

The Voice of Electronic Security and Life Safety.

About ESA

The Electronic Security Association (ESA) is the largest trade association representing the electronic security and life safety industry. Member companies install, integrate and monitor intrusion and fire detection, video surveillance and electronic access control systems for commercial, residential, industrial and governmental clients. In cooperation with an alliance of chapter associations, ESA provides technical and management training, government advocacy and delivers information, advice, tools, and services that members use to run and grow their businesses.

www.ESAweb.org

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BUSINESS DEVELOPMENT EXEC.

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ESA ELECTRONIC SECURITY ASSOCIATION®

MEET OUR MEMBERS

2018

AGENDA

About Me

About You and Your Company

About ESA Member Companies

Membership Opportunities

Application Process

Next Steps



MEET BOB.

Bob wants the best for his business, so he starts each year with a list of resolutions to help him improve. This year, he vows to read more, network strategically, and stay up to date on trends in the industry.

As an executive, Bob has to narrow his reading selection to save time, and can only attend so many events each year. As an ESA member, he knows he can leverage his convenient access to industry news, networking opportunities, research and thought leadership from this trusted source.

**Bob Vance
CEO & President,
Vance Alarm**

**Annual Revenue
\$3 million**

**Responsible for
47 employees**



Join the largest and longest-standing association in the industry for professionals like you.

Discover the power of membership.

Does this sound like you?



In January, Bob kicks off the year at the Leadership Summit by catching up with industry friends and making new connections. He shares best practices, meets one-on-one with vendors, and develops plans for growth. While there, he discusses the discounted insurance rates he secures with ESA on umbrella, workers compensation and commercial auto policies.



Sometimes, it's lonely at the top. As an ESA Executive Management Professionals Group member, Bob jumps on bi-monthly calls with his small network of other owners to discuss recent challenges and gain feedback.



By the fall, government matters are on everyone's mind. Bob opens his Government Insider update from ESA to brush up on the latest happenings affecting the industry, and decides to attend a meeting soon to voice his opposition to a pending bill.

In March, he finds an article in Security Nation on creating a rich culture for his office. Now Bob feels ready to make a new hire, and sets out to learn more.



Back in the office, Bob receives the latest Integrator newsletter. While scanning through association and industry news, he notices an article on recruiting and clicks through to the ESA website to find tips.



His new focus of building talent for his company is fostered by ESA webinars, where he learns best practices for onboarding from peer leaders. Bob takes this knowledge and recruits fresh talent in record time.



As a member of ESA, Bob trains his new talent with the industry's leading resource — The National Training School — at discounted rates. His new hires take advantage of in-person, online and virtual classes.

