

THE SENTINEL

Published for the Northeast and Midwest Electronic Security Industry

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INDUSTRY NEWS

Doyle's Kevin Stone Is ESA's Chair Elect

The Electronic Security Association announced Kevin Stone, COO and Executive Vice President of Doyle Security Systems in Rochester, New York, as the Association's Chairman Elect for 2023-2024. As the association's current Chairman, John Loud, finishes his term. Kevin will serve as Chairman Elect from July 1, 2023, through June 30,



2024. Kevin began his security industry career with Doyle Security in 1989. Starting off as a commercial security consultant, he has come to own responsibility for sales, installation, and service for Doyle Security's eight branches. With a passion for peace of mind, Kevin helped launch and oversee the Doyle Medical Monitoring Division. "I'm at a point in my career where I want to give back to an industry that I'm passionate about. I love what I do each day and believe in the greater good contributions the electronic security and life safety industry make to society." Said Stone. With 34 years of experience in the security industry, Kevin has collected a number of titles and varied expertise as a Rochester Business Journal 40 under 40 recipient as well as a Rochester Police Rosewood Club Distinguished Service Award recipient. In addition, he was also named Rotarian of the Year by the Local Chapter of Rotary International.



Past-President David Holl, Director of Public Safety for Lower Allen Township, PA.

Industry News,
continued on page 4

Partnership for Priority Verified Alarm Response Announces 2023 Board Members

The Partnership for Priority Verified Alarm Response (PPVAR) announced their new president and secretary for the 2023-2024 board, led by President Mark McCall, Director of Global Operations for IMMIX.

Mr. McCall takes over from Immediate

Wesco Customer Appreciation Day October 12

Please join CASIA leadership on October Thursday, October 12th @ WESCO's branch in Milford, CT for



CUSTOMER APPRECIATION DAY. Be there for benefits, bargains, brew & food, PLUS an axe throwing contest!

The **Keynote Speaker** will be Christopher Brady of TRG Associates, presenting insights on Maximizing RMR Profitability.

About the Speaker: Christopher began his role as Vice President at TRG Associates, Inc. in 2010, where he performs due diligence, management consulting, and financial services. He has assisted a wide range of companies, entrepreneurs, lenders, and investors in evaluating and assimilating acquisitions while also assisting with the placement of debt/equity within the Security Industry. He also provides Interim CFO and Board Member duties for Life Safety businesses going through restructures.



Prior to his role at TRG Associates, Mr. Brady began his career in the Life Safety industry in 2001 as an equity partner and operator of fire alarm, fire equipment, and security businesses.

Mr. Brady holds an MBA in Finance from the University of Connecticut and is a Certified Valuation Analyst by NACVA.

About the Presentation: Whether you intend to sell, borrow against, purchase, or maximize the profitability of your RMR, meaningful data connections are critical. The time to begin this process is not just prior to a transaction but now. Christopher's presentation will provide overview of the processes and operational adjustments required to track, aggregate, and analyze critical data points that support profitability analysis by subscriber. Meaningful connections between your accounting system, Central Station, and third parties need unique identifiers to maximize profitability on a daily basis and at the time of operational transactions.



See information about ISC East, Nov. 14 - 16, Javitz Center, NYC - on page 27 of THE SENTINEL - Free Registration



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Connecticut Alarm & Systems Integrators Association

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Note: There are vacancies for Regional Vice President positions. Please let us know if you are interested. New people bring new voices and new ideas to the table.

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CASIA MEETINGS

We're shaking things up: Every CASIA dinner meeting will be a VENDOR Display Event and Tabletops will be complimentary with dinner. Space will be on a first come first serve basis and we request you reserve your spot (at least a week) prior. Each meeting will give one vendor an opportunity to speak for 20 minutes about their products and/or services plus new technologies. If a vendor feels he can accomplish his/her sales presentation in 10 minutes, will have two speakers per event. Please just give Pat Remes a call and you will be put on the schedule. As to meetings, we are going back to a monthly event upstairs at Eli's on Whitney, Hamden, except for the noted exceptions. (See Calendar page) We hope this new direction will



excite our valued associate members in that you will be able to have on-on-one time with multiple CT's dealers on a monthly basis. We trust this opportunity will be a win/win for everyone.

