

# THE SOUTHEASTERN SENTRY

Vol. XII, Number 2

PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY

FEBRUARY 2023

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*Events are also highlighted throughout The Sentry*



The Monitoring Association (TMA) welcomed its 119th Emergency Communications Center (ECC) in the United States and its first agency in the state of California to implement the Automated Secure Alarm Protocol (ASAP). The state of California became the 22nd state in the United States to participate in the ASAP program.

Launched in 2011 as a public-private partnership, TMA's ASAP service is designed to increase the accuracy and efficiency of calls for service from alarm companies to Emergency Communication Centers (ECCs).

"We are excited to introduce our leading-edge technology to our first California ECC," stated Pam Petrow, co-chair, TMA ASAP-to-PSAP Committee. "The team at the City of Riverside PD has been extraordinary partner throughout the implementation process. We're looking forward to a positive pilot program and



the opportunity to welcome additional ECCs from across the state of California in 2023."

The City of Riverside PD went live with: Affiliated Monitoring, Rapid Response Monitoring, Vector Security, United Central Control, Guardian Protection, Securitas, Security Central, Stanley Security, Tyco (Johnson Controls), Vivint, Brinks Home Security, Protection One, and National Monitoring Center. ADT will go-live with Riverside during a second implementation phase in January 2023.

## MARK YOUR CALENDARS FOR OUR ANNUAL MEETING 2023

**Sept 27-29**

**TNSI ANNUAL CONVENTION (Annual Meeting, Exhibits, 8 CEU Credit Hours)**

**FRANKLIN, TN**

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*\*\*Registration Forms will be on our website by April 1st and emailed to all members*



## TNSI is excited to be offering its own TN Security Certification Course and TN Fire Certification Course in 2023.

Both courses ARE APPROVED by the TN Alarm Systems Contractors Office for initial application for a Tennessee Qualified Agent license in Burg and Fire. The TN Security Course meets the new employee training requirement set forth in Tennessee Code 62-32-312(g). These TN courses are also available to take online through our training provider Innovative Resources. You can register for our online courses on our website at [www.theTNSI.org](http://www.theTNSI.org). Our courses are also approved in surrounding states. Please call or email Penny Brooks for those approvals.

Please see the Schedule of CLASSROOM Training that TNSI will offer from January through December 2023 on page 22. To register, check the box of the course you wish to attend, fill out the bottom of the form on the web page noted below and mail with check to: TNSI, PO Box 150062, Nashville TN 37215. TNSI accepts VISA and MASTERCARD. DEADLINE to register is two weeks prior to each course. Payment must be received before your attendance is confirmed. All courses require at least 8 students. Fees listed are for TNSI members, non-members pay an additional \$200/course.

LOCATION of each course (Hotel Training Room) will be determined once each class is confirmed to have enough students. If you register for a course, you will be notified about the location of the course.

TNSI also offers PRIVATE TN Security Certification and TN Fire Certification Courses. You will need to provide the training room with either a large screen TV or screen for the PowerPoint Presentation and you will need to provide breaks (coffee, water, soft drinks for the instructor and students). It is not cost effective for you to hold a private course unless you have 8 or more students, however, we are happy to offer a private class for as few students as you like. Please call or email Penny Brooks for more information regarding Private Courses and a quote.

TNSI is currently working on additional courses for its members. Eight (8) hours of FREE CEU credit will be offered to our members on March 13 in Memphis, March 14 in Nashville, March 15 in Johnson City, March 16 in Knoxville and March 17 in Chattanooga.

**Complete Training Schedule on page 22 of The Sentry.**

**Go here for the application form:**

**[https://www.thetsni.org/documents/TNSI\\_Training\\_Schedule\\_2023.pdf](https://www.thetsni.org/documents/TNSI_Training_Schedule_2023.pdf)**

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 Facebook: <https://www.facebook.com/LLSSA>  
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The LLSSA will offer certification courses for Louisiana technicians and sales reps in the cities of Jefferson, Lafayette and Monroe. Students can attend class in person or participate via Zoom webinar. Registration is available at <http://training.llssa.org/>.