MORE THAN
2,000
COMPANIES

ESA members represent more than

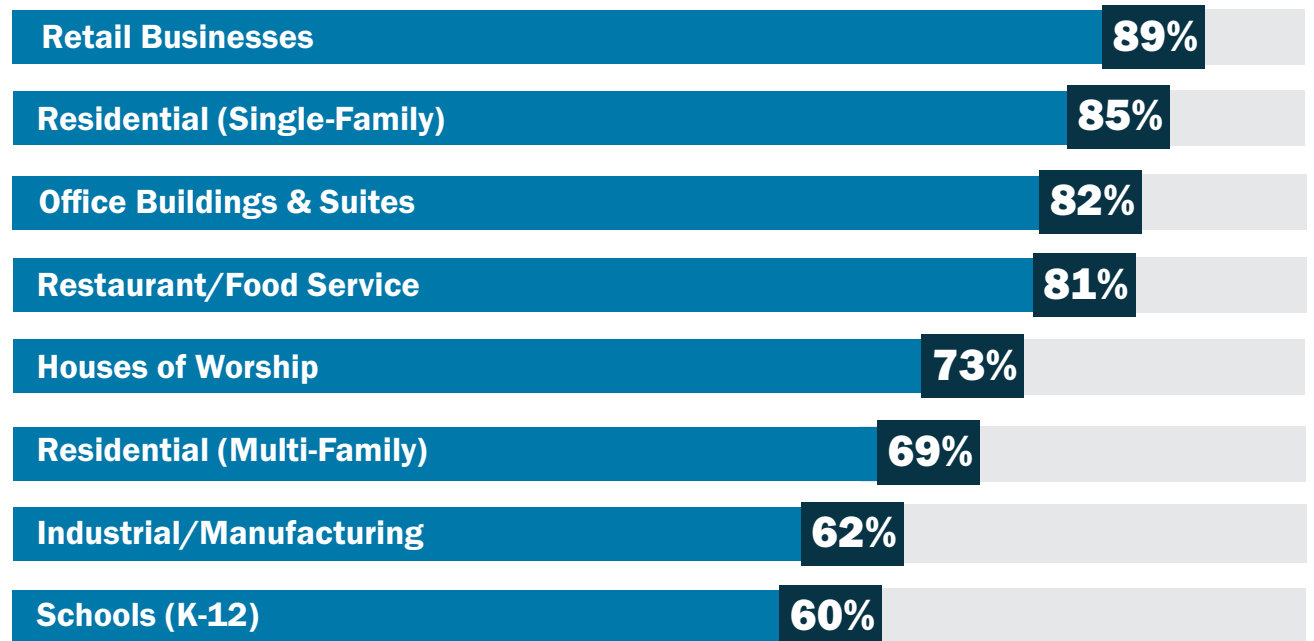
70%

of the commercial and residential markets.

THEY SERVE 34 MILLION CLIENTS

MARKETS SERVED

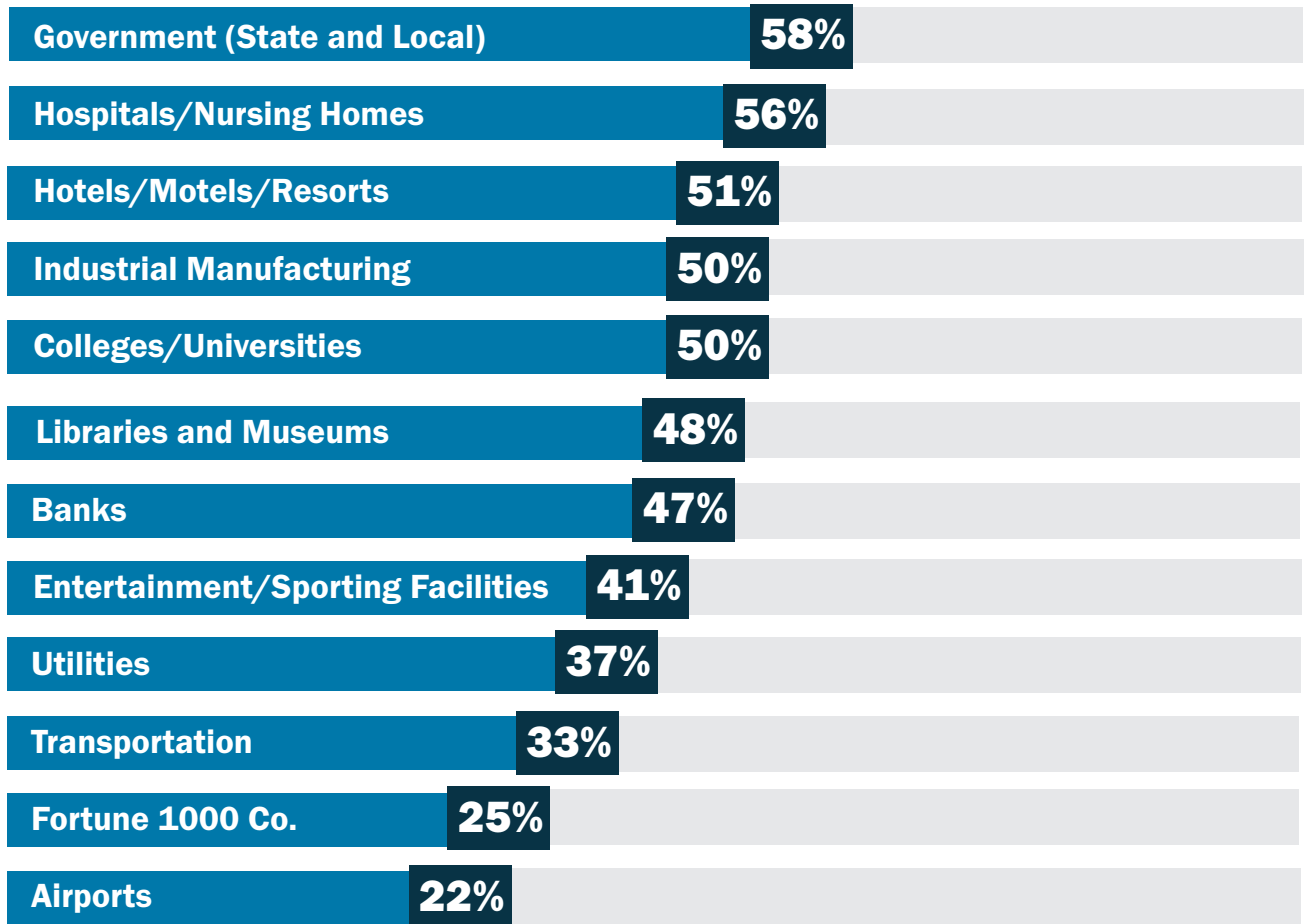
Our members cover the **full spectrum, from locally-owned companies to the largest regional and national companies in the country**, serving:



