



# DEEP SENTINEL VS. ONSITE GUARDS

## Why video surveillance provides superior security for your multi-family property

If you manage an apartment or condominium complex, protecting tenants (and your property) is serious business. More than that, it's part of your official duty of care. An option you might consider is hiring a security team to patrol the property. As appealing as having your own guards onsite might be, this option also has notable drawbacks. Live video surveillance enhanced by AI and remote guards offers robust protection without the disadvantages of onsite guards.

|              | Deep Sentinel Live Surveillance   | Onsite Security Guards   |
|--------------|---|--|
| Service Cost | Average: \$300 - \$500 per month<br>\$100/month for the first camera<br>\$50/month for each additional camera | Average: \$6,000 - \$8,000 per month<br>\$100/hour per guard<br>Benefits, supplies, and more |
| Coverage     | Every inch of your property<br>Indoor administrative areas  | Depends on the number of guards<br>Humans can't be everywhere at once                        |
| Speed        | 10 seconds to intervention<br>30 seconds to police contact  | Depends on guard reaction time   |
| Management   | Hands-off<br>Does not require user input  | Requires time to recruit, hire, train, and manage employees                                  |
| Liability    | Satisfies legal requirements<br>Provides evidence for claims  | Satisfies legal requirements but adds new liabilities (use of force, workplace safety)       |
| Accuracy     | AI with human verification means no downtime or false alarms  | Human guards make human errors   |
| Appearance   | Visually reassuring<br>Clean, subtle look   | May create a frightening or unfriendly environment for tenants                               |

### WHAT ARE YOU PAYING FOR?

When selecting a security solution, getting a valuable return for your investment is an important consideration. But what is your money actually getting? It might not be what you think.

With onsite guards, you're paying for **time**. A guard's work is measured in hours and shifts, not effectiveness. You essentially pay for a warm body to be around at all times, regardless of whether the guard is actually protecting you.

With Deep Sentinel, you're paying for **protection**. The LiveSentinel guard team is optimized for efficiency, with work performance measured in interventions, not attendance. Deep Sentinel's cost-effective solution ensures that you get exactly what you pay for: real protection during the moments when you need a guard's help.

## IS HIRING SECURITY GUARDS WORTH IT?



### The Case FOR Hiring Guards

#### Crime Reduction and Prevention

Would-be thieves don't want to get seen or caught. Visible guards tell criminals that your property is not the easy opportunity they are looking for.

#### Fast First Response

Many guards have additional training—medical, crowd, de-escalation, etc.—and can respond to an onsite emergency faster than anyone else.

#### Visitor Greeter

Guards near the entrance are often the first person visitors encounter. They can be a gatekeeper, greeter, info booth, and defender all at once.



### The Case AGAINST Hiring Guards

#### Very High Costs

One guard could be \$100+ per hour, plus the costs of hiring, training, benefits, uniforms, and supplies. Outsourcing to a third-party service is even costlier.

#### Limited Physical Presence

Guards can't be everywhere at once. It's easy for a threat to go unnoticed on large properties. Hiring more guards for better coverage increases costs.

#### Potential for Liability

They may satisfy your duty of care requirements, but guards also introduce new sources of liability if they must use force or get injured on the job.

## ABOUT THE DEEP SENTINEL SURVEILLANCE GUARDS

At Deep Sentinel, we do surveillance differently. Real security professionals monitor the cameras day in and day out. You get the same human touch that an onsite patrol provides, plus much more.

Our LiveSentinel guard team comprises industry specialists with backgrounds in physical security, law enforcement, customer service, and so on. Before they begin, the guards undergo 40+ hours of specialized training. Then, they receive ongoing training and evaluation to stay well-versed in current best practices.



*Our training strategies are constantly evolving to fit the needs of our customers*  
- Denise, LiveSentinel Guard



#### Instant Guard Engagement

Deep Sentinel guards can see and hear everything and engage with anyone on the property in seconds.



#### No False Alarms

By using AI and human operators, Deep Sentinel eliminates annoying, potentially harmful false alarms.



#### Full Perimeter Security

The guards can watch every inch of your property at one time and step in before criminals reach your doors.

*Secure your property with the smartest surveillance on the market.  
Call 833.983.6006 for more information or a free security consultation.*