

SENTRY

SECURITY & SAFETY TECHNOLOGY - NEWS - INDUSTRY LEADERS - EVENTS - LEGAL ISSUES

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The Sentry

Maximizing RMR Profitability

By: *Chris Brady,*
Vice President
TRG Associates
and Anne E.
Terwilliger,
Sr. Associate
TRG Associates
When most
people think



about maximizing RMR profitability, they often think only of raising prices or offering more services – and they would be wrong. Maximizing RMR profitability is as easy as looking at the data already at your disposal to determine if you are using it to its full potential. Unlike years past when we only had billing and Central Station information to consider, today we have third party services such as backup radios, cellular offerings, verified video, access control, and web-based systems. It is understandable then that many companies do not do the due diligence (the internal review) required to stay on top of all of this data to ensure its accuracy, but failing to do so also ensures that they may be leaving valuable RMR on the table.

Many of the companies that TRG Associates works with in the course of operational reviews do not utilize a unique identifier to link their customers to billing, central station, and third party services. They do not audit their central station data annually to determine if they are monitoring individuals who they no longer bill or if they bill customers whom they no longer monitor. They have not carefully reviewed what is being charged to them by companies to monitor or otherwise provide services to each customer and, because of that, they cannot compare that data to monitoring revenue to calculate their true monitoring margin. Think of how easy these tasks would be if a spreadsheet were created with the identifiers from all of these billing services and to link them individually to each customer in your accounting system. Using those identifiers would make auditing this data annually so much easier. But maximizing RMR profitability does not end there.

Looking at Central Station data can also provide valuable insight into whether your customer systems are actively communicating. Requesting last signal data can tell you when signals were last received, and the type of signal sent. A system that is not communicating correctly, or not at all, can cause customer dissatisfaction and potential RMR cancellation.

RMR can also play an important role in establishing the value of your business. A well-defined contract signed by each customer detailing the services being offered, the amount of RMR for those services, terms of the initial contract and subsequent auto renewals, third party indemnification, clauses indicating that the company is not an insurer and stating whether or not the contract is assignable will

be attractive to buyers. Failure to have contracts in place makes a potential buyer liable for a host of problems and guarantees a lower offering price.

Collecting RMR from overdue subscribers is a burden that no one enjoys, but it is a critical function of maximizing your RMR. Do you actually know how much RMR is outstanding at your company versus just the total amount of outstanding invoices? Do you have a collection strategy that is actually working for the collection of that RMR? Do you know the point at which it becomes too expensive for you to keep a non-paying RMR customer?

Finally, do you know the difference between recurring monthly revenue and re-occurring monthly revenue? If you wish to borrow against your RMR, the difference is important. Recurring monthly revenue is the amount that you charge your customers for direct monitoring of their systems, third party offerings, and service contracts. This is RMR that can be borrowed against. Re-occurring revenue examples are inspections that are billed at the time of service, service/maintenance calls, and predictable contractor income (e.g. additional months of building out systems in large commercial complexes). While billing for these services may occur on a monthly basis, this income can be difficult to categorize as lendable collateral.

As you can see, utilizing the data that you have to its fullest potential is the key to maximizing RMR profitability. If your company would like more assistance in reviewing RMR profitability, an operational review, acquisition planning or other services, please contact TRG Associates at 860-395-0548.

Chris Brady began his role at TRG Associates, Inc. in 2010. As Vice President, 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 and with the placement of debt/equity within the Security Industry. He also provides Interim CFO and Board Member duties for Life Safety businesses as they restructure.