ESA ELECTRONIC SECURITY ASSOCIATION **MEMBERS**

MORE THAN
2,000
COMPANIES

ADDITIONAL MARKETS SERVED



Members also actively install systems in multi-national companies, government (Homeland Security), government (Defense), casinos/gaming facilities and more.

ESA MEMBERS

Employ over

500,000 industry professionals

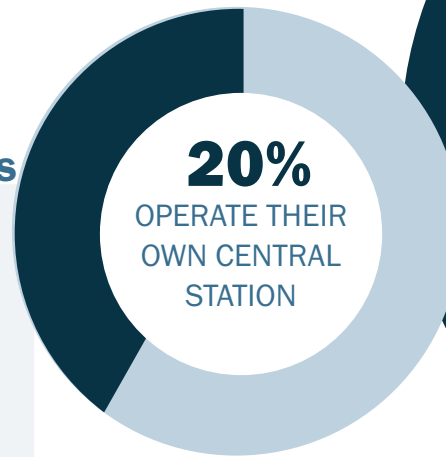
PRIMARY BUSINESS

Security Installing Dealer/
Systems Integrator
71%

Security Installing Dealer/
Systems Integrator with a
Central Station
20%

REMAINING 9%

IT VAR/Systems Integrator/MSP
Automation, A/V or Satellite Dealer,
Electrical Contractor
Central Station (Non-installing)
Security Consultant



10 MILLION +
13%

5 - 10 MILLION
23%

1 - 2.5 MILLION
30%

9 OF THE TOP 10



COMPANIES ON THE SDM 100 LIST ARE ESA MEMBERS.

PUBLISHED SINCE 1991, THIS LIST RANKS COMPANIES ACROSS THE NATION BY RECURRING MONTHLY REVENUE (RMR).

ESA MEMBERS MAKE UP 22 OF THE TOP 25 ON THIS LIST.

52%

of **Top Systems Integrators** are ESA Members



81%

of **SDM 100** companies are ESA Members



AVERAGE EMPLOYEES



ESA MEMBERS DO BUSINESS
NATIONWIDE

NEW ENGLAND **20%**

MIDDLE ATLANTIC **25%**

SOUTH ATLANTIC **21%**

MIDWEST **27%**

SOUTH CENTRAL **24%**

MOUNTAIN **15%**

PACIFIC **19%**

CANADA **5%**

ESA TOUCHES

25,000+
SECURITY
PROFESSIONALS

96%



of ESA Member contacts are decision makers.

54%

OF ESA MEMBERS CHOOSE ESA OVER OTHER ASSOCIATIONS INCLUDING: ASIS, AFAA, CTA, CEDIA, COMPTIA, TMA, AVIXA, PSA, SIA AND MORE.



ON AVERAGE MEMBERS SPEND OVER

\$1,702,079

ANNUALLY ACROSS THE FOLLOWING PRODUCT CATEGORIES

Video Surveillance Systems

Intrusion Alarm Systems

Fire Alarm Systems

Access Control Systems

Accessories & Supplies

Sound, Communications, Automation

IT/Networking

Home & Building Automation

Consulting & Business Services

Digital Health Systems

Central Station Equipment

ADT

ADS SECURITY

ALARMGRID, INC.

ALARM DETECTION SYSTEMS

AMERICAN DEFENSE SYSTEMS

BAY ALARM

BEACON PROTECTION

CPI SECURITY SYSTEMS

CENTRAL 1 SECURITY

DYNAFIRE INC.

FE MORAN, INC.

