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YOUTH SCHOLARSHIP
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SECURITY NATION

JULY/AUG
2026

>> JEREMY BATES

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2027

EXECUTIVE PERSPECTIVE



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LEADING FORWARD: ESA Celebrates Growth, Advocacy, and Momentum at the 2026 Annual Meeting



The Electronic Security Association's Annual Meeting has always served as more than a governance requirement. It is a snapshot of where the industry stands, what it has accomplished, and where it is headed next.

This year's meeting, held during ESX 2026 in Irving, Texas, delivered all three.

Against the backdrop of a rapidly evolving security landscape, ESA members gathered to celebrate another year of organizational growth, recognize the volunteers and advocates helping shape the industry's future, and witness the transition of leadership from outgoing Chairman Kevin Stone to incoming Chairman Jeremy Bates.

The themes that emerged throughout the afternoon were familiar to anyone paying attention to the industry's trajectory: workforce development, advocacy, education, volunteer leadership, and the importance of maintaining a unified voice for electronic security and life safety professionals.

As Chairman Stone reflected on the association's progress, one message stood out above all others: ESA's momentum continues to be powered by the people who invest their time, expertise, and resources in advancing the profession.

A Strong Foundation for Growth

ESA enters its new fiscal year from a position of strength.

The State of the Association presentation revealed membership has grown to more than 1,700 member companies, including 246 new members added during the first five months of 2026. The association also reported strong financial performance, with year-to-date revenue exceeding budget expectations and continuing investment in member programs and services.

Those investments are increasingly focused on one of the industry's most pressing challenges: workforce development.

The ESA National Training School continues to serve as one of the association's most important strategic assets, reporting more than 3,300 course completions and more than 800 certifications issued so far this year. Thirty-one companies are currently utilizing volume training programs, reflecting growing demand for scalable workforce development solutions.

ESA has also expanded its curriculum to address emerging technologies and evolving job requirements. New educational content now includes Internet of Things fundamentals, rack infrastructure, cybersecurity, and data privacy—areas that have become increasingly important as security systems become more connected and data-driven.

The message was clear: preparing tomorrow's workforce is no longer optional. It is essential to the future success of every security and life safety company.

Advocacy Delivering Results

Few areas of ESA's work generated as much discussion as advocacy.

Over the past year, ESA monitored hundreds of legislative proposals and launched dozens of strategic issue campaigns addressing issues ranging from workforce development and occupational licensing to artificial intelligence, school security, right-to-repair legislation, taxation, and life safety regulations.

A significant focus has been the SECURE Act (Safeguarding Election Candidates Using Reasonable Expenditures Act), an initiative designed to clarify the use of campaign funds for candidate security and life safety measures. Working alongside coalition partners, ESA has helped advance legislation across numerous states, with several already enacting the measure into law.

The association's advocacy efforts also included its annual Security Hill Day, where industry leaders met directly with members of Congress to advocate for public safety priorities and the protection of critical communications spectrum resources.

For ESA members, these efforts reinforce one of the association's most important roles: ensuring the industry's voice is heard wherever policies are being debated and decisions are being made.

Recognizing Those Who Serve

One of the most anticipated portions of the Annual Meeting is recognizing the volunteers whose service often takes place behind the scenes.

This year, ESA honored committee leaders who have spent years advancing key association initiatives, including government relations, education, standards development, and the Youth Scholarship Program. Their collective efforts have helped shape policy positions, educational offerings, and member engagement programs that benefit the entire industry.

The association also recognized directors concluding their board service, including Doug Bassett, Dean Belisle, and Past Chairman John Loud. Each has played a

significant role in guiding ESA during a period of substantial organizational growth and strategic evolution.

Volunteerism remains one of ESA's defining strengths. During the meeting, members were reminded that there is a place for everyone who wants to contribute, whether through committees, councils, advocacy initiatives, or board service. The association noted that more than a quarter of its volunteers currently participate in multiple activities, underscoring the depth of engagement across the membership.

An Advocate's Advocate

The emotional centerpiece of the meeting came with the presentation of the 2026 Stan Martin Excellence in Advocacy Award.

Created by the ESA Board of Directors in 2024, the award honors volunteers who exemplify the professionalism, integrity, and commitment to public policy advocacy that defined Stan Martin's distinguished career.