CASIA'S meetings are held on the 3rd Thursday of the month (unless otherwise noted) at Eli's on Whitney, Hamden, CT Social hour: 6:15 p.m.; dinner meeting to follow. Meeting topics will be announced prior to events

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Many thanks to our Sentinel editorial contributors.



Sentinel Readers - be on the lookout for great future info from Mitch Reitmen, Tony Smith and Brian Plant, and many more contributors sharing their perspectives on the industry.

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The PPVAR board is structured to alternate the role of President between the alarm industry and public safety each term. Mr. McCall commented on his new role at PPVAR "I have long believed that PPVAR is in a unique position to bridge the gap between the security industry and Public Safety and push forward topics that were important to both. They certainly have proven that over the past few years, as evidenced, in part, by pushing for and working with TMA in the creation of the AVS-01 Standard. I am honored to be a part of PPVAR and look forward to working with our members to advance our mission."



Kristy Johnson, Director of Integrations at ADT, has been voted to the PPVAR Secretary role.

Ms. Johnson remarked, "The electronic security industry plays a vital role in protecting life and property. However, it is just one piece of a larger picture, heavily reliant on collaboration with law enforcement and public safety partners.

When I joined the industry in 2012, I discovered a significant issue concerning false alarms leading to unnecessary police dispatches. This realization motivated me to work passionately on bridging the gaps within our industry, and in my various roles throughout my time in the industry, I've remained dedicated to correct this discrepancy. My mission is to enhance the sector by focusing on solutions that make the best use of our combined resources and form true partnerships with public safety. My commitment to prioritized and verified alarm responses drives my enthusiasm to assume a more formal role within PPVAR (Priority Partners Verified Alarm Response) and actively contribute to these ongoing efforts."

ADT in the News

ADT announced that it has entered into a definitive agreement to sell its commercial security, fire and life safety business unit to GTCR, a leading private equity firm, for a purchase price of \$1.6 billion, subject to customary purchase price adjustments. Proceeds from the sale, which is expected to close in the fourth quarter of 2023, will be used to reduce debt by \$1.5 billion, with cash interest savings expected to offset the impact of divesting the commercial business. Jim DeVries, ADT President and CEO, said, "The decision to divest ADT's commercial business is a value-enhancing transaction that focuses our portfolio on growth opportunities in our consumer markets. The sale enables ADT to monetize the commercial business at an attractive valuation and accelerate our debt reduction goals. With greater financial flexibility, we will be better positioned to grow through our strategic differentiators and innovative offerings, including our partnerships with Google and State Farm. We will continue our journey to be the premier provider of safe, smart and sustainable solutions that meet the evolved definition of what safety means to consumers today." Upon closing of the transaction, ADT expects to receive approximately \$1.5 billion in net proceeds, subject to final tax calculations and purchase price adjustments. ADT plans to use the net after-tax cash proceeds of the

transaction to reduce debt. As adjusted for the transaction, ADT expects its net leverage ratio to be 3.3, down from 3.7, currently. The transaction has been approved by ADT's Board of Directors and is expected to close in the fourth quarter of 2023, subject to customary closing conditions, including regulatory approvals.

Industry Hall of Fame Goldfine Becomes EIS Marketing Director

Elite Interactive Solutions (EIS) announced Scott Goldfine as its new Marketing Director. Goldfine joins EIS following a celebrated 25-year career with leading electronic security channel trade publication Security Sales & Integration, where he long served as Editor-in-Chief and Associate Publisher. "I have watched and admired Elite's vision and results since its inception," says Goldfine. "As someone who has covered the industry as long and intimately as I have, I well know how maligned it has been by false alarms and unnecessary police dispatches. At the same time, I have been a keen advocate of advanced technologies like video



monitoring and artificial intelligence. The future is leveraging that to end false alarms and achieve true crime prevention. EIS has been and continues to be the tip of that spear, and I am excited to help extend the company's reach and boost its business." In his new role with EIS, among Goldfine's responsibilities will include generating marketing initiatives, press coverage, presence at industry conferences and events, website content, supporting sales initiatives and more.