GSI

GUARDIAN PROTECTION SERVICES

INTERFACE SECURITY SYSTEMS

INTERTECH

JOHNSON CONTROLS

MOUNTAIN ALARM

MY ALARM CENTER LLC

NORTHSTAR HOME

**PREVENT SECURITY AND
TECHNOLOGY**

PER MAR SECURITY

PROTECT AMERICA

RED HAWK FIRE AND SECURITY

RFI COMMUNICATIONS

SAFE SECURITY

SECURITY 101

SECURITAS ELECTRONIC SECURITY

SELECT SECURITY

SONITROL

SOUTHEASTERN SECURITY

PROFESSIONALS

THE PROTECTION BUREAU

VECTOR SECURITY INC.

VISION TECHNOLOGIES, INC.

ESA ELECTRONIC
SECURITY
ASSOCIATION®
BENEFITS

DISCOVER THE POWER OF MEMBERSHIP

**TRAINING AND
CERTIFICATIONS**

**NETWORKING
AND EVENTS**

**INSURANCE
SOLUTIONS**

**GOVERNMENT
ADVOCACY**

SAVINGS AND RESOURCES

**Our business is all about
building yours.**

ESAWEB.ORG

WELCOME TO THE ESA NATIONAL TRAINING SCHOOL

INVEST IN YOURSELF

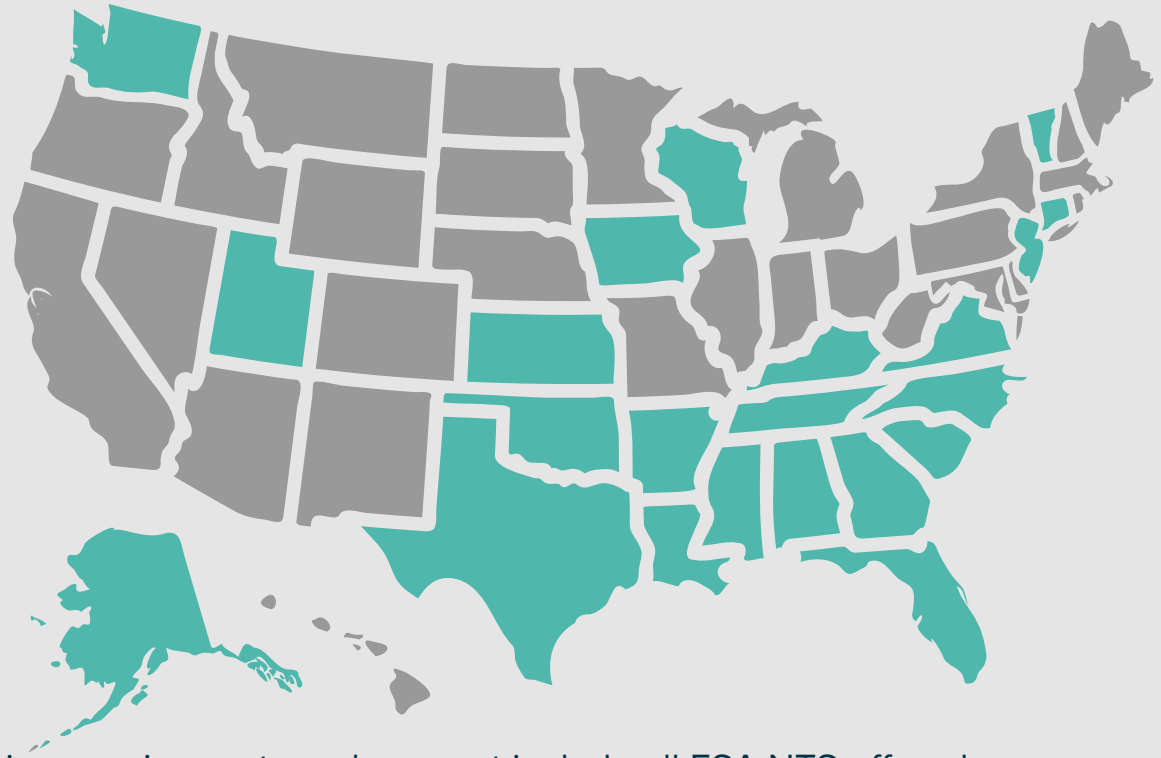
TRAINING AND CERTIFICATIONS

ESA's National Training School (NTS) is the leading provider of classroom and online courses, as well as certifications, for the evolving electronic security and life safety industry.