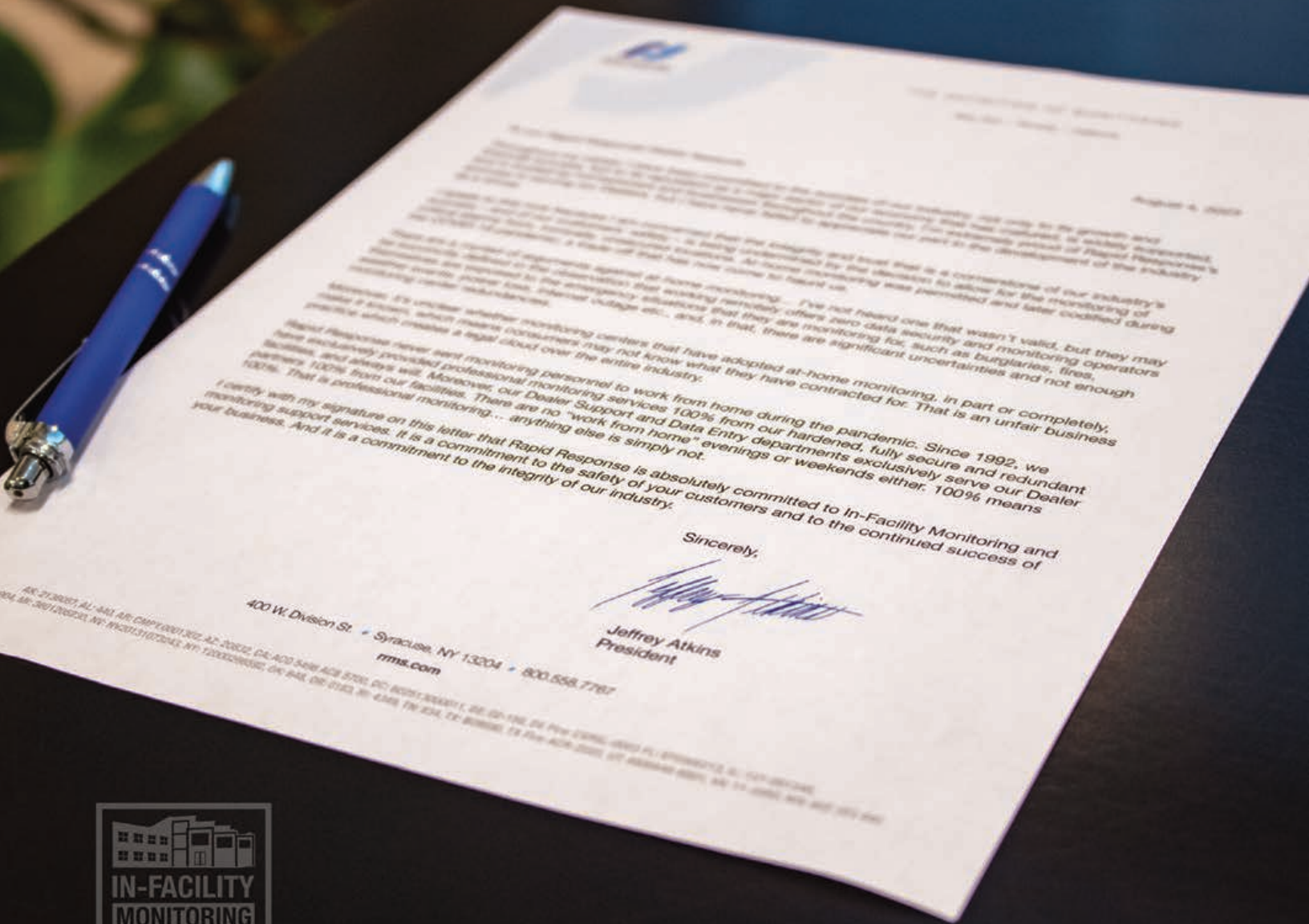
Anne Terwilliger joined TRG Associates in 2022 as a Senior Associate. In this role, she provides the security industry with research and analysis as well as performing due diligence and valuation services to support acquisitions. Prior to coming to TRG Associates, she provided SedonaOffice training and support at Bold Group to the largest alarm companies in the US.