He will remain based in the Charlotte, N.C., area and report to COO Michael Zatulov, who joined Elite in 2018. Inducted into the Industry Hall of Fame in 2017, Goldfine directed all editorial aspects of SSI in print, digital, online and in person. The innovative and award-winning content produced under his watch included groundbreaking research, landmark features, leadership roundtables, high profile case studies and many industry exclusives. Well versed in the technical and business aspects of electronic security, Goldfine is an in-demand industry presenter known as a progressive thinker who has promoted disruptive technology such as networked security, cybersecurity, managed services and AI.

TMA Announces 131st ECC

The Monitoring Association (TMA) announced The Queen Anne's County MD Emergency Services is the 131st Emergency Communications Center (ECCs) in the United States to implement their Automated Secure Alarm Protocol (ASAP). 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 monitoring centers to Emergency Communication Centers (ECCs). Queen Anne's County ECC is the 4th ECC in the state of Maryland to implement ASAP. The Center went live the week of July 17, 2023 with: Vector Security, Rapid Response Monitoring, Johnson Controls, Securitas (Stanley Div), Securitas, CPI, Security Central, Brinks Home Security, United Central Control, Protection One, National Monitoring Center, Vivint, Affiliated Monitoring, Guardian Protection and ADT.

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MOST RECENT CLOSINGS 2022:

Lafayette, LA	\$8 Million
Huston, TX	\$1.5 Million
Edison, NJ	\$10 Million
Providence, RI	\$2.5 Million
Memphis, TN	\$4.2 Million
Tampa, FL	\$6.8 Million
Los Angeles, CA	\$10.4 Million
Philadelphia, PA	\$12 Million
Fort Myers, FL	\$21.5 Million



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After 31+ years with **NAPCO SECURITY TECHNOLOGIES** in roles including Western VP, and later, SRVP of Sales for all the Napco RSMs across North America, Dave Sheffey has announced his retirement. Sheffey has long been a key part of Napco Security Sales Management as an accomplished leader, industry icon and driver of Napco security sales and distribution channels. Stephen Spinelli, SVP, Sales, NAPCO Security Technologies, Inc, added, "On behalf of all of us at NAPCO, it's been our pleasure to work with you." After decades of traveling across this great country and Canada, representing Napco, attending countless tradeshow and events, and visiting and supporting security professionals and distributors all along the way; Dave plans to begin his retirement with his wife, Beth and their cats in their boat on the Great Lakes.



SNAP ONE announced that U.S. Partners can now order Digital Watchdog surveillance products through its e-commerce portal, ensuring they have access to the equipment and solutions they need regardless of how they prefer to purchase. "Snap One is committed to providing convenient purchasing options for all



our Partners," said Andras Balassy, Senior Business Development Manager at Snap One. "The new online availability makes our web portal even more valuable for Partners across the U.S. by offering surveillance products at

multiple levels of sophistication and cost, enabling greater design flexibility and ability to tackle different types of jobs." Digital Watchdog offers complete solutions including an industry-leading Video Management System (VMS), edge analytics and server-side analytics. These are all fully compatible with many of Snap One's current product offerings as well as all major manufacturers in the video market.