**National Training
School courses
are approved for
licensing or licensing
renewal in many
states.**

**New approvals are
consistently added.**



Approvals depend upon the licensing requirements and may not include all ESA NTS offered courses.
Visit courses.esaweb.org for more information and for the most up-to-date listing.

**LAST
YEAR** **2,200** 
MORE THAN **TECHNICIANS**

Chose NTS online training courses.

Video System Technologies

\$400

ESA MEMBER RATE: \$300

Residential Fire Alarm

\$365

ESA MEMBER RATE: \$265

Residential Fire Alarm

\$365

ESA MEMBER RATE: \$265



Certified Alarm Technician, Level I

This course presents an overview of the theory, installation and maintenance of alarm systems, basic electricity, standards, perimeter detection, space detection, fire systems, control panels, communications, CCTV, job planning, and false alarm prevention.

The **Certified Alarm Technician Level One** course is the industry standard for learning all facets of the alarm industry.

\$400

ESA MEMBER RATE: \$300

81

ONLINE CEU COURSES

ESA/NTS now offers 81 online CEU courses to help you maintain your license, NTS and NICET certifications. Coming Soon! Residential Networking CEU and Math Refresher CEU

Did you know...

ESA/NTS training and certifications are the most widely recognized by state and local authorities having jurisdiction for licensure?

APPROVALS



Intrusion



Fire



Video



Access Control



CEUs

Alabama



Alaska



Arkansas



Connecticut



Florida



Georgia - Cobb Co.



Illinois



Iowa



Kansas - Topeka & Wichita



Kentucky - Jefferson Co.



Louisiana



Mississippi



Missouri - St. Louis Co.



Montana



New Jersey



New York



North Carolina



Oklahoma



South Carolina



Tennessee



Texas



Utah



Vermont



Washington





NETWORKING AND EVENTS

Social capital is the most valuable currency in business. ESA networking opportunities surrounds you with connections within the industry that you can leverage.

The ESA Rising Leaders Professional Group is a national network that connects and cultivates rising leaders within the security industry through professional development, mentorship, events and resources.



FOCUS

- PROFESSIONAL DEVELOPMENT
- MENTORSHIP
- GOVERNMENT RELATIONS
- PHILANTHROPY



DISCOVER MORE ABOUT THE RISING LEADERS GROUP AT [ESAWEB.ORG/RISINGLEADERS](https://esaweb.org/risingleaders)

WEBINARS

EVENTS

MENTORSHIP

ONLINE



The ESA Executive Management Professionals (EMP) Group is the leading community for individuals charged with the strategic and financial leadership of electronic security integration and monitoring companies.