Since 1991, TRG Associates has assisted security alarm, PERS, and fire companies with the implementation of cost-effective business solutions including: Due Diligence, Acquisition Planning, Business Valuation, and Expert Witness.

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Editorial: Copy is due the 15th of the month preceding publication.

Advertising: Space reservations and copy are due the 15th of the month preceding publication.

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information on
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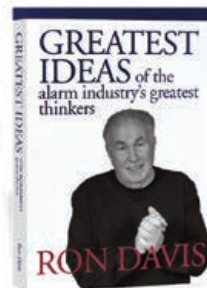


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NATIONAL TRAINING CENTER (NTC) has announced their recent partnership with independent manufacturer's rep firm, Lanier Rep Group (LRG). LRG will be a key component in expanding the National Training Center's presence nationally with the LRG footprint in TX, LA, OK, AR, MS, CO, NM, MO, IA, NE, KS, MN, WI, IL, ND, and SD. Through its nationwide rep alliances, LRG will provide support as well as assist NTC in facilitating training events across their footprint. "From regional NICET certification at all levels to Technology 101 basics for access control, installers and salespeople alike will benefit from these trainings," Lanier states. "NTC's programs and materials can be conducted either onsite or remotely." For more information, contact LRG at (408) 384-4560, sales@lanrepgroup.com or visit www.nationaltrainingcenter.com and mention 'LRG' with your inquiry.

QUANERGY SOLUTIONS, INC. unveiled a new, joint solution in partnership with Bosch Security and Safety Systems at this year's ISC East Expo. This integrated solution aims to tackle intricate security challenges faced by critical infrastructure environments, including utilities, data centers, and airports, through the strategic combination of Quanergy's Q-Track™ 3D LiDAR solution and Bosch Video Systems. "Customers are increasingly in search of advanced situational awareness and precision in video surveillance, regardless of its specific application," said Gerald Becker, Vice President, Market Development and Alliances, Quanergy. "The integration of Quanergy and Bosch technologies provides an exceptional solution for detecting, tracking, and classifying moving individuals and objects within sensitive or secure environments with remarkable accuracy." Quanergy's new partnership with Bosch effectively allows Q-Track™ to send object location, both relative and absolute, to Bosch video cameras such as the MIC Inteox 7100i. This makes the Quanergy, Bosch integrated solution ideal for applications within critical infrastructure sites where uneven terrain, numerous obstacles, and inadequate lighting conditions are common. Now customers are afforded a highly secure, automated security solution that can consistently and reliably protect a site from intrusions. More importantly, the solution can significantly reduce the number of false alerts and save customers hundreds of thousands of dollars in costly guard services.

DICE has been awarded U.S. Patent # 11741825B2 for its video arm/disarm system, which allows users to arm and disarm video security systems using the same standards as alarm panels. This groundbreaking innovation eliminates the need for physical alarm panels and opens a world of new possibilities for video security. The Video Arm/Disarm system works by converting camera motion detection and AI object detection into virtual sensors. These virtual sensors can be strapped to an alarm automation system as zones, just like traditional alarm system sensors. This allows users to create virtual alarm zones within video cameras, which can be armed and disarmed either through an alarm panel or through a cloud-based app. The system also supports UL priority alarm types, ensuring that it meets all the latest alarm industry standards. This means that users can now look for any object, such as a person or vehicle, at a specific time by arming and disarming their cameras and areas of interest. Clifford Dice, founder and CEO of DICE Corporation, said: "Our engineering team is constantly pushing

the boundaries of what is possible, and their multiple patents are a testament to their commitment to innovation. Our vision of where the alarm industry will be going in two years, five years, 10 years, even in 15 years has led us to plan our technology roadmap to meet that vision and revolutionize the entire monitoring ecosystem."