The New **DICE** has announced their UL data center in Bay City, Michigan, is now ULC compliant for Canada. Any central station that has dealers in Canada and the United States can now be hosted in the DICE center and operate in both countries simultaneously. Even central stations that are not using Matrix

Interactive, or any other DICE product, can take advantage of the ULC compliance. "Even though they based the new standard on our data centers, we had to make a lot of changes, which took about two years," explained Cliff Dice, president, CEO, & founder of the company. "We spent quite a bit of time and money, but what helped is the fact that our sister company, IPtelX is a registered Canadian carrier and ISP provider. In fact, we are not only an infrastructure and security company, but also the backbone for most of the smart home systems in Canada as well." To develop the Canadian standard, ULC looked at every detail of the DICE data center including how the building is built, how the fire suppression systems work, redundancy, backups, failovers, power and infrastructure networks, telecom, receiver management, software management, and the disaster plans and procedures that are in place. "We are the first and only data center to be ULC Compliant," added Dice. "Now those central stations, that do not want to make the investment of building their own data center, can now use the DICE data center."



NAPCO ACCESS PRO, the new Access Control division of Napco Security Technologies introduces new standalone and add-on Bluetooth reader modules for seamless mobile credential convenience inside and out. The addition of the BRM-Series enables Napco Access Pro to offer a complete matched mobile solution across an enterprise, i.e., to allow our mobile access credentials, distributed via email, text, or QR code, to provide access throughout a building or campus, for convenient smart device passage through doors secured with any brand Wiegand readers &/or our award-winning Trilogy Network PIN/Prox access locks intermixed at will. Aaron Black, Napco Access Pro's VP of Sales, said, "Our brand is committed to expanding our access control offerings and staying up to date with the latest technology. That's why we added Bluetooth Reader Modules, to provide the Total Bluetooth Solution, and card-free convenience, many applications are looking for. We want to be the go-to brand for all your access control needs, and our focus on innovation and improvement helps us achieve that goal."

SDI announced Nicole Valenzuela as Western Regional Sales Coordinator, where she will be working alongside Mariana Ferguson in the Northwest and Ed Fuentes in the Southwest territories. Nicole holds over seventeen years of experience in the fire alarm and security industry. In 2006, she joined an independent distributor as a Customer Service Representative and shortly after joined their Inside Sales Team. Nicole joined Alarmax in 2012 as they opened their location in Phoenix, AZ. She started as an Inside Sales Representative and was promoted to Branch Manager. In 2022, Nicole's most recent experience was with Wesco as the Arizona Business Development Manager and Thomasson Marketing Group as the Pacific Southwest Regional Manager.

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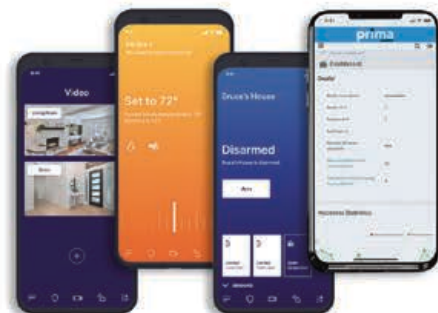
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Legislative Session May Be Over But New Laws Take Effect October 1

As reported on previously in The Sentinel, the 2023 “long” legislative session adjourned back in June “on time and on budget”. In the months since, even though the Capitol has been fairly quiet, lawmakers, lobbyists and constituents alike have been digesting the over 200 new public acts that passed. As new laws are passed, they become legally “binding” based on their various effective dates. Typical effective dates throughout the year include January 1, July 1, or October 1st. Some new laws are even effective “upon passage”, based upon the date those bills are signed into law by the Governor.

Following this year’s legislative session, there are many new state laws that are taking effect on October 1st. Below are some highlights of a few important upcoming new laws of note for CASIA contractors, associates, and the general business community, all with an effective date of October 1st:

Smoke Detector Affidavits

A new law (Public Act 23-164, House Bill 6580, Public Safety Committee) makes several changes in a smoke and carbon monoxide detector disclosure law for residential buildings. Under prior law, the seller of a one- or two-family residence had to generally give the buyer an affidavit certifying certain conditions about the smoke and/or CO detectors, or credit the transferee with \$250 at the closing. Among other things, the new law eliminates the credit option, extends the affidavit requirement to transfers of units in residential common interest communities, and modifies the content required in the affidavit and when it must be given. It also requires the State Fire Marshal’s Office to create a model form that may be used for the affidavit and guide outlining smoke detector requirements to help sellers complete the affidavit.

