

How Merchants' Crime Watch can help your business

Just as our goal is to prevent crime in our residential neighborhoods, it also is our goal to prevent crime where you work.

Here's how the Crime Watch program works for businesses. We all know that knowledge is power, so we at Crime Watch will arm you with the knowledge of crimes taking place around your business. Whether your business is in a shopping plaza or a free standing building, we will keep you informed on what has been happening near you.



During the course of the day, you are probably very busy at your business and you may not know what has happened. After work hours, especially at night, while you are closed, you will probably know less. You may hear about something through the grapevine. You might not even realize that the police have been near-by taking a crime report.

Sometimes you get complacent. You don't use crime prevention techniques or repair crime prevention devices that are inoperable at your business. You may leave things on the front seat of your cars. "Oh, who would want that old thing anyway?" Well, someone will want it and it will cost you a few hundred dollars to get your smashed window fixed or pried door repaired. A criminal will steal items that aren't worth five dollars. Leaving anything on your front or back seat in plain view is an invitation to a thief.

Did you know that in Pembroke Pines two of the most reported crimes are car thefts and thefts from cars? If this has been happening near your business or in the plaza where you work, we want you to know about it and take every precaution to stop your car, your employees' cars, and your customers' cars from being stolen or broken into.

When you join Merchants' Crime Watch, you will receive information alerting you about crimes in your area. We will install a height strip on your exit door to help ID criminals. We will place Merchants' Crime Watch stickers on your entrance doors to help to deter crime. Also, we will give you a membership card that can be shown at those members' businesses that offer a 15% discount or more on goods or services. If requested, a Crime Prevention Practitioner from Crime Watch or from the Pembroke Pines Police Department will come to your business and conduct a security survey to recommend improvements that can increase your safety while in the workplace. There is no charge for this service.



When 50 percent or more of the businesses in your plaza or area join Crime Watch, the program begins to make a difference. Also, Crime Watch will install signs at the entrances to your plaza or area warning criminals that this is a Crime Watch area and to keep out. Criminals know they are being watched and that you are paying attention to suspicious persons and will call the police to report them. Membership is only \$15 per year or \$25 for two years. Just ask your Crime Watch Merchant Coordinator, Eduardo Barranco, about how to become a member. Call 954-435-6528.