LRG, INC., an independent manufacturer's rep firm serving the electronic security industry, and Vector Firm, a professional sales and marketing consulting and training business focused on system integrators, recently announced their newly formed partnership. The alliance was forged by LRG Founder Chris Lanier and Vector Firm Founder and President Chris Peterson. "We're very excited to have LRG representing Vector Firm in the Central US," Peterson says. "To have such a sharp group of sales professionals bringing our sales and marketing services to their clients is an amazing opportunity for us. I appreciate Chris Lanier's creativity; this was his idea and I immediately embraced it." LRG, inc co-owner and CEO John Swinford concurred, adding "We've been very impressed with Vector's comprehension of our channel and the challenges facing any size company with regards to hiring, training, coaching, and retaining top talent. They offer a wide variety of programs from basic self-learning modules to custom subject matter to website content."

AIPHONE announced the opening of a new office in the Tampa, Fla., area, marking Aiphone's first location in the South, and fourth overall in North America, with offices also located in Cherry Hill, N.J., and Laval, QC. The corporate office is located in Redmond, Wash. "Opening this new location signifies our commitment to serving our customers better, fostering innovation, and strengthening our community ties," said Brad Kamcheff, marketing manager for Aiphone Corporation. "We're excited to be closer to our clients and partners in the South, ensuring we continue to meet their evolving needs. It also serves as a convenient location to support the growing security market in Latin America." Spencer Britenstine, Director of Sales for Aiphone, will be leading the office in Tampa and will be supported by a sales team which includes Jasen Dunn, Robert Hilt, Jessica Baker, and Daniel Esposito, all of whom share Aiphone's vision and dedication to delivering top-tier emergency communication, intercom, and access control security solutions.





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TNSI is excited to be offering its own TN Security Certification Course.

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 the 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 the 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.

For more information about TNSI or training for 2024, please visit our website at: www.theTNSI.org or call TNSI Executive Director Penny Brooks at 615.791.9590.



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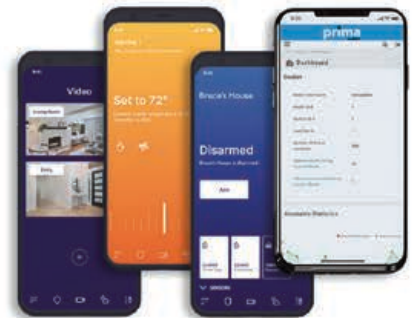


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Maximizing Conversions: How Sales Funnels Generate & Close More Deals for Security Companies

By: Brian Plant

Sales funnels are the missing link in the lead generation strategy of most security companies. Digital ads, SEO, social media and email marketing are important but if you don't have a strategy to convert website visitors into paying customers once they arrive on your website, then your website is leaking sales opportunities. A well-structured sales funnel is a game-changer, but most dealers, integrators and monitoring centers don't do it. In this blog article, I'll explain how a sales funnel works, along with a bonus blueprint for a 7-part automated email drip series that you can use to guide leads through the funnel, from initial interest to becoming valued customers that generate referrals. Before we dive into the automated email series, let's break down the sales funnel and its key components. A sales funnel is a visual representation of the journey a website visitor takes from being a potential lead to becoming a customer. It consists of three main stages:

1. **Top of the Funnel (TOFU):** At this stage, visitors are exploring yours and your competitors websites doing early stage research. Your goal is to capture their attention and turn them into leads, even if they aren't ready to talk to your sales team yet. This can be done with a pop-up form that offers a free checklist, eBook, or some other free resource in exchange for their email address.

2. **Middle of the Funnel (MOFU):** These leads have shown interest and may be considering your services. Now that you have their email address, your aim is to nurture them and build trust with automated emails.

3. **Bottom of the Funnel (BOFU):** At this point, leads are highly engaged, and your objective is to get them to take action: book a consultation, or speak with sales. If you're using a CRM like HubSpot, and you've set up your tracking and reporting correctly then you can easily see how interested your website visitors are, how often they visit, and what content they are viewing the most.