This year's recipient, Holly Borgmann, Vice President of Government Affairs at ADT, was recognized for her leadership in defending the industry against harmful legislation while advancing thoughtful policy solutions that strengthen public safety and support security professionals.

In presenting the award, ESA highlighted Borgmann's ability to build coalitions, engage policymakers, and navigate increasingly complex legislative environments. Her work advancing the SECURE Act and addressing regulatory challenges across multiple states has elevated the industry's voice while producing measurable results.

Her selection reflects a growing reality for the industry: advocacy is no longer a niche activity. It is a strategic necessity.

Welcoming New Leadership

The meeting concluded with one of ESA's most important annual traditions: the installation of new directors and the association's incoming chairman.

Members welcomed newly elected and appointed directors Neil Atha, Jordan Jackson, Randall Renfro, Holly Borgmann, and Quentin Gunther to the Board of

Directors. Together, they represent a diverse cross-section of the industry and will help guide ESA's strategic direction in the years ahead.

The spotlight then turned to Jeremy Bates of Pye-Barker Fire & Safety, who was formally installed as Chairman of the Electronic Security Association.

As members pledged their support, Bates assumed leadership of an organization that continues to expand its influence, strengthen its educational offerings, and amplify its advocacy efforts on behalf of the industry.

His installation also provided an opportunity to recognize outgoing Chairman Kevin Stone for his leadership and service over the past two years. Under Stone's tenure, ESA experienced continued membership growth, expanded educational programming, strengthened advocacy initiatives, and increased volunteer engagement. Those accomplishments leave a strong foundation for the next generation of leadership.

The Road Ahead

As ESA looks toward 2027 and beyond, the challenges facing the industry are significant. Workforce shortages persist. Technology continues to evolve at an unprecedented pace. Legislative and regulatory issues are becoming increasingly complex.

Yet the atmosphere at the Annual Meeting was decidedly optimistic.

The association enters its next chapter with growing membership, a healthy financial position, expanding educational resources, and a strong reputation as the voice of the electronic security and life safety industry.

Most importantly, it enters that chapter with an engaged community of volunteers, advocates, educators, and industry leaders committed to moving the profession forward.

If the Annual Meeting demonstrated anything, it is that ESA's greatest strength is not its programs, events, or initiatives.

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CHAIRMAN'S MESSAGE



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A STRONGER INDUSTRY STARTS WITH US

As I begin my term as Chairman of the Electronic Security Association, I'm incredibly grateful for the opportunity to serve this industry. We have an outstanding Board of Directors, dedicated volunteers, and an exceptional ESA staff, all working toward a common goal: helping our members build stronger companies. I'm excited about where we're headed.

Education Is an Investment in Our Future

One area I'm particularly passionate about is education. Under Kevin Stone's leadership, ESA has made significant investments in strengthening our educational programs. We've expanded our team, begun refreshing our training curriculum, and are creating new opportunities to help members develop both their businesses and their people.

I'm especially excited about where we're headed with ESA's National Training School. ESA has already begun refreshing our certification programs with the launch of the redesigned CAT Level 1 course, and we plan to continue that work across our entire training portfolio. Our industry is evolving quickly, and our education needs to evolve with it. I want ESA to continue providing the best training available, helping companies develop skilled technicians, stronger leaders, and ultimately stronger businesses. The companies that embrace continuous learning today will be the companies leading our industry tomorrow.

Learn from Others and Share What You Know

Some of the most valuable lessons I've learned throughout my career came from conversations with other security professionals. Whether it was an idea shared after an ESX session, a discussion with another integrator facing similar challenges, or a best practice picked up through ESA, those experiences helped shape how we built our company.

I've always believed in a simple philosophy: learn from others, then allow others to learn from you. When business owners openly share ideas, challenges, and successes, everyone benefits. That's how stronger companies are built. That's how better leaders are developed. And ultimately, that's how we strengthen the entire electronic security and life safety industry.

Engage with ESA

That's why I encourage every member to engage with ESA. Enroll your team in continued education programs. Join an Executive Management Professionals (EMP) Peer Group. Volunteer for a committee. Share your experiences. Ask questions. Bring members of your team to ESX.

