

THE SOUTHEASTERN SENTRY

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JULY 2023

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Events are also highlighted throughout The Sentry

September Is Convention Time in TENNESSEE!!

Mark your calendars and plan now to attend TNSI's 43rd Annual Trade Show and Convention in Historic Franklin, Tennessee on September 27-29, 2023!

TNSI has rented the entire property at the **Leiper's Fork Distillery** for its Thursday Night Dinner Outing! Guests will enjoy a relaxing evening with walk through tours and tastings at the Still House and 1820's Cabin. Café lighting creates a relaxing ambiance over the courtyard with picnic tables and fire pits and the grand lawn with corn hole and bocce ball games. Guests will feast on a BBQ buffet dinner with beef brisket, pulled pork, pulled chicken and all the sides, topped off with a southern favorite, banana pudding!

Integrator and Exhibitor Registration Forms are available on our website at: www.theTNSI.org

CEU'S: TNSI We will be offering 8 CEU credit hours that are approved by the TN Alarm Systems Contractors office.

EXHIBITS: TNSI Exhibitors are the best of the best in our industry. Dress comfortably and prepare to walk around and meet face to face with the



actual manufacturers, distributors, and monitoring companies that you do business with daily. Exhibits are FREE to attend, so bring your

employees! EVERYONE MUST HAVE A NAME BADGE TO ENTER.

TNSI Convention continued on page 10



TNSI Golf Venue – Hermitage Golf Course

INDUSTRY NEWS



Ken Gill, CEO of CPI Security – SIAC's 2023 PDQ Recipient

SIAC presented CPI Security the prestigious 2022 Police Dispatch Quality (PDQ) award at the Electronic Security Expo (ESX) in Louisville, Kentucky. The PDQ award honors a security firm that best demonstrates a proactive, cooperative, and successful effort in alarm dispatch reduction strategies. Based in Charlotte, North Carolina, the company provides security and fire alarm services throughout the Southeast. "Our company proudly uses the latest technological advances as well as industry best practices to minimize unnecessary calls for service," said Ken Gill, CPI Security founder and CEO. "Those capabilities were significantly enhanced by the adoption of the Alarm.com platform which notifies customers through their mobile devices once an alarm is triggered and allows them to cancel if they do not require assistance." With the adoption of cancel/verify, CPI Security changed its procedures for dispatch when a valid electronic user code is received from a monitored location within the first two minutes of an alarm event. These two improvements reduced CPI Security's false dispatches by about 23%. Re-training on acceptance of user codes was conducted in Q4 of 2022 to make sure the monitoring center was compliant with the updated procedures. "CPI Security has demonstrated that false alarm reduction is a proven business model that has led it to be a leader in our industry," said Stan Martin, SIAC executive director.

"They are continuing to lead the industry with the adoption of ASAP-PSAP technology to further enhance the value of alarm systems for their customers." The PDQ award's mission is to raise industrywide awareness, promote partnering with responding agencies for public safety, motivate alarm companies to take action and provide workable models. The PDQ award is sponsored by the Security Industry Alarm Coalition (SIAC), the Partnership for Priority Verified Alarm Response (PPVAR), Security Sales and Integration Magazine and the IQ Certification Program. Past winners include industry leaders such as Schmidt Security Pro, Guardian Protection, Alarm Detection Systems, EPS, Amherst Alarm, Habitec, Monitronics and Vector Security.



Security Industry Alarm Coalition

They are continuing to lead the industry with the adoption of ASAP-PSAP technology to further enhance the value of alarm systems for their customers." The PDQ award's mission is to raise industrywide awareness, promote partnering with responding agencies for public safety, motivate alarm companies to take action and provide workable models. The PDQ award is sponsored by the Security Industry Alarm Coalition (SIAC), the Partnership for Priority Verified Alarm Response (PPVAR), Security Sales and Integration Magazine and the IQ Certification Program. Past winners include industry leaders such as Schmidt Security Pro, Guardian Protection, Alarm Detection Systems, EPS, Amherst Alarm, Habitec, Monitronics and Vector Security.



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Training on Calendar page

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See pg. 6 for
information on
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training



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For full list of scheduled events,
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MOST RECENT CLOSINGS 2022:	
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Providence, RI	\$2.5 Million
Memphis, TN	\$4.2 Million
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Advertisement for Rapid Response Monitoring (RRM) featuring Neil Riveron, Senior Account Manager. Includes contact information: 877.673.4375, Neil.riveron@rrms.com, and website www.rrms.com. The ad features a blue and white color scheme with a background of digital data and a portrait of Neil Riveron.