FOCUS

COMPANY VALUATION

FINANCING

**BUSINESS MODEL
DEVELOPMENT**

MERGERS AND ACQUISITIONS

**HUMAN CAPITAL
DEVELOPMENT**

EXECUTIVE LEADERSHIP

CHANGE MANAGEMENT

DISCOVER MORE ABOUT THE RISING LEADERS GROUP AT ESAWEB.ORG/EMP

WEBINARS

EVENTS

FORUMS

ONLINE

EVENTS

ESA-SUMMIT.COM

LEADERSHIP SUMMIT 2019

JAN 28-31, 2019

AUSTIN, TEXAS



AIREF.ORG



APR 9, 2019

LAS VEGAS



ESXWEB.COM



JUNE 2-6, 2019

INDIANAPOLIS

#PASSIONATESECURITY



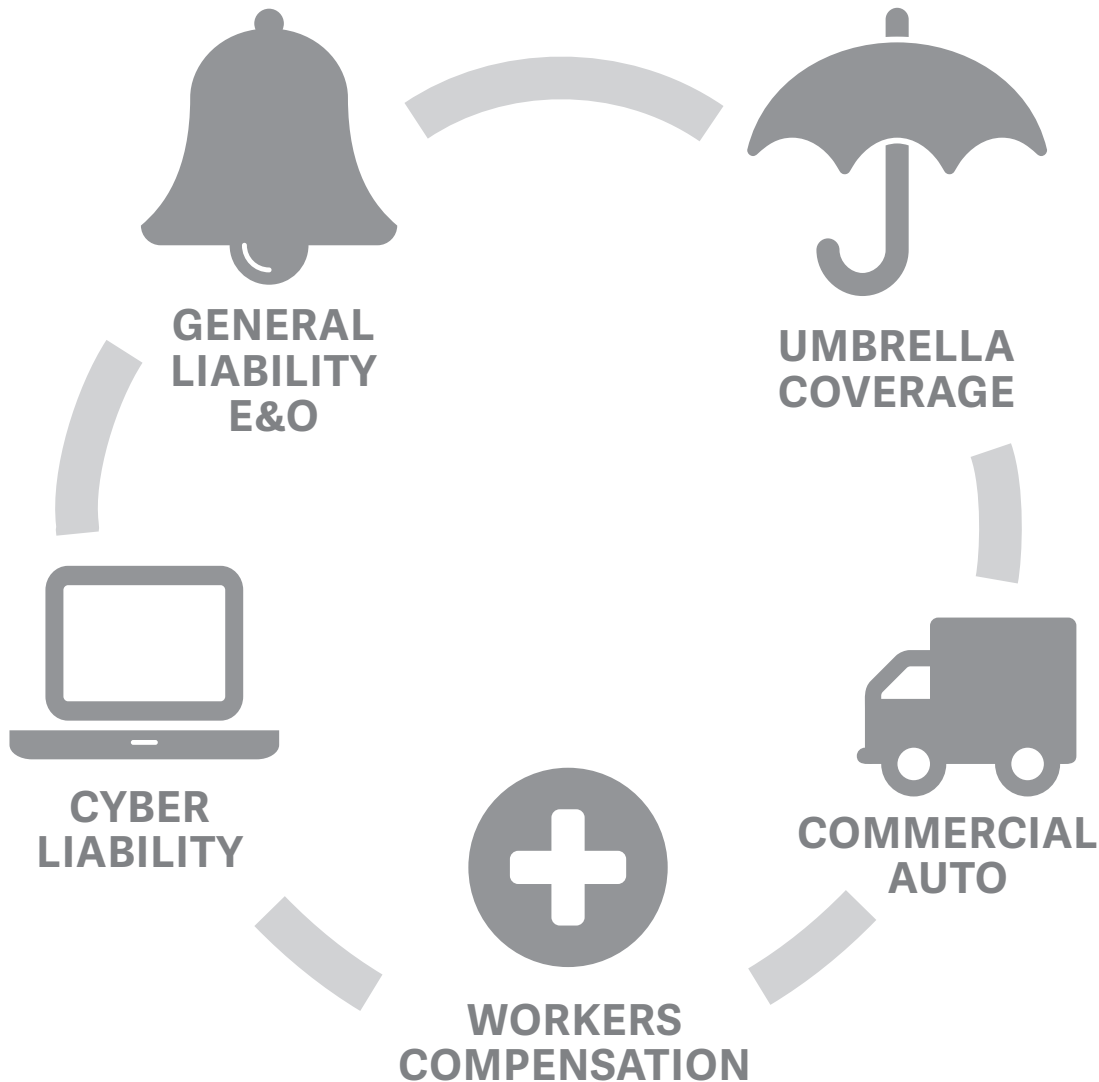


INSURANCE SOLUTIONS

ESA Members can access Security America to help manage risk and protect their businesses.



ESA's full suite of customized insurance solutions.



“I shopped around for years for insurance. No one seemed to cover alarm companies at a reasonable rate. Once I became a member of ESA, I found out about Security America and it was the best insurance option for us. You can’t touch the price of our policy.”

- **Tony LaMorte, President,**
APCO Security Solutions, Inc.

**Members save an
average of 15%**



GOVERNMENT ADVOCACY

Be Heard.

Find Legislation

View and search for legislation.