The value of membership grows exponentially when you choose to participate. Looking back at my own career, I can confidently say that ESA made our company better. The education

helped us improve our business. The networking introduced us to lifelong friends and trusted advisors. The ideas we brought home helped us become a stronger organization, and I know many other companies have experienced the same thing.

For those who aren't yet members, I encourage you to take a closer look at what ESA has to offer. Beyond education and networking, members gain access to valuable business resources, advocacy efforts, insurance programs, and a community of professionals who genuinely want to see one another succeed.

Building Together

Perhaps most importantly, I encourage you to become part of the conversation. This association is built by members who are willing to share their knowledge and invest in the future of our industry. Every presentation, committee meeting, mentorship opportunity, and conversation contributes to something bigger than any one company.

Over the next two years, my hope is that ESA continues to be a catalyst for growth, helping our members build stronger businesses, develop stronger teams, and prepare for the opportunities ahead. A stronger industry starts with all of us. I look forward to working alongside you as we continue learning, growing, and building that future together.

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THE SECURITY INDUSTRY HAS CHANGED FASTER THAN THE DATA SUPPORTING IT

The electronic security and life safety industry is not what it was fifteen years ago. The products are different. The business models are different. The workforce requirements are different. And the pace at which all three continue shifting has increased exponentially. Excitingly, today, the specific data on exactly how it is shifting is being systematically extracted and holds tremendous value to those who will harness and leverage it.

From Hardware to Integrated Ecosystems

The transition from discrete, standalone security systems to interconnected, software-driven platforms was not a single event. It happened in layers. IP-based

cameras replaced analog. Cloud-hosted access control replaced on-premise panels. Intrusion detection systems began feeding AI-assisted monitoring platforms. Smart building infrastructure started sharing data with security networks that were once entirely separate.

What emerged from that layering is something qualitatively different from what the industry originally built. Today's commercial security installation is less a collection of components and more an operating environment, one that requires ongoing configuration, firmware management, cybersecurity oversight, and platform integration. The integrator that maintains it is providing more of a managed IT service than traditional low-voltage contracting, and the client relationship reflects that shift.

Recurring monthly revenue now anchors the financial model for a growing share of dealers and integrators. Where a transactional sale once closed the loop, subscription-based service agreements, remote monitoring contracts, and cloud platform licenses have extended and deepened client relationships. That changes how businesses are valued, how cash flow is forecasted, and how growth is structured.

Workforce Pressure Is Structural, Not Cyclical

Every integrator and dealer operating at any meaningful scale has felt the strain on hiring. It shows up in time-to-fill metrics for field technicians, in wage rates that have outpaced general labor benchmarks, and in



the widening gap between what a qualified low-voltage technician needed to know ten years ago and what that same role demands today.

The competency profile has expanded significantly. Traditional low-voltage electrical knowledge remains necessary. Network configuration, cloud platform administration, and functional cybersecurity awareness are now necessary, too. That combination is harder to find, more expensive to train, and more difficult to retain than the workforce model most companies built their capacity plans around.

As a result, leading companies are placing greater emphasis on developing talent internally rather than relying solely on the labor market to provide fully trained technicians. Building a sustainable workforce pipeline requires investment in training, career development, and technical education that can accelerate new employees from entry-level hires to productive contributors. ESA's National Training School (NTS) plays an important role in that effort, providing foundational and advanced training programs that help companies develop tomorrow's workforce while ensuring technicians gain the technical competencies needed in an increasingly connected and sophisticated security environment.

The U.S. Bureau of Labor Statistics tracks employment in protective service occupations, a broad category that includes security

system installation, and the data shows sustained demand even as technical specialization requirements continue to increase. The friction between available labor and the skills those roles actually require is not a temporary market condition. It reflects a structural mismatch that is reshaping how integrators recruit, train, and price their services.

Understanding whether your organization's hiring timelines, compensation structures, and turnover rates are typical or outliers requires a reference point. Without sector-specific workforce data, those decisions get made against intuition rather than evidence.

Technology Convergence Is Rewriting Client Expectations

AI-assisted video analytics, cloud-managed access control, and smart building integration have moved from specialized enterprise applications to standard commercial expectations in a relatively short span of time. Clients who once renewed monitoring contracts on autopilot now expect proactive monitoring, platform updates, and ongoing optimization as baseline deliverables.