Automatic Renewal Contracts & Continuous Service Provisions

As reported on earlier this year in a prior edition of The Sentinel, a new law governing automatic renewal service contracts (Public Act 23-191 & 23-205, House Bill 5314, General Law Committee) generally prohibits businesses from charging a consumer for any automatic renewal or continuous services without the consumer’s affirmative consent. It additionally requires businesses to (1) establish and maintain appropriate contact information (i.e. a toll-free phone number, email address or postal address) and an online option for consumers to prevent automatic renewals or prevent and terminate continuous consumer services and (2) allow a consumer to take any action needed to stop a renewal or service entirely online if the consumer agreement was entered into online.

Commercial Vehicles on Parkways

A new law (Public Act 23-135, Senate Bill 904, Transportation Committee) will increase the fines for driving a commercial motor vehicle on state parkways (i.e. the Merritt, Wilbur Cross and Milford parkways). Under prior law, a violation was an infraction. The new law makes violations punishable by a fine of \$500 for a first violation and \$1,000 for any subsequent violation. The fines must be assessed against the (1) commercial vehicle owner, when the owner, owner’s agent, or owner’s employee was the driver, or (2) commercial vehicle lessee, when the lessee, lessee’s agent, or the lessee’s employee was the driver.

Task Force on Building Inspection Timeliness

As part of a new act (Public Act 23-204, House Bill 6941, State Budget & Implementer, Emergency Certified Bill) a new seven-member task force is created to study the timeliness of building inspections required for building permits and report its findings and recommendations to the legislature by January 1, 2024. Among other things, the task force will (1) review the average time it takes for inspections to be done after the work is ready to be inspected; (2) examine the frequency with which scheduled inspections are cancelled or rescheduled, and if possible, which party did so; and (3) recommend initiatives to (a) incentivize or attract additional inspectors to Connecticut and (b) increase inspection timeliness.

Firearm Credentials and Security Officer License Expiration Notices by Email

Under a new law (Public Act 23-73, House Bill 6653, Public Safety Committee), anyone holding a security officer license, a handgun permit or eligibility certificate, or a long gun eligibility certificate, may now opt to receive the expiration notices for these credentials by first class mail or email. The new law also authorizes DESPP to send these notices and related renewal forms by email, rather than only by first class mail as prior law allowed.

Finally, though not among those aforementioned laws effective October 1, the issue of workforce development for public safety personnel certainly was a hot topic for legislators in Hartford this year. In the end, there was an increased emphasis on recruitment and retention. Among two new laws seeking to address this important issue, already in effect (effective from passage in June) are:

New Laws, continued on page 14



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New Laws, continued from page 12

Firefighter and EMS Personnel Shortage Task Force

Special Act 23-1 created a new 13-member task force that is charged with studying the shortage of firefighters and EMS personnel in Connecticut and making recommendations to address it. The task force must report its findings and recommendations back to the Public Safety and Security Committee by January 1, 2024.

Police Recruitment and Retention Task Force

Also, under Public Act 23-69, a new nine-member task force will study police recruitment and retention in Connecticut and make recommendations back to the Public Safety and Security Committee by January 1, 2024. The task force is composed of the DESPP commissioner, and eight appointees, appointed one each by the six legislative leaders and two by the governor.

The 2023 State Legislative Session May Be Over, But That Doesn't Mean Your Local Lawmakers Don't Need To Hear From You – Tell Them What Matters To You, Your Association, And The Electronic Security Industry! The Fall Is The Legislature's Off-Session And It Is A Great Time To Contact Your State Representatives And State Senators.

Thank Those Who Supported House Bill 6613 – CA-SIA's bill simplifying contractor advertising disclosure requirements – And Ask Them For Their Support Again Next Year!