Advertisement for Cen Signal featuring Jeff Bennett, Sales. Includes contact information: 800-554-1104, www.cen-signal.com, and SALES@CENSIGNAL.COM. The ad features a dark blue background with gold text and a logo for Cen Signal. A UL logo is also present.



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GOLF TOURNAMENT: TNSI's Golf Tournament will be held at Hermitage Golf Course, recognized as one of the Top 10 Golf Courses in Tennessee by Golf Digest Magazine. The course trails through 300 acres of natural wetlands along the bank of the beautiful Cumberland River. Cost is \$95.

ANNUAL MEETING/LUNCHEON: Important updates on TNSI and the Security Industry are presented at our Annual Meeting.

AXE THROWING: TNSI is hosting its second annual Axe Throwing Competition! Axe throwing is easy to learn, and every aspect is designed with your fun and safety in mind. Join us for a little FUN competition at Sticks & Stones Axe Company!! Cost is \$60.

SPORTING CLAY TOURNAMENT: TNSI's Sporting Clay Tournament will be held at the Nashville Gun Club, the largest shotgun sports venue in Tennessee and located on the banks of the Cumberland River. Cost is \$85.

OUTING: As mentioned above, TNSI is excited to host a private dinner outing at Leiper's Fork Distillery in Franklin Tennessee. Buses will take us to and from the Distillery property. Cost is \$125/person.

HOTEL RESERVATIONS: TNSI has blocked rooms at the Embassy Suites Cool Springs in Franklin TN. Please make your reservations TODAY by 800.371.8318 and use SRP Code "TNS". Or use the link on our website.

Room rates are \$169/\$179 per night, please mention you are with the Tennessee Network of Security Integrators (TNSI). This rate is good through September 1, 2023. After that date, reservations will be accepted on a room and rate availability basis.



TNSI Annual Meeting Venue – Embassy Suites



QUESTIONS ABOUT THE CONVENTION?
Contact: TNSI Executive Director
Penny Brooks
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TNSI Clay Shoot Venue – Nashville Gun Club



TNSI Axe Throwing Venue – Sticks and Stones Axe Company



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SNAP ONE announced they have recently received awards in four categories for the SSI Stellar Service Awards. Snap One won Bronze in the Best Shipping Policies category, and three Bronze distributor awards across Technical Support, Training Programs, and Dealer Program/Incentives. This was Snap One's first year placing in these awards that recognize services, not products, that are integral to dealers and integrators. These accolades are awarded based on an open-ended survey that integrators in the security market take and are especially meaningful to Snap One due to the number of Partners they serve in the market compared to some of the larger security-specific distributors. "Our primary focus is on helping our Partners get the products they need as soon as possible. Despite the ongoing challenges impacting businesses everywhere, we continue to see ourselves as a part of each Partner's business with a goal of making operations less stressful and, ultimately, more profitable," said Nathan Porter, Senior Vice President, Operations at Snap One. "This year, we're very excited to see that our hard work has been recognized through these awards."

ELECTRONIC SECURITY ASSOCIATION (ESA) announced National Monitoring Center's Nexus as a winner of the annual ESX Innovation Awards 2023 for Dealer Services. The prestigious award is presented annually to honor the development of innovative products and services that advance



growth opportunities for integrators and dealers in the security industry. Carefully chosen by an independent panel of judges, the award winners exemplify innovation, practical applicability, and the ability to exceed market needs. This year, Nexus demonstrated that it not only excelled in these areas but has the potential to revolutionize how security dealers operate. "We

are immensely proud to receive the ESX Innovation Award," said Woodie Andrawos, President, NMC. "It represents the tireless efforts and countless hours we've dedicated to Nexus's development. This platform is not just a product for us — it's a game-changer for our dealers that reshapes the way they conduct business and interact with their clients. We revel in providing our dealers with cutting-edge tools and solutions like Nexus to accelerate their business growth and operational efficiency and appreciate the opportunity to present it to the ESX community."