That shift in expectation changes the economics of the client relationship. Service contracts that were once straightforward recurring revenue now carry more complex delivery

obligations. The organizations best positioned to meet those obligations, and price them correctly, are the ones with a clear view of where the broader market is moving, not just where their own book of business stands.

Technology adoption does not move uniformly across the industry. Some markets and segments are further along the integration curve than others. Knowing where your organization sits relative to the broader sector, whether you are ahead of the curve on proactive monitoring adoption or trailing competitors on cloud migration, is information with direct strategic value. That kind of comparative visibility requires industry-level data, not just internal benchmarks.

Why Industry-Level Visibility Matters More Now

The argument for better industry benchmarking is not new. What has changed is the cost of operating without it.

When the business model was simpler, with a transactional sale here and a monitoring contract there, experienced operators could navigate by instinct and peer comparisons reasonably well. Pricing decisions, staffing levels, and technology investments were consequential but not irreversible. The margin for error was wider.



The current environment does not offer that same margin. Recurring revenue models require accurate long-range forecasting. Workforce investments in specialized technical training carry multi-year payback horizons. Technology platform decisions lock organizations into ecosystems that are expensive to exit. Getting those decisions right increasingly depends on understanding macroeconomic and sector-specific conditions with the granularity that general industry data simply does not provide.

Construction spending indices, broad technology sector performance metrics, and national employment statistics provide useful context. However, they don't fully reflect the realities of companies that simultaneously manage recurring revenue, monitoring operations, service contracts, and systems integration. The unique business model of the electronic security industry requires data that captures its distinct operational and financial dynamics.

Sector-specific intelligence, the kind that tracks demand trajectory, workforce capacity, revenue model health, and technology adoption rates as integrated signals rather than isolated data points, gives integrators and dealers a qualitatively different foundation for decision-making. It does not replace operational judgment. It provides a clearer picture of the conditions that judgment has to account for.

The Transformation Is Ongoing

The electronic security and life safety industry has not finished changing. AI-enabled monitoring capabilities are still maturing. The integration between physical security infrastructure and broader building management systems continues to deepen. The industry's workforce skill sets are still catching up to technical requirements that have advanced faster than the talent pipeline can respond. Against that backdrop, the organizations that will make the best decisions are those with the best information. Not just about their own operations, but about the sector they operate in. Understanding where the industry stands, where pressure is

building, and where opportunity is opening is not a passive benefit. It is a competitive one.

That is exactly why industry-level economic visibility matters now. The transformation is too consequential for us to leave on the table.

Industry-level intelligence gives integrators and dealers a sharper foundation for the decisions that matter most: pricing, hiring, technology investment, and growth planning. The newly established ESA Industry Research Center, backed by Beacon Economics and led by ESA's Chief Economist Christopher Thornberg, PhD, is building that intelligence specifically for this sector. Join the waitlist for the ESA Industry Performance Index at esaweb.org/industry-research-center.



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BY CRYSTAL JACOBS, PROGRAM LEAD AT SECURITY AMERICA



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HOLLY BORGMANN HONORED WITH THE PRESTIGIOUS MOODY AWARD

BY SECURITY INDUSTRY ALARM COALITION (SIAC)



The electronic security industry is celebrating one of its own. Holly Borgmann, Vice President of Government Affairs at ADT and former board member of the Security Industry Alarm Coalition (SIAC), was selected to receive the prestigious William N. Moody Award at the Electronic Security Expo (ESX) 2026. The award was presented on June 2nd at ESX 2026, the electronic security industry's premier annual trade show and conference, which brings together security professionals, dealers, integrators, and technology providers and was held June 1 – 4 at the Irving Convention Center in Irving, Texas.

The Moody Award is presented annually to an individual who demonstrates a passion for advancing positive alarm management and best industry practices. It is one of the most respected recognitions in the security industry, honoring the legacy of Bill Moody and the values he championed throughout his career.

“DURING HER TIME AS A BOARD MEMBER, HOLLY’S LEADERSHIP, EXPERTISE, AND UNWAVERING COMMITMENT TO OUR INDUSTRY MADE A LASTING IMPACT ON ALARM MANAGEMENT AND PUBLIC SAFETY POLICY.”