Have a question? Want to express your opinion? Just want to know who now represents you in Hartford? Go to the website below and enter your address to look up your state legislators; with a few quick clicks you can visit their official webpage, email them, or get their office phone number to make a call. Remember – as a CASIA member, your voice matters!

<https://www.cga.ct.gov/asp/menu/cgafindleg.asp>

As always, if you have questions on legislation or regulations or if you would like more information on an issue, please feel free to contact CASIA Lobbyist Andy Markowski at: (860) 707-3620 or aem@statehouseassociates.com.

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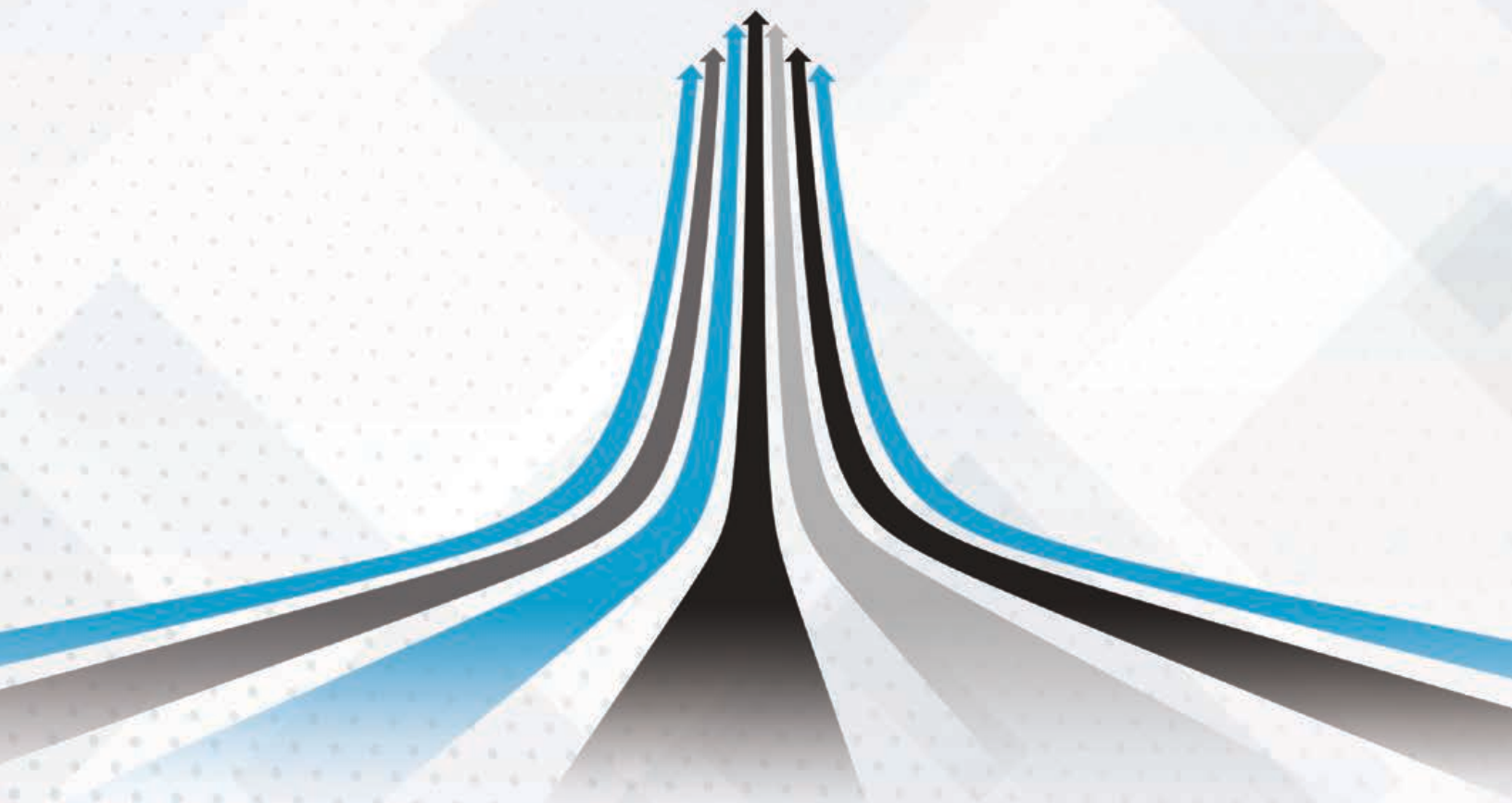
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Six Networking Tips To Make Your Next Event Less Painful