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### Alarm Association of Florida

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See pg. 6 for information on Florida licensing



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By Tony Smith

## Should A Dealer Become Involved With A Dealer Program, And, If So, Which One?

It might surprise you to learn that many dealers already belong to one or more Dealer Programs. With careful observation, you will find that there are many types of dealer programs and that one or more might be just what you are, or should be, looking for. We are going to look at several types of dealer programs and consider their impact on the alarm industry. In alarms, you can break Dealer Programs into two basic categories, 1) Marketing and Equipment Sales, and 2) Monitoring Contract Sales and Monitoring Contract Financing.

### Marketing and Equipment Sales:

This is a very common category. It includes manufacturers, software developers, distributors and others who are trying to develop an elite selling presence for their potential customers. Depending on a number of factors, these program sponsors will create a qualifying process for their alarm dealers. They will likely establish some volume and pricing goals, along with credit qualifiers. There will also be marketing assistance in the form of brochures, email content and a web site. The sponsor may also provide training, YouTube instructions, and joint client customer visits.

With the advent of the Internet, there may also be online ordering and free shipping. Those alarm dealers who take full advantage of the program may also be offered the opportunity to participate in

conventions and travel bonuses. This type of Dealer Program has become a necessary component for alarm dealers, who are looking for the most efficient and profitable way to sell the alarm equipment package.

### Monitoring Contract Sales:

There are about half a dozen companies whose primary business plan is to buy monitoring contracts from alarm dealers. Alarm dealers generally use it to raise operational working capital. The alarm dealers receive 35x-45x times the RMR from the monitoring contract. That gives them, in their mind, enough funding (along with any installation fees) to pay for the installation of the system and provide them with a profit in the sale transaction. The selling dealer, to be successful, must operate with low overhead and invest any extra cash flow profitably. The purchasing company will likely hold back about 10% of the purchase price for up to a year.

In addition, the selling dealer will likely have a recourse obligation depending on the terms. The selling dealer has effectively sold his accounts for less than half of their long term value, but now has working capital and no debt obligation.

### Monitoring Contract Financing:

Financing can take two forms:

1.) Lending through a banking relationship where the dealer borrows the money, usually at about 17x-18x, with a minimum of \$3M. The bank lends money with the idea they will be paid back. Thus, their terms can be very restrictive. This financing technique is normally used by larger companies. One exception is Jim Wooster of Alarm Funding Services in San Anselmo, California. He is very adept at working with smaller companies, but you still have to pay the money back, and the terms might be too restrictive.

2.) The use of consumer financing is relatively recent, going back to the late 1900's. It is a financing phenomenon that depends on the customer having good credit and owning a home. Alarm systems (now including solar) have become part of a new loan vertical called "Home Improvement". This sector incorporates pools, remodeling, new roofs, HVAC, and a myriad of other projects focused on the home. Alarm dealers have found that the use of consumer financing provides significant benefits to their cash flow, profitability, and equity growth.

The alarm industry has never liked selling their customers before the dealer retires. If they were able to borrow money, they likely had issues with the terms and the fact that the bank became a partner when it came time to sell and retire. We can combine alarm systems, monitoring and solar financing into one package over 10-20 years at less than market rates. This will help to accelerate the adoption of solar and alarms.

You should also be aware that there is normally no additional licensing or insurance required for the dealer to do Alarms and Solar. Finally, the bank does the billing which is a direct savings to the dealer, and there may be a reduction in central station fees.

The market for consumer loans is evolving, so it is important to stay abreast of the latest developments. If higher cash flow and improved profitability is your goal, then you may want to use consumer financing as a tool to grow your company.

*Tony Smith is a Past President of the California Alarm Association, and former member of the Board of ESA. He is the Founder-President and CEO of Security Funding Associates, a leading industry financial services firm, focused on non-recourse financing for small – medium sized alarm companies. He may be reached at TSmith@SecurityFundingSolutions.com or (855) 723-2299*

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## Every Alarm Company Should Advertise On “NextDoor.” Here’s Why.



By Brian Plant, AlarmBrand

NextDoor has exploded as the hot new social media app for communities around the country. Home services providers like landscapers, plumbers and electricians – as well as your national competitors like ADT, Brinks, Vivint and more – are constantly running ads in the NextDoor newsfeed. NextDoor is like the new Facebook, featuring updates from your neighbor across the street (as opposed to people scattered all over

the globe). If you live in a community with an active presence on NextDoor, then you’ve seen what an amazing advertising opportunity the platform may present for your alarm company.