**- Grady Medcalf,
SIAC Board Chairman**

Grady Medcalf, SIAC Board Chairman, praised Borgmann's tenure on the board. “During her service as a SIAC Board Member, she always helped focus our discussions with out of the box thinking and by asking tough, thoughtful questions as SIAC navigated the complex, evolving landscape of law enforcement relationships and government affairs,” he said. “Her ability to help bring stakeholders together and drive meaningful outcomes exemplifies the spirit of the Moody Award.”

Borgmann has played a significant role in shaping public policy affecting the electronic security industry through her leadership at ADT and active involvement in key industry organizations. She has served in leadership roles with the Security Industry Association (SIA) and the Electronic Security Association (ESA), where she has been a strong advocate for policies that support innovation, public safety, and effective collaboration between the alarm industry and law enforcement.

Steve Keefer, Executive Director of SIAC, echoed that praise. “Holly is widely respected across the industry for her deep understanding of legislative and regulatory challenges and her ability to translate that knowledge into effective advocacy,” he said. “Her contributions to SIAC have been invaluable, particularly as we address critical issues such as alarm management, police response, and strengthening partnerships with public safety agencies. She brings clarity, foresight, and a collaborative approach that benefits the industry.”

Borgmann expressed gratitude for the recognition, underscoring her ongoing commitment to the industry and its communities. “I am truly honored to receive the Moody Award,” she said. “It has been a privilege to work alongside the dedicated SIAC team and so many other dedicated professionals across the industry to advance policies that enhance public safety and strengthen the relationship between alarm companies and law enforcement. I remain committed to supporting efforts that ensure our industry continues to serve and protect communities effectively.”

The William N. Moody Award was established in 2004 by the SIAC Board of Directors to recognize those who embody Bill Moody's dedication to alarm management issues. The award honors individuals who reflect attributes that include integrity, fairness, and perseverance in the face of adversity. It is presented annually to an individual who demonstrates a passion for advancing positive alarm management and best industry practices.

TRAINING AND MEMBERSHIP



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HOW GROWING PAINS REVEAL WHAT NEEDS TO CHANGE

Growth is often viewed as the ultimate measure of success. More customers. More recurring monthly revenue. More technicians. More locations. More opportunities. Yet growth has a way of revealing the very things that can hold an organization back.

For electronic security and life safety companies, growth rarely arrives without added complexity. Expanding service territories requires greater coordination. Additional technicians create new training and management demands. What worked when a company operated from a single office serving a local market may no longer support a multi-location organization managing thousands of customer accounts.

In many ways, growth serves as a stress test for every aspect of a business. Processes that once felt efficient begin to show gaps. Communication becomes more difficult. Decision-making slows. Informal systems that worked for years suddenly become obstacles to continued success.

The companies that scale most effectively understand an important reality: growth is not simply about more of what made you successful. It requires building the infrastructure, leadership, and operational discipline necessary to support the next stage of the business.

One of the first vulnerabilities that growth exposes is reliance on institutional knowledge. Many security companies are built by highly capable leaders and long-tenured employees who know customers, systems, and processes inside and out. In smaller organizations, questions are answered quickly, and information flows naturally. As companies grow, however, that knowledge must be documented, shared, and standardized. Without clear processes and accountability, growth can create inconsistency in both customer experience and operational execution.

Training as a Growth Strategy

Training presents a similar challenge. As technology continues to evolve, technicians are expected to master far more than installation fundamentals. Today's workforce must understand networking, cloud-connected systems, video analytics, access control platforms, cybersecurity considerations, and increasingly, AI-enabled technologies.

That level of complexity requires a more intentional approach to workforce development. Training can no longer be viewed as a one-time event during onboarding. It must become an ongoing business strategy. Organizations that invest in structured onboarding, continuing education, certifications, and leadership development are better positioned to maintain quality, improve retention, and create clear pathways for advancement.

Leadership is often the next challenge that growth reveals. The leadership style that helps launch a company is not always the same leadership style required to scale one. As organizations expand, leaders must learn to delegate effectively, empower others to make decisions, and develop future leaders throughout the organization.

Many business owners discover that their greatest contribution is no longer solving every problem personally. It is building teams, systems, and leaders capable of solving those problems consistently without them.