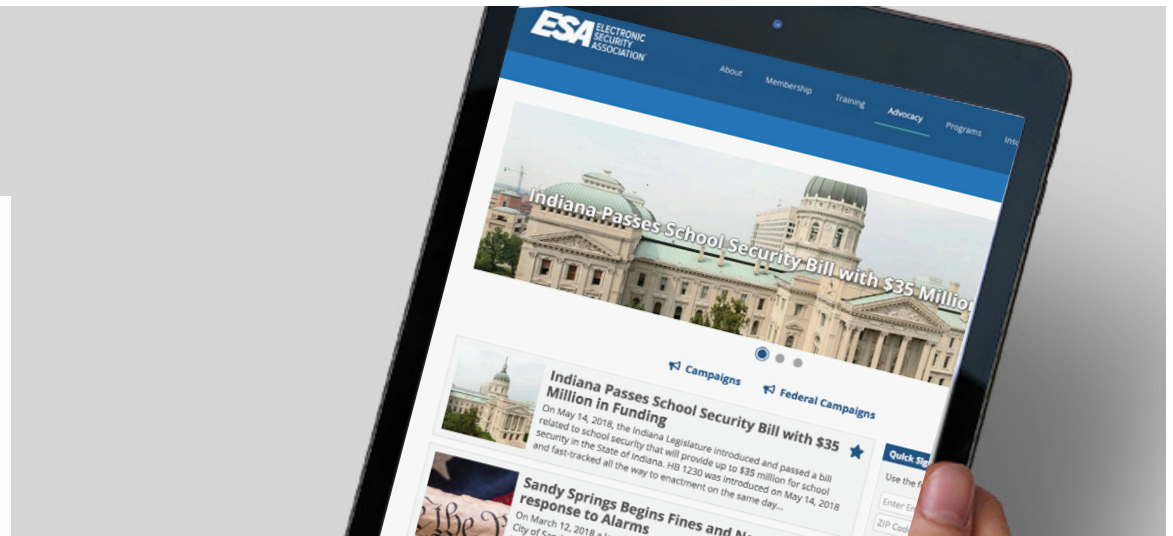


Find Officials

Look up and contact your officials.



If you're interested in government affairs and want to take an active stance, ESA has events and resources for you. Our Take Action zone can help you have a voice! And the District Day event will expose you to your local federally elected officials!



An intrinsic value of membership is the powerful government affairs work that is done to monitor and lobby for the needs of our industry.

You can rest assured that ESA is doing this on your behalf. When an issue that may impact you is on Capitol Hill, you can be sure that you will be notified of obstacles and opportunities that may come your way as a result.

PUBLIC RELATIONS

ESA secures millions of media impressions in major news channels on behalf of the industry.

Members can share news stories to leverage the association's expertise and may receive local market exposure.



[SHOW TRANSCRIPT](#)

Security expert offers insight, tips in school security and safety

Rick Seymour, Board President with the Electronic Security Association's Florida chapter, says now is the time to protect yourself.



Updated: 8:14 PM EST Feb 16, 2018

SAVANNAH, Ga — In the wake of Wednesday's deadly school shooting in Florida and security scares right here in our area, many are wondering how we can best protect ourselves in an active shooter situation.

Rick Seymour, Board President with the Electronic Security Association's Florida chapter, says now is the time to protect yourself. He says it all starts with securing the perimeter of any facility, knowing who comes and goes, and giving yourself

RESOURCES



SECURITY INDUSTRY
RECRUITING
CENTER

FIND YOUR STATE & CLICK!



Membership Training Advocacy Programs Insurance Events Resources

Official Site Sponsor 

get into security

DEALER TOOLKIT

OUR PURPOSE

The purpose of this dealer toolkit is to provide ESA members with easy to implement resources that can be used to attract and recruit talent to their businesses. The kit will also aid ESA members by providing information on how to retain quality employees.

Recruiting talent is a serious challenge for security companies and will continue to be a challenge for the foreseeable future as our country struggles with a shortage of skilled workers.

FOR MORE INFO

For more information,
please contact Jillian
Bateman via email.



**GET YOUR FREE
CUSTOMIZED
RECRUITMENT
VIDEO**

*Click to find out how!

ESA[®]

SECURITY NATION

CHRIS MOSLEY: A CONTINUED
TO GROWTH

MEMBER PROFILE:
SMITH THOMPSON

WHAT A GOLFER'S MIND CAN
TEACH US ABOUT SALES

SECURITY NATION

JULY/AUG
2018

ESA Members have access to digital and print publications.

Receive Integrator
newsletter each week
and this members-only
magazine every two months
to stay up-to-date on what
other members are doing,
association news and
industry trends.

SECURITY *In The* SANCTUARY

EXPLORING ONE ESA MEMBER'S EXPERTISE IN
HOUSES OF WORSHIP

ESA MEMBER
PUBLICATION
ELECTRONIC SECURITY ASSOCIATION

PROJECT  HIGHLIGHT

ESA ELECTRONIC
SECURITY
ASSOCIATION®

**Our business is all
about building yours.**



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