But if you’re new to the NextDoor ad game, you may not know how to get started – or, you may not have the time to manage an ad campaign effectively. Fortunately, the digital ads team at AlarmBrand can help. Here are few reasons to consider advertising on NextDoor, and some next steps to help you get started today.

### People Want to Connect with Neighbors AND Services.

There’s a reason why online platforms for neighbors have grown exponentially in recent years: Now more than ever, people seek connection to their neighbors. While connecting to the global community remains important for some, making local connections has become a larger priority since the pandemic. People want to know “real life” people who live and work in their own communities. Many consumers want to support and do business with local companies rather than large corporations.

### NextDoor is High-Intent Browsing.

Unlike Facebook, where people are not really looking to connect with brands or services, over 90% of users open the NextDoor app to get recommendations from neighbors for home services. Local Facebook groups and other forums can vary by reputation and what they have to offer. What sets NextDoor apart from them? It’s powered by trusted local information, with new updates being posted by neighbors every day. Whether someone is searching for a vendor to cater their party, or a licensed alarm dealer to protect their home or business, neighbors in communities from coast to coast are turning to NextDoor for the services they need in the immediate future.

Unlike Facebook, where people are not really looking to connect with brands or services, over 90% of users open the NextDoor app to get recommendations from neighbors for home services.

### NextDoor Ads Provide Relevant Options.

NextDoor offers a variety of ways for businesses to reach neighbors, each of them delivered in a relevant context that makes sense to the user. Your alarm company can take advantage of everything from native ads, to display ads, to scrolling video ads, to NextDoor’s proprietary Digest email. There’s also a NextDoor marketplace, where you can advertise in a “for sale” platform where local users are looking for a specific service. It’s even possible to showcase multiple services in a carousel format, or place a click-to-call ad directly in NextDoor’s in-app newsfeed. Another highly popular option for NextDoor ads is their Local Deals option. There’s no one-size-fits-all model for advertising on NextDoor, which makes it appealing to alarm dealers and integrators looking to reach new audiences in their local communities.

### What Do Ads on NextDoor Cost for Alarm Companies?

NextDoor advertising is scalable, and there are a variety of ways to structure an ad campaign. A modest budget similar to what you might expect for Facebook Ads is sufficient to generate traffic, brand awareness, and conversions. The platform offers tailored analytics that measure the effectiveness of your campaign, and working with the digital ad experts at Ignite means you have a dedicated team who can adjust your campaign as needed. If you decide to try something new, NextDoor makes it easy – and with AlarmBrand as your digital advertising partner, it can be even easier.

*Brian Plant is Managing Director at AlarmBrand, offering website creation and marketing for the electronic security industry that communicate your story, resonate with your audience, and generate revenue. Since 2009, brands that you know and trust have leveraged AlarmBrand to grow their businesses, including SDM 100, SDI Fast 50, monitoring centers, technology providers, professional corporations, and small / medium businesses across the USA.*



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**NAPCO SECURITY TECHNOLOGIES INC.** is pleased to announce that its Alarm Lock Trilogy® Series Wireless Access Control Locks have been recognized by facility maintenance decision-makers as the award-winning locking product for the Maintenance Innovation Award in Safety. This 2022 Annual Award, just announced, is said to “recognize innovations and excellence in products, that contribute to the efficient and profitable operation and management of commercial buildings and institutions in the United States”. Napco’s winning Trilogy Series Locks easily retrofit standard door locks and accept digital PIN codes



or Prox ID card credentials for a few, to thousands of access control users. The advanced wireless lock line features extra-long-life battery-operated standalone digital, prox, and classroom lock-down keyfob locks, with HID or iClass Prox

readers and/or integrated wireless networking, in second-generation Trilogy Networx® wireless access locks, which add server control and optional real-time access control platform operation (using Napco’s Continental CA4K, or Lenel Systems). Trilogy Networx models offer building managers and occupants the added safety of providing global lockdown in seconds, in an emergency, activated from a server, any lock or lock group, or personal keyfobs. Most recently NAPCO, integrated the Trilogy Locks with new smart device App control with convenient mobile credentials, as part of its AirAccess® Cell/Cloud-Based Access Control System, which itself won multiple awards, offering easy cell-based wireless networking and central monitoring station reporting, speeding deployment, and eliminating IT Dept/Network burdens. **NAPCO** offers intro classes and professional trainings online and in the field and supports the product with 24mos warranty