Perhaps most importantly, growth forces companies to evaluate whether their operational foundation can support future ambitions. Technology platforms, reporting systems, recruiting efforts, communication structures, training programs, and customer support processes all influence an organization's ability to scale. When one area falls behind, the effects are often felt across the business.

Learning from Those Who Have Done It Before

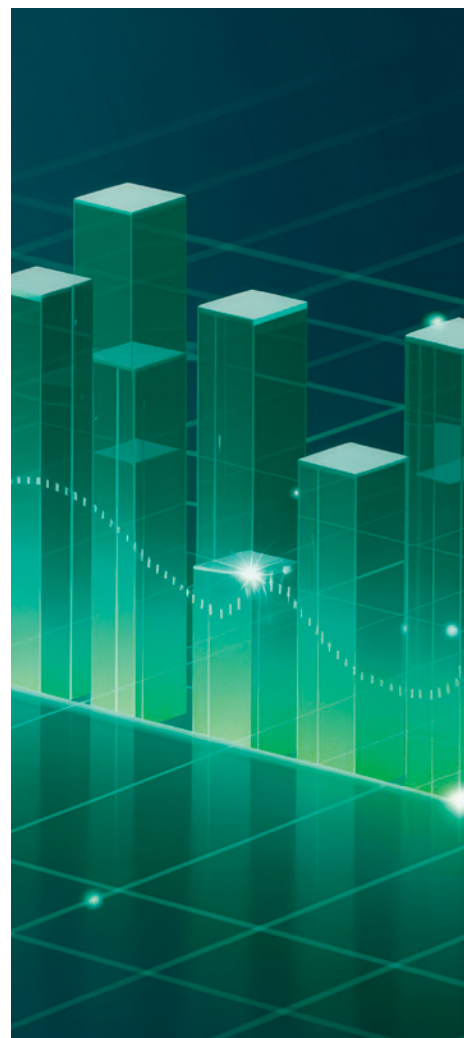
Fortunately, these challenges are not unique. Across the electronic security and life safety industry, many companies are navigating similar transitions as they

pursue growth, expand recurring revenue, adopt new technologies, and build stronger teams. Through industry education, peer collaboration, and events like ESX, leaders have opportunities to learn from others who have successfully managed these same challenges.

Likewise, investments in workforce development through ESA's National Training School and apprenticeship initiatives are helping companies strengthen talent pipelines and prepare the next generation of industry professionals.

Growth will always challenge assumptions. It will expose inefficiencies and require organizations to evolve. But those pressures are not signs of failure. They are often indicators of progress.

The organizations that embrace continuous improvement, invest in their people, and strengthen their operational foundations are the ones best positioned to thrive in an increasingly competitive and complex marketplace. Growth does not simply reveal success - it reveals what needs to change in order to sustain it.





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TURNING ONE-TIME CUSTOMERS INTO LONG-TERM SUBSCRIBERS

For years, recurring monthly revenue (RMR) has been one of the industry's most important business metrics. It provides predictable cash flow, strengthens company valuation, and creates long-term stability. But as security technology continues to evolve, so does the opportunity to rethink what recurring revenue can look like.

That was the premise behind one of ESX's most practical educational sessions, "Stacking Value: Building Good, Better, Best Subscription Packages that Boost RMR and Retention." Rather than focusing solely on traditional alarm monitoring, presenters Sean Foley, Chief Revenue Officer at Interface Systems; Sean Forrest, President of Alarm Detection Systems (ADS); and Taylor Sears, Chief Operating Officer at Silent Guard, challenged attendees to think differently about the services they package, the value they deliver, and the

relationships they build with customers over time.

The discussion quickly moved beyond the idea of simply creating "Good, Better, Best" pricing tiers. Instead, the panel encouraged integrators to think about continually stacking value throughout the customer life cycle. Every additional service, whether monitoring, inspections, preventive maintenance, remote diagnostics, cloud management, analytics, or priority support, creates another reason for customers to stay while strengthening recurring revenue.

"The best subscription packages aren't built around products," one panelist noted.

"They're built around solving customer problems."

That philosophy shaped the conversation throughout the session

and offered attendees a roadmap for transforming one-time installations into long-term partnerships.

