the door frame.
- Install steel cross bars, doors with metal inserts or metal coverings on the outside of doors.
- Use industrial-grade, steel padlocks. Scratch out serial numbers to prevent unauthorized key duplication.
- Secure all windows with locking mechanisms on laminated and polycarbonate glass to prevent breaking and entering.
- Empty vulnerable window displays after business hours.
- Get an alarm system. Consult an alarm specialist to find a system that is appropriate for your business.



SAMPLE COPY

Crime Prevention Is Serious Business

Nearly 30% of all recent business failures were a direct result of crime.

Build a cooperative, crime-conscious business community in your area. Form community partnerships to improve business and fight crime. Create a **Business Watch** program. Advertise aggressively to get new members. Post signs and posters around the neighborhood and put Business Watch stickers on store windows. Ask your local law enforcement agency for more information and help.

Work Together.

SKILL BUILDER®



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It's Your Business!

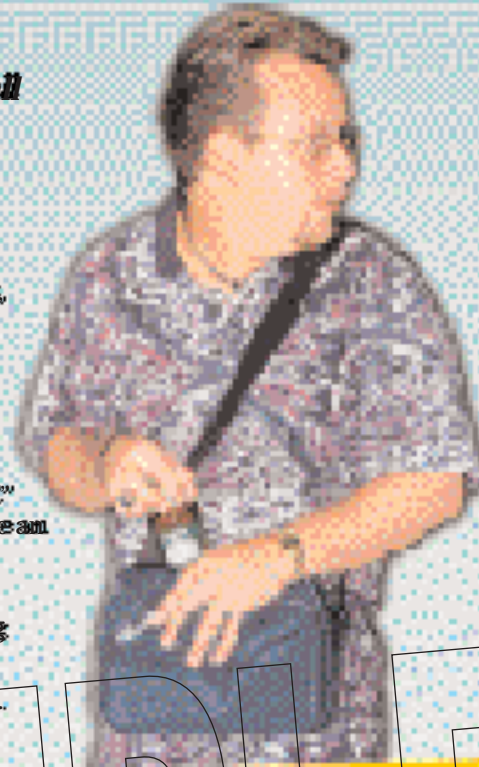


Enemy #1: Employee Theft

Employee theft accounts for 80% of all losses suffered by small businesses.

DEFEND YOURSELF!

- **Know your employees.** Screen all job applicants thoroughly, verify any information they give you and contact all references. Run credit checks, check driving records and conduct drug tests.
- **Monitor your staff.** Keep accurate records of cash flow, inventory, supplies and equipment. Create a system to check all of your employees' work.
- **Maintain strict key and combination control.** Protect all safes, doors, computerized records and alarm codes. Engrave "DO NOT DUPLICATE" on all building keys. Change locks and alarm codes when you terminate an employee or suspect problems.
- **Check everything employees take out of the store.** You have the right to search personal bags. Collapse all cardboard boxes before discarding and use clear plastic bags for garbage.
- **Set firm policies and procedures.** Create a detailed employee handbook. If you discover employee theft, quickly take action to send a strong message to the rest of your staff.



Enemy #2: Shoplifting

American businesses lose billions of dollars worth of merchandise every year to shoplifters.

FIGHT BACK!

- **Divide the store into sections.** Have employees assigned to each section to provide better customer service and to protect your merchandise. Maintain store displays so employees can identify missing items at a glance.
- **Monitor rest rooms and dressing rooms.** Keep them locked when not in use. Limit the number of garments allowed in each dressing room.
- **Look for common shoplifting tools.** Be aware of umbrellas, bags, baggy clothes, newspapers, books, backpacks, purses, boxes and even baby strollers.
- **Notice your customers' behavior.** Watch for suspicious activity like inappropriate eye movement. Beware of customers who wander around, seek privacy, hang around exits, create diversions or appear strained and desperate.
- **Know your state laws.** Laws regarding the apprehension of shoplifters vary from state to state. Consult an attorney or your local law enforcement department to develop a specific policy.



DO YOU KNOW YOUR BUSINESS' WORST ENEMIES?

Enemy #3: Credit Card Fraud

Credit card fraud costs businesses nearly 3 billion dollars each year.

STAY ALERT!

- **Check customers' identification.** Be suspicious of customers with only one credit card and one form of ID. This may indicate a stolen card.
- **Look for alterations.** A common fraud technique is to "white-out" the signature strip on the back.
- **Compare signatures.** Check the signature on the credit card against the sales slip and identification.
- **Monitor all large purchases.** Criminals often use stolen credit cards to purchase expensive items they can resell or pawn. Follow each credit card company's authorization procedures.
- **Note suspicious customers.** Try to remember important details like their appearance, their companions, vehicles they used and the ID they presented.



Enemy #4: Check Fraud

Losses from check fraud total between 12 and 15 billion dollars each year.

BE PREPARED!

- **Ask for identification.** Check the signature on the ID. If the ID looks questionable, request another form of identification.
- **Look for alterations.** Watch out for erasures, water spots and print and color alterations.
- **Spot counterfeits.** If the ink on a check has a glossy finish, it could be a fake. Also look for perforations on one edge—most checks have them.
- **Pay attention to check numbers and dates.** Many businesses do not accept check numbers under 500. Never take a post-dated check.
- **Reject suspicious checks.** Don't accept any check you think is questionable.