This helps your sales team understand how to prioritize their sales outreach, and tailor initial sales conversations using The 7-Part Automated Email Series:

1. **The Welcome Email (TOFU):** When a visitor completes a form on your website, they should immediately receive a short welcome email. Whether it's a pop-up form that leads to a free download, or a regular contact form, this step is important because it sets the tone for your relationship and provides a quick overview of your security

services. Introduce yourself or your sales person and offer a free consultation. Consider using an online calendar so that prospects can book a call with you without having to call you first.

2. **Educational Content (TOFU & MOFU):** Over the next two emails, share valuable content about security best practices, tips, or industry insights. This positions your company as an expert in the field and keeps leads engaged.

3. **Customer Stories (MOFU):** Now that you've piqued their interest, share success stories or case studies showcasing how your services have benefited previous clients. This builds trust and credibility. Explaining how your video monitoring solution captured intruders on video and alerted authorities in real time resulting in arrests, or a customer story about how their new smart home system made life easier and more convenient for their busy family are good examples.

4. **Addressing Concerns (MOFU):** In this email, address common concerns or objections leads might have. Provide reassurance and highlight the advantages of your services.

5. **Exclusive Offer (MOFU & BOFU):** Send 2-3 emails with an exclusive offer, such as an installation or monitoring promotion or a value add-on that they can't get anywhere else, like an additional sensor or a camera. This encourages leads to take the next step and book a free consultation.

6. **Closing the Deal (BOFU):** At this point you've spoken with the customer, and perhaps spent time on-site with them. Send a personalized email proposing a tailored solution for their security needs. Make it easy for them to take the final step toward becoming a customer.

7. **Post-Purchase Follow-Up (Customer):** After they sign up, continue to engage your customers. Send a thank-you email, request feedback, and keep them informed about your latest security offerings to encourage upsells.

The key to a successful sales funnel is tracking and optimization. Use analytics to monitor email open rates, click-through rates, and conversion rates. Identify areas where leads might be dropping off and fine-tune your email messaging or cadence accordingly. It's important to have patience, and be consistent. Sales funnels are very effective but they can take some time to gain traction as you learn more about your audience.

Brian Plant is Managing Director at AlarmBrand, offering website creation and marketing for the electronic security industry. 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. AlarmBrand is also the webmaster for state Alarm Associations such as the CAA, NYELSA, OSFAA, AZAA, & PAFED.

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INDUSTRY NEWS

The Security Industry Association (SIA) announced the 2024 launch of a new community for veterans whose work in their civilian jobs continues to support security and safety. The SIA Veterans in Security community will provide resources and networking opportunities to veterans, guardsmen and reservists who work in the security industry, in addition to active duty members who are transitioning to civilian life and are looking for a new career. The group will also welcome the support of people who do not have a direct military affiliation, such as businesses that employ or are looking to hire veterans and industry professionals who simply want to give something back to those who have given so much. Interested parties can sign up to receive email updates



at securityindustry.org/veterans.

The Security Industry Association (SIA) has named 10 recipients

for the 2023 SIA Women in Security Forum (WISF) Scholarship – a program developed by the SIA Women in Security Forum to further educational opportunities and promote advancement for the widest spectrum of people possible in the security industry. In the 2023 scholarship program – open to employees of SIA member companies and SIA student members – each honoree will be awarded \$7,500 to use toward continuing education and professional development courses, conferences or webinars, SIA program offerings, repayment of student loan debt and/or other education or academic pursuits. “The 2023 SIA Women in Security Forum Scholarship honorees are an inspiring group of industry leaders, students and professionals, and SIA is proud to recognize them,” said SIA CEO Don Erickson. “This year’s class of scholarship winners are truly making an impact in our industry and demonstrate outstanding accomplishments, vision and commitment to fostering diversity, equity and inclusion in security. We celebrate their successes and look forward to supporting them and helping them thrive in their careers.”