Building Packages Around Customer Needs

One of the first lessons shared by the panel was that successful subscription strategies begin long before pricing is discussed. Companies first need to understand who their ideal customers are and where recurring services create the greatest value.

For Sears, that means intentionally pursuing customers where multiple services naturally fit together. Rather than viewing intrusion, access control, video, fire, inspections, and monitoring as separate offerings, Silent Guard approaches them as pieces of a larger relationship.

"We're looking for small to mid-sized businesses where we can provide multiple services across multiple locations," Sears explained. "When we can become that customer's security partner across all of those systems, that's where the real opportunity exists."

Forrest described a similar philosophy at Alarm Detection Systems. While many companies focus on individual installations, ADS has built its strategy around becoming the customer's long-term service provider.



Taylor Sears,
Chief Operating Officer at
Silent Guard



Sean Forrest,
President of Alarm
Detection Systems (ADS)



Sean Foley,
Chief Revenue Officer at
Interface Systems



“We want to be able to take care of everything for that customer,” Forrest said. “Whether it’s monitoring, inspections, service, access control, video or intrusion, we’re creating a relationship that’s much harder to replace.”

That distinction is important. Rather than asking, What system can we sell? leading integrators are increasingly asking, What ongoing value can we provide? It’s a subtle shift in thinking, but one that fundamentally changes how companies approach recurring revenue. Instead of a single monthly monitoring fee, every customer interaction becomes an opportunity to deepen the relationship through additional services that improve convenience, reduce risk, and simplify operations.

The panel agreed that this approach also creates stronger retention. Customers who rely on a provider for multiple services become less likely to shop competitors because switching involves more than replacing equipment. They’re replacing an entire business relationship.

Stop Giving Away Your Best Services

If there was one message that generated repeated discussion throughout the session, it was this: many integrators are providing valuable services without recognizing what those services are actually worth.

Remote diagnostics. System health monitoring. Customer training. Priority support. Even proactive account reviews often become “free” additions that companies absorb as part of doing business.

Sears challenged attendees to rethink that mindset.

“We don’t always price things based on what they’re worth,” he said. “We price them based on what they cost us.”

That distinction resonated throughout the room. Customers aren’t evaluating services based on an integrator’s labor cost. They’re evaluating them based on the value they receive.

“Anything that’s a hassle for the customer,” Sears continued, “they’re willing to pay a premium for.”

Rather than viewing subscription packages as different versions of monitoring, Sears encouraged attendees to inventory every service they currently provide and determine whether those offerings belong inside

a structured subscription model. A “Good” package might include monitoring and basic support. A “Better” package could add inspections, preventive maintenance, or remote diagnostics. A premium offering might include analytics, priority response, health monitoring, and ongoing system optimization.

The point isn’t simply to create three price points. It’s to intentionally design increasing levels of customer value.

Foley reinforced that philosophy by reminding attendees that recurring services should solve meaningful business problems. Monitoring revenue, analytics revenue, interactive services... that’s absolute gold,” he said. “Those recurring services become very sticky.”

As technology continues to create new opportunities for remote support and cloud-based services, the number of ways integrators can deliver ongoing value continues to grow. The companies that recognize those opportunities and confidently package them into subscription offerings are positioning themselves to increase both recurring revenue and customer loyalty.

Every Truck Roll Should Create Opportunity

As the discussion shifted from sales strategy to operations, the panel emphasized that recurring revenue isn’t solely the responsibility of the sales

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Foley encouraged attendees to think differently about technician dispatches. “If you’re dispatching a technician,” he said, “you really want recurring monthly revenue associated with that tech dispatch.” Whether it’s installing a new system, performing a service call, or completing an inspection, every visit should create an opportunity to strengthen the customer relationship through an additional recurring service.

That philosophy extends beyond simply selling another subscription. It’s about ensuring every customer interaction reinforces long-term value. If a technician is already onsite, could they recommend a preventative maintenance agreement? Would remote system health monitoring reduce future service calls? Is there an opportunity to introduce cloud video management, analytics, or priority support? The panel challenged attendees to stop viewing installations as the end of the sales process and instead see them as the beginning of a long-term customer relationship.

Sears approaches those decisions through a different lens: operational efficiency. “We measure profit per

hour and recurring revenue created per hour,” he explained. “When technician capacity is limited, we have to make sure we’re deploying those hours where they’ll create the most value.”