ALTRONIX continues to expand the company's popular line of Trove™ Access and Power Integration Solutions in partnership with access control provider, Axis Communications. "We are pleased to

welcome Axis Communications as a trusted Altronix partner," said Stephen Oliva, OEM Partner Development at Altronix. "This partnership we share ultimately serves to provide systems integrators with



more options, more flexibility, and more time when it comes to their access control installs." The Trove2AX2 is completely customizable and accommodates AXIS A1601/A1610 or A1210-B Network Door Controller modules with Altronix power distribution. The combined enclosure and backplane solution simplifies board layout and wire management, ultimately reducing installation time and labor costs. "We are thrilled to collaborate with Altronix in providing a simple, intuitive solution for access control installations," says Drew Pacino, Business Development Manager at Axis Communications. "Altronix is a valued Partner of Axis and a trusted name within the industry."

Becklar, the parent company of **AVANTGUARD**, Armstrongs and Freeus is pleased to announce the acquisition of Eyeforce.. Eyeforce combines video surveillance, AI/machine learning analytics, and live audio operator response intervention to protect commercial property, enhance safety, prevent crime, and reduce theft and loss. "At Becklar, we are passionate about saving lives and protecting property. We are thrilled to bring the unique and innovative remote guarding solutions provided by Eyeforce to our family of brands," said Steve Richards, CEO of Becklar. "With this addition, Becklar's portfolio of connected safety services is unmatched in scope or scale, providing the next level of enhanced security for dealers, partners and customers." Becklar's acquisition of Eyeforce allows all existing dealers to offer expanded video surveillance and remote guarding solutions to their customers.

The New **DICE** has introduced a patented Matrix SD-WAN platform with AI VPN connections to the site, the highest level of cyber security, automated site network mapping, and registration of all devices on a private network.

As a new installation process, this means that there is no need for dealers to manage networking and no NAT rules need to be created to connect any device at the client site. There is no need to open ports, firewall hole punching, port forwarding or any other networking procedure. This makes setting up site devices and connecting to them easy for installers and provides a simple site management network for connecting and maintaining all site equipment. "We've made this scalable, allowing registering and managing tens of thousands or millions of sites," explained Avi Lupo, co-president of the company. "Matrix AI VPN is SD-WAN technology, built into the Matrix automation platform, giving an AI VPN architecture to any user without investing in VPN hardware or network engineers building VPNs to each site. The big advantage



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is that we're taking the workload off network technicians and making it easier for dealers to offer networked video and other services." Dealers can access Matrix AI VPN through central stations with Matrix Interactive. Central station can add Matrix Interactive Video without needing to change their current automation software, providing their dealers, not only with Matrix AI VPN, but a host of new interactive video services. "This is a game changer for the industry," added Lupo. "Alarm companies can now easily compete and offer network services and isolated camera networks. Keep in mind that our AI VPN works with any automation software and any network device where Dice is the network or SD-Wan solution."

VECTOR FLOW announced a new partnership with Nedap, integrating Nedap's AEOS physical access control system to simplify physical access and identity management (PIAM) and deliver outstanding user experience. "The integration between Vector Flow and Nedap allows enterprises of all sizes to bridge security gaps in provisioning physical access, SOC operations and to automate many of the time-consuming and cost-inefficient tasks traditionally associated with physical access provisioning and physical Identity Lifecycle Management," says Ajay Jain, Founder and CEO of Vector Flow. "By taking pressure off of Security, HR, and IT departments, enterprises are afforded higher levels of both efficiency and security."

ALTRONIX announced the appointment of two new independent sales teams covering the Northeast U.S. and all of Canada. FM Valenti will now support Altronix customers throughout New England; including MA, CT, VT, RI, NH, ME, and upstate NY. Omnitech Solution Services will now support Altronix customers in all Canadian Provinces. "As we continue to expand our portfolio of products that deliver new and innovative solutions for the security industry, it is critical for us to have an outstanding team of local, experienced, professional sales reps delivering the support our customers deserve" said Alan Forman, President, Altronix Corporation. "FM Valenti and Omnitech are now part of our extended family to fulfill our commitment, providing Altronix customers with the highest levels of service and product support." FM Valenti was founded in 1967 by Fran Valenti, and has grown into one of the top rated manufacturers rep firms in the nation. They represent quality manufacturers in the Security, AV, and Enterprise Network market segments across the Northeast region. Omnitech Solution Services Limited is a Canada-wide manufacturer's representative firm representing some of the best-in-class security technology companies in the industry. With over 50+ years of security experience, Omnitech has established itself as a trusted partner to manufacturers, industry partners and clients.

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I am Peggy Page, Strategic Account Manager. I am the voice of our dealers at Securitas Technology. We are a leader in wholesale central station monitoring services offering customized solutions to independent alarm installers with a personalized approach.