By: Brian Plant

If it ever seems like networking events are awkward, it's not just you. We all struggle sometimes. Especially after two years of masking and lock-downs. It's 2023 and events for the alarm industry are in full swing, and in person. Here's a few tips to overcome social anxiety and get back in the game.

What happens at a networking event?

People grow their businesses, make life-changing connections and meet vital influencers. 70% of jobs are found through networking. But sometimes, this just isn't motivation enough. For those of us who don't love spending our free time meeting – and impressing – crowds of new people, the whole thing can feel a bit stressful. When bagels alone aren't a sufficient icebreaker (have they ever been?) you'll need a concrete strategy for getting more out of networking events – but don't worry, we've got your back. After all, we can't all be professional networkers, but whether you're looking to hire or be hired, you can't win the game if you don't want to play it. So, what are the 6 toughest things about networking – and how can you overcome them?

1. 'I don't like small talk'

Don't we all? Make it more natural and find an ally – it's easier for a third person to join a conversation between others than to start up from cold, so buddy up and let the chatter flow. If you find yourself stuck, drop your guard and get meta – say precisely what you're thinking. As in, "Man, I am not great at small talk. Isn't networking kind of awkward?" Odds are they're thinking the exact same thing, and that connection can spark an honest dialogue.

2. 'I'm bad at remembering names'

Prepare! Memorize or make notes about the speakers. Find out who's attending – you could ask the organizer, or check an event page – then open LinkedIn and get stalking. This will also help make sure you spend as much time as possible with the people you want to keep in touch with. At the event, play a name-recalling game like the meet and repeat: As soon as you meet someone, use their name in the next thing you say. You can even

challenge others to join in. You can quickly unite a small team of strangers around overcoming one of the toughest parts of networking and in doing so, you'll learn a lot more about them than just their names.

3. 'I always get shy in big gatherings'

Getting over the first hurdle of saying anything is the typically the hardest part, so put together a little toolkit (a metaphorical toolkit, that is) of conversation starters to whip out when called upon. We think you can do better than low-hanging fruit like "What do you do?" – ask something deeper to really get to know someone.

4. 'I find it hard to approach someone new'

Work your wardrobe! If you're wearing something unique that stands out – like a brightly colored tie, choker, or that piece of statement jewelry you never find a time to wear – gives people an easy intro to start talking to you, and makes you memorable.

Pro Tip: Take screenshots of a conversation starter and it and make it the home screen on your phone. Whenever you check the time, you'll be reminded what you should be doing instead, and you'll actually take steps towards it.

5. 'It's a waste of my time – nothing ever comes of it'

It's a cliché, but you're never going to get more out of an event like this than you put in. If you work it like a wallflower and let others start the conversations, you'll be stuck discussing whatever's on their agenda. So get off the fence and drive that conversation train yourself: are you seeking employment? Employees? Co-founders? Write your intention down – in fact, screenshot it and make it the home screen on your phone. Whenever you check the time, you'll be reminded what you should be doing instead, and you'll actually take steps towards it. And networking doesn't end with the event – sincere follow-up closes the deal and builds stronger connections. After the event, write down whatever you remember about your new contacts, and send them an email referencing your conversation. Or, if you want to really knock it out of the park, design personalized postcards to send and write your note by hand.

6. 'I never meet the people I'm hoping to meet'

Did you research the guest list? Arm yourself with a clear intent for what you want to achieve? If so, are you at the appropriate event? Not all networking events are created equal, and often, the lower the barrier to entry the less obvious value you'll find. Try seeking out events whose planners and speakers have credentials specific to your purpose, and whose organizers are confident enough in their offering to have a cover charge. By being more selective, you'll find more of the right contacts.