For companies facing technician shortages, those metrics matter. Every hour spent on low-margin work is an hour that can’t be invested in projects that generate recurring revenue or deepen customer relationships. As labor remains one of the industry’s most valuable resources, successful integrators are becoming increasingly intentional about how that time is spent.

Service Agreements That Customers Actually Want

While service agreements have traditionally been viewed as another recurring revenue stream, Forrest believes their greatest benefit may be something less tangible: customer experience. “A lot of what we’ve done is to make the customer experience better,” he said. “It drives revenue for us, but the customer experience drives a very low attrition rate.”

Instead of surprising customers with repair invoices or delaying service while estimates and purchase orders

are approved, service agreements remove friction from the relationship. Problems are solved immediately, allowing technicians to focus on restoring the customer’s system rather than discussing paperwork.

“We’re not handing them a bill at the end,” Forrest added. “We’re fixing the problem.”

That customer-first mindset has also influenced how companies present service agreements. Rather than treating them as optional add-ons, many are making them a standard part of every proposal.

Sears shared how a simple change in approach transformed results at Silent Guard.

“We sold more service contracts in the first eighteen months than we had in the previous thirty years,” he said. “We stopped making it optional and started making it part of every conversation.”





The lesson wasn't about aggressive selling. It was about demonstrating value before discussing price. When customers understand how ongoing service reduces downtime, simplifies budgeting, and protects their investment, recurring service agreements become easier decisions.

Building Businesses That Customers Don't Want to Leave

Perhaps the session's strongest takeaway wasn't about recurring monthly revenue at all. It was about retention.

Throughout the discussion, the speakers returned to the idea that every additional service creates another layer of value for the customer. Monitoring alone creates an important relationship. Add inspections, preventative maintenance, cloud management, analytics, remote diagnostics, and proactive support, and that relationship becomes significantly more difficult to replace.

Foley summed it up simply:

"Customers who are using two or more recurring services are exponentially less likely to leave."

That insight reinforces the philosophy behind "Good, Better, Best." The objective isn't simply creating three pricing tiers. It's intentionally designing subscription packages that allow customers to choose the level of support that's right for their business while creating natural opportunities to add services over time.

Those layered relationships benefit everyone involved. Customers receive greater convenience, faster service, and more proactive support. Integrators benefit from stronger recurring revenue, improved retention, and more predictable business performance. Over time, that recurring revenue also contributes to increased enterprise value, making companies more resilient and more

attractive for future growth or acquisition.

As technology continues to reshape the electronic security industry, recurring revenue will remain one of the strongest drivers of long-term success. But as the panel demonstrated, the companies seeing the greatest results aren't simply selling monitoring. They're continually asking how they can deliver more value tomorrow than they do today.

That may be the most important takeaway from "Stacking Value: Building Good, Better, Best Subscription Packages that Boost RMR and Retention." The future of recurring revenue isn't built on creating another subscription. It's built on designing customer relationships that continue to grow long after the initial installation. For today's integrators, that's where the greatest opportunity lies.



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JEREMY BATES

COMES ABOARD
AS NEW ESA
CHAIRMAN





ESA is proud to welcome industry veteran Jeremy Bates as its new Chairman. Bates literally grew up in the industry, starting out when his parents were each working at Sonitrol of Dallas, Texas, before moving to Lexington, Kentucky. There his parents bought Sonitrol of Lexington in 1984. Bates continued helping out at the company during summer breaks from college and, after graduating, he managed their central station, went into Sales and ultimately worked his way up in the company in various capacities to his last role as president.

Jeremy Bates, now Senior Vice President of Business Development at Pye-Barker Fire & Safety and Chairman of the Electronic Security Association (ESA), reflects on his journey in the industry: "Before we sold to Pye-Barker Fire & Safety, most people grew to know us as Bates Security, which we officially started in 2011, but our original start and our roots are as a Sonitrol dealership. We started Bates Security so we could have a strong growth strategy outside of our original Sonitrol franchise, eventually growing our business to five different locations in Kentucky and Florida."

He goes on to say that he felt very fortunate to have worked so closely with his parents, Pat and Sonny, and brother, Bryan. "The awesome experience of building a company