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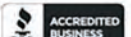
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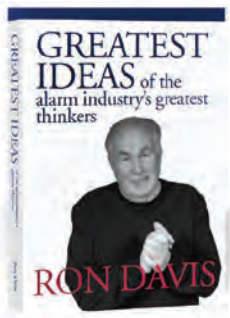


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DEALER PERSPECTIVE...#39

IS YOUR CASH FLOW FAILING TO PAY YOUR OVERHEAD?



By Tony Smith

If your answer is yes to the above question, what can you do to solve the problem? Selling accounts will give you some additional working capital at the time of installation but, is it enough and is it worth selling your equity in order to do it.

The first thing you want to do is carefully analyze your expenses to sell, install, and service your customers. Now you will know the numbers. With that knowledge, you can make some important decisions relative to your operating expenses. The likely answer will be one of the following; (1) You are

still going to lose significant money. (2) You are barely making enough money to pay your bills, but you cannot afford to invest in your growth. (3) You think that a Dealer Purchase program (DPP) will save you.

Now, let me suggest that your situation could be any of the above alternatives, but I have the same solution for all three.

Dealer Purchase Programs are not your partner. They are a competitor for the monitoring revenue, which you have created. They want to buy RMR and then ensure that the customer stays with them for an extended period. They pay you less for lower credits, and charge you back if the customer attrits. In addition, they hold back a percentage (usually 10%) from the purchase price to make sure they collect your money.

When you are through dealing with all of their protective deal covenants, they can't really lose. But you can! You should calculate an estimate of the real average multiple of the Recurring Monthly Revenue. Next, deduct the total cost of the installation (adjusted for installation revenue) to determine your profit or loss from the sale. Now compare the multiple you might actually receive from the sale of a group of accounts with the multiple you are expecting. Your net multiple will most likely have been reduced to the point where you might have been better off keeping the account and the monitoring revenue. These DPPs have effectively become a different type of bank, but there is no loan to pay off, and you have lost your equity. In effect all you have left is your toolbelt and pickup!

DEALERS SEEKING CAPITAL NOW HAVE ANOTHER ALTERNATIVE! How about a Partner who provides the capital and shares the revenues and expenses throughout the life of the contract? What kind of Partner is this?

This Partner will split ownership of the contract, monitoring revenues, operating expenses, and the net revenue when it is time to sell the contracts. It is funded by several banks in the Southeast. The banks provide consumer financing for the installation and the customer makes that payment separately from the monitoring payment. The Dealer receives the full amount, less bank fees and sales tax. The equipment is proprietary, full-featured for Smart Homes, and manufactured by an industry company at an advantageous price point.

The net revenue to the Dealer is based on the loan proceeds to the Dealer, less loan fees, and installation expenses. In addition, the Dealer receives all the monitoring proceeds after the first \$20. All the operating expenses, such as monitoring, Alarm.com fees, customer billing, and customer service are paid by that \$20. Monitoring is contracted with a national central station with multiple offices. This all becomes a substantial reduction in the Dealer's overhead. This Partner can take on this role because they have one of the most advanced software operating systems in the industry. Finally, this Partner will split (50/50) the net revenues from the ultimate sale of the monitoring contracts.

The overall net result to the Dealer is that he now gets 3x to 5x, or more, than he might receive from a typical Dealer Purchase Program. Financially, he can share in all the revenue streams from each contract that he finances through the program. This company is currently looking for new partner alarm companies to share in their growth.

In business, industries that don't balance relationships and who take advantage of smaller participants, should expect change. It is here!

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

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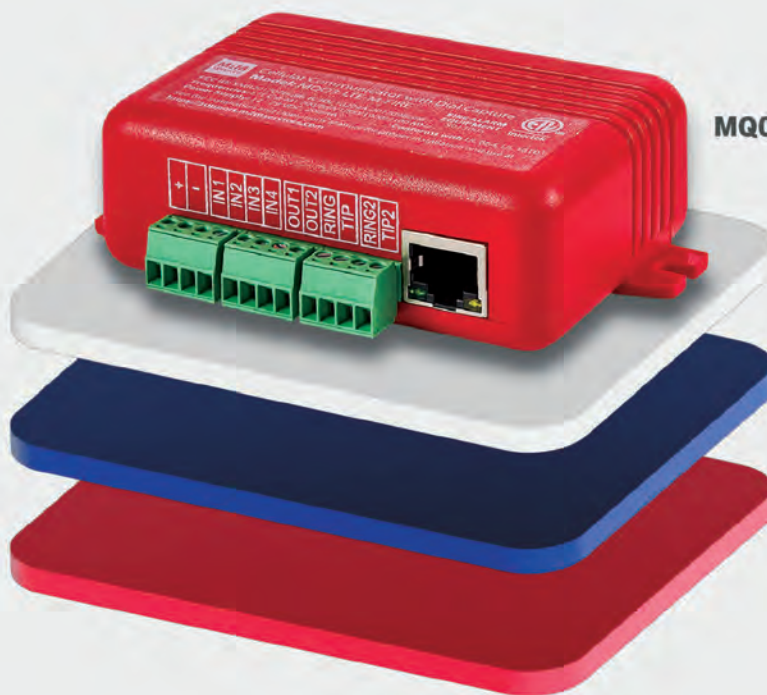
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TNSI is excited to be offering its own TN Security Certification Course and TN Fire Certification Course in 2023.