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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Service Revenue in The Fire Alarm Industry: Why It's A Valuable Asset When it Becomes Time To Sell



By: Rory Russell

Service revenue is among the most valuable assets for fire alarm companies. As such, if you're a fire alarm business owner, growing your service revenue can result in a tremendous amount of additional profit and can ultimately help you increase the value of your business. Looking for ways to grow service revenue in the fire alarm industry? Here are a few ways to do so.

Increasing Fire Alarm Service Revenue

Set Your Sights on Servicing Larger Facilities. Fire alarm glitches are inevitable, which is part of what makes fire alarm service contracts so profitable. It's not a matter of if your customers will need service from you – it's when and how often. If you're looking to further increase fire alarm service revenue, set your sights on servicing larger facilities. Typically, the larger the facility in terms of square footage, the larger the revenue opportunity. Since you know these facilities will ultimately require service, this can be a great way to increase profits. If you do decide to reach towards increasing the size of the facilities you provide service to, make sure that you don't stretch yourself too thin. You'll need to ensure your fire alarm business has the resources required to service larger facilities effectively, otherwise this strategy could backfire.

Provide Top of the Line Customer Service

In this day and age, consumers have grown accustomed to being disappointed by customer service. They receive subpar service, leaving them frustrated and searching for alternative solutions that will better meet their needs and expectations. This disappointment with customer service can actually be seen as an opportunity for your fire alarm business. With customer satisfaction low, the door remains open for new, more attentive providers to step in and connect with customers who are disappointed with their current service provider. You may be able to generate new business by outperforming your competitors in terms of customer service – and you'll likely prevent attrition by keeping your current customers happy with the level of service you're providing. As such, staying focused on providing top of the line customer service can, in turn, help you to grow your fire alarm service revenue.

Consider Becoming More Focused on Service Revenue

Service revenue may be just one facet of your fire alarm business, but it's an incredibly important one when it comes to generating revenue. With that in mind, if you're looking to increase profitability and the value of your alarm business, it may be a good idea to take a step back and refocus on the area of your business where your profit margin will be the biggest. For many fire alarm businesses, this area is service revenue. Whether you choose to seek out additional service agreements with current customers, go after larger service agreements when pursuing new clients, or adjust what you choose to provide as part of your service contracts, focusing in on generating service revenue can help you to augment your profitability and grow the value of your alarm business.

Market Service Agreements to New Customers

One of the most basic ways you can go about growing your alarm business' service revenue is by signing new customers on for service agreements. Showcasing your high-quality service as a selling point can set you apart from the competition and help you to win business that's extra profitable. By marketing service contracts, you can increase the area of your business that provides the highest profit margin while maintaining a comfortable balance between the service side of your business and the systems side. This may also enable you to grow your customer base which, in turn, can further strengthen and add value to your organization.

Don't Overlook Opportunities to Grow Your Fire Alarm Service Revenue

If you're a fire alarm business owner looking to increase your company's profitability and value, fire alarm service revenue can provide a terrific opportunity to do so. Whether you're hoping to stay in the industry for years to come, or you're looking to sell your fire alarm business in the near future, the four strategies above can make a big difference for your organization when it comes to augmenting growth, profits, and value.

Rory Russell is the President and Owner of Acquisition & Funding Services (AFS), brokering large scale mergers, acquisitions and financing in the security alarm, fire and integration industry for over twenty-five years. Previously, Rory owned and operated Empire Security, at the time the largest regional security company in the Northeast, handling \$5 million per year in sales and installations.



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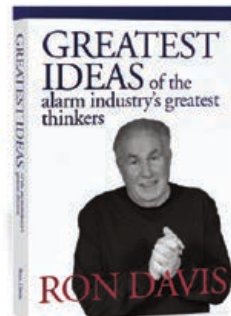
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