**ALTRONIX** featured their latest power and data transmission solutions for security, access, surveillance and fire applications at Intersec 2023. Included in the display were their enhanced portfolio of NetWay and NetWay Spectrum PoE and Fiber Solutions, first to market solutions for powering Access Control – the Tango1B PoE Driven Power Supply/Charger, as well as the expanded offering of Trove Access and Power Integration. New technology enables the deployment of multiple edge devices at greater distances with more power to accommodate a wide range of surveillance and security products. Applications include the ability to deploy the latest IP devices at remote locations with or without local power, utilizing the 802.3bt PoE standard - greatly reducing labor and installation costs. “Intersec affords us the ability to network with existing customers and discuss their current projects and challenges, and meet new potential customers,” said Alan Forman, President, Altronix Corporation. “Altronix power and transmission solutions further enhance system capacities for access, surveillance and security applications enabling quicker and simpler installations. Our extremely reliable electronics are backed by Altronix’s longstanding reputation, as well as a lifetime warranty. The company is staffed by best-in-class engineering, technical expertise, and unparalleled customer support.”



**SNAP ONE** is returning to ISE 2023 (Aug. 29, Kansas City, MO) with a strong commitment to international expansion and a comprehensive showcase of new solutions debuting for the first time internationally across the control, lighting, audio, power and surveillance categories in Stand 2D400.

“We’re thrilled to return to ISE and show our international Partners how

our solutions can help them build stronger businesses,” said Kordon Vaughn, VP Marketing at Snap One. “Our intention is to give our global Partners the tools they need to increase customer satisfaction, reduce installation pain points, and facilitate success.” Notable new products on display include Control4 Vibrant Lighting, Control4 Halo Remotes, Episode Radiance Audio & Lighting System, Luma x20 Surveillance, IP-Enabled Wattbox Solutions, and the latest updates to OvrC and our OvrC Ecosystem.

**AIPHONE** has introduced a Remote Programming Service for its IX Series systems, enabling installers to quickly build, edit, and save programming files within the QuikSpec™ online design tool. A built-in programming wizard offers guidance and assistance with creating and modifying system, station, and network settings—producing a complete, downloadable programming file. “The addition of Remote Programming Service provides installers with an important tool that will help them to become more efficient thereby saving them both time and resources,” said Brad Kamcheff, marketing manager, for Aiphone. “We recognize that installers require enhanced resources and our goal is to provide our partners with tools that will positively impact their bottom line.”

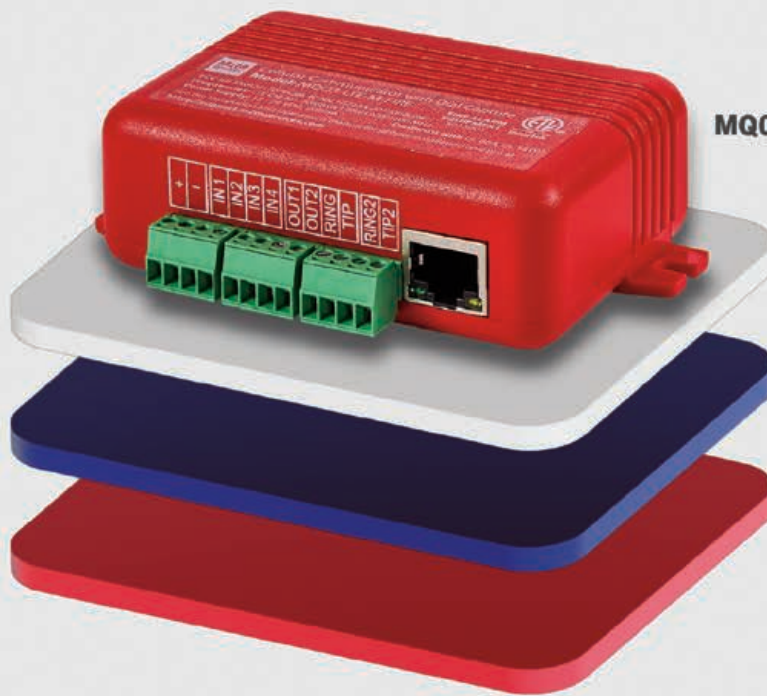
**NATIONAL TRAINING CENTER (NTC)** launches a new Fire Alarm Inspection & Testing Course. This course is offered two different ways: virtual or hands-on. Both courses are taught live by a NICET Certified NTC instructor and are interactive, including asking and answering questions. Both courses also cover the NFPA 72 requirements for inspections and testing of fire alarm systems in a lecture style. Students attending the virtual courses will be shown a live demonstration of each aspect of the code-related inspection or test following the code explanation. In-person students will each have their own functioning fire alarm system panel and accessories in which to physically practice the test or inspection. Both versions of the course were presented in smaller classes last year and attendees offered rave reviews. One recent attendee had this to say after completing the course: “It all makes so much more sense after being physically shown! And having a dummy panel to make mistakes on is awesome.” Regardless of which version you choose, the NTC Brown Book - Fire Alarm Systems and access to NTC’s Fire Alarm Systems online training after the class are included. The learning doesn’t end with one live class day.