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. Our courses are also approved in surrounding states. Please call or email Penny Brooks for those approvals.

On this page is a Schedule of CLASSROOM Training that TNSI will offer through December 2023. To register, go to the TNSI website at:

http://thetnsi.org/documents/TNSI_Training_Schedule_2023.pdf

Then check the box of the course you wish to attend, fill out the bottom of the form 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 ANNUAL CONVENTION (Annual Meeting, Exhibits, 8 CEU Credit Hours)

MARK YOUR CALENDARS Sept 27-29
FRANKLIN, TN

Embassy Suites Cool Springs, Franklin TN

**Registration Forms will be on our website and emailed to all members

TNSI Training Schedule 2023

July 15-16

TN Fire Certification (16 Hours)
Memphis, TN

August 12-13

TN Fire Certification (16 Hours)
Chattanooga, TN

September 8-10

TN Security Certification (24 Hours)
Nashville, TN

October 14-15

TN Fire Certification (16 Hours)
Knoxville, TN

November 3-5

TN Security Certification (24 Hours)
Memphis, TN



Many thanks to our Sentry editorial contributors.



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- be on the lookout for great future info from Mitch Reitmen,

Tony Smith and



Brian Plant, and many more

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sharing their perspectives on the industry.

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September 27-29, 2023

Annual TNSI Convention - Franklin, TN

October 17-18, 2023

SIA Securing New Ground - NYC, NY

November 15-16, 2023

ISC East, New York, NY

TRAINING & EDUCATION**TNSI TENNESSEE TRAINING SCHEDULE**

See inside this issue of The Sentry for dates and locations. For more information, contact TNSI Executive Director Penny Brooks at 615-791-9590 or email executivedirector@theTNSI.org

LOUISIANA CERTIFICATION COURSES

The Louisiana Life Safety & Security Association 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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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 15 - May 18, 2024

May 14 - May 17, 2025

SPECIAL INDUSTRY EVENTS**TMA The Monitoring Association***OPSTech (Hosted by Acadian Monitoring)*

October 9-12, 2023 - Lafayette, LA

Annual Meeting

November 4-8, 2023, - Kapalua, Maui, Hawaii

AAF meetings:https://fla-alarms.org/Regional_Meetings**OTHER INDUSTRY & STATE EVENTS 2023****July 20**

CASIA Golf Classic

August 15 - 16, 2023

NYELSA Annual Meeting, location TBD

October 17 - 18

SIA Securing New Ground, New York City

October 18 - 19, 2023

OSFAA Annual Meeting

November 15-16, 2023

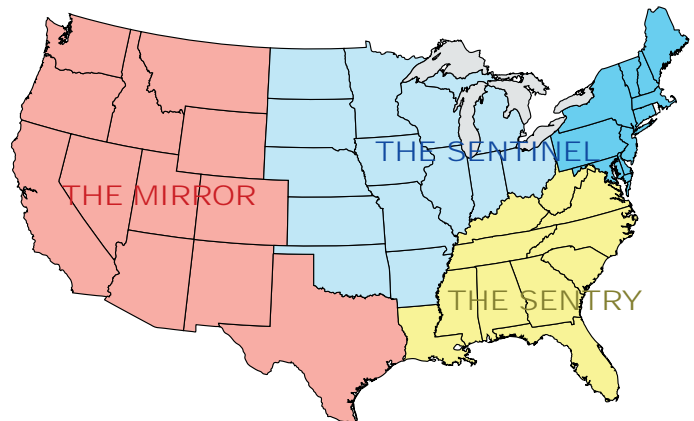
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