The winners for the 2023 SIA Women in Security Forum Scholarship are:

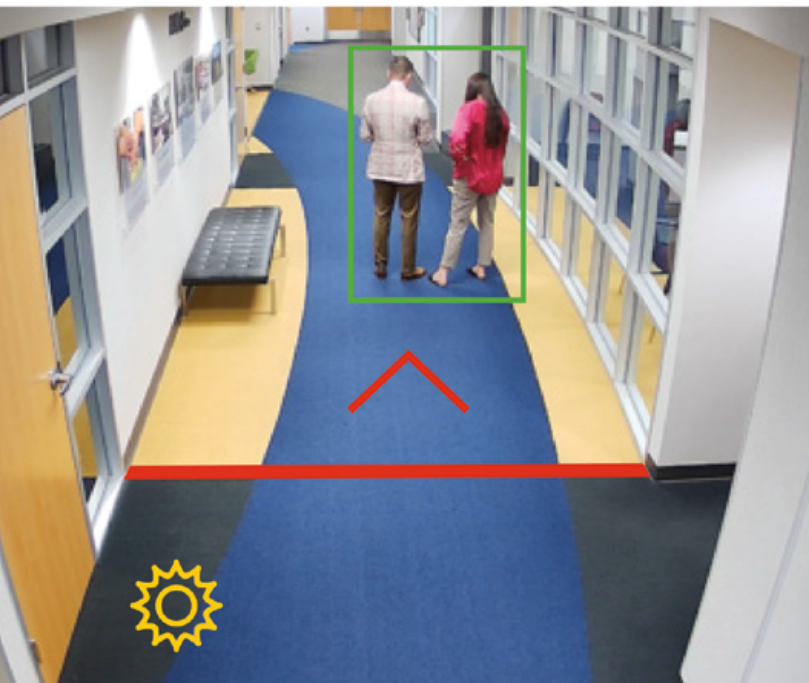
- Nike Coker, senior project manager, City of Toronto, Canada
- Alex Czoschke, learning and development manager, Arcules
- Deepa Veni Dhanasekaran, systems designer, Convergent
- Laura Garest, director, global and national systems integrators, Wesco
- Crystal Landeck, warehouse coordinator, Convergent
- Madeleine Mathias, graduate student, The Fletcher School at Tufts University
- Carmella Saia, graduate student, The George Washington University
- Alina Thai, graduate student, Georgetown University
- Hilary Turner, senior content writer, Eagle Eye Networks
- Rhette Wallach, senior principal product security engineer, Stryker

The 2023 SIA Women in Security Forum Scholarship honorees were selected with the help of SIA’s Women in Security Forum scholarship subcommittee: chair Martha Entwistle of Eagle Eye Networks; Beth Anderson of Allegion US; Rebecca Bayne of Bayne Consulting & Search; Jim Black of Microsoft; Lynn de Séve of GSA Schedules; Tia Eskandari of Allied Universal; Stephanie Mayes of SiteOwl; Elaine Palome of Axis Communications; Kim Rahfaldt of AMAG Technology; Ania Ross of Wesco; and Gannon Switzer of Vector Firm.

“The SIA Women in Security Forum is pleased to award scholarships to 10 individuals whose exemplary achievements, ambitious professional goals and commitment to promoting diversity and equity in the security industry made them stand out among a highly competitive pool of deserving applicants,” said SIA WISF scholarship subcommittee Chair Martha Entwistle, senior manager of corporate communications at Eagle Eye Networks. “Now in its fourth year, the 2023 WISF Scholarship program has experienced a substantial increase in the number of applicants, doubling the number of submissions from prior years. We want to

thank the AmplifiHER subcommittee members who dedicated their valuable time and effort to support, promote and fundraise for this important initiative. We also wish to express our deep appreciation to the SIA member companies whose generous contributions help to enable the progress of women in our industry and make this program possible.”





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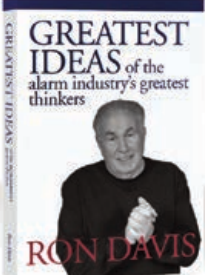


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