*NTC Instructor, Bryan McLane, sets up the demonstration panels for the in-person, hands-on course offered in Atlanta.*



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**INDUSTRY EVENTS**

**March 28, 2023**

ISC Loves Security @ Rockhouse (Venetian)

**March 29, 2023 – April 1, 2023**

ISC West

**March 29, 2023**

CAA Leadership Breakfast @ ISC West

**November 4-8, 2023,**

TMA Annual Meeting, Kapalua, Maui, Hawaii

**November 15-16, 2023**

ISC East, New York, NY

**NAFED (National Association of Fire Equipment Distributors)**

March 9 – 10 - Las Vegas, NV – Bally’s Hotel

April 13 –14 - Atlantic City, NJ – Ceasar’s

May 25 – 26 - Chicago, IL - Swissotel

**TNSI Training Schedule 2023**

January 27-29

TN Security Certification (24 hours)

Fri 9am-6pm, Sat & Sun 8am-6pm

Cost \$390

Nashville, TN

February 18-19

TN FIRE Certification (16 hours)

Sat & Sun 8am-6pm Cost \$390

Knoxville, TN

March 3-5

TN Security Certification

(24 hours) Fri 9am-6pm, Sat & Sun

8am-6pm Cost \$390

Memphis, TN

March 13

TNSI CEU Course by AMG

8-10 AM

SES

1600 Century Center Pkwy, Suite

107

Memphis, TN

March 14

TNSI CEU Course by AMG

10 am – 12 pm

SES

1508 Elm Hill Pike, Suite 104A

Nashville, TN

March 15

TNSI CEU Course by AMG

10 AM – 12 PM

DoubleTree Hotel

211 Mockingbird Ln.

Johnson City, TN

March 16

TNSI CEU Course by Alarm

Monitoring Services

1 PM - 3 PM

Homewood Suites

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Knoxville, TN

March 17

TNSI CEU Course by Alarm

Monitoring Services

3 pm – 5 pm

Doubletree-Hamilton Place

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Chattanooga, TN

April 21-23

TN Security Certification (24 Hours)

Chattanooga, TN

May 20-21

TN Fire Certification (16 Hours)

Nashville, TN

June 9-11

TN Security Certification (24 Hours)

Knoxville, TN

July 15-16

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August 12-13

TN Fire Certification (16 Hours)

Chattanooga, TN

September 8-10

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Nashville, TN

October 14-15

TN Fire Certification (16 Hours)

Knoxville, TN

November 3-5

TN Security Certification (24 Hours)

Memphis, TN

**CAA WINTER CONVENTIONS - 2023-2026**

**Western States Security Conference**

Fairmont San Francisco

December 6 - December 9, 2023

December 4 - December 7, 2024

December 3 - December 6, 2025

December 2 - December 5, 2026

**CAA PALM SPRINGS CONVENTIONS - 2023-2025**

Hilton Palm Springs

May 17 – May 20, 2023

May 15 – May 18, 2024

May 14 – May 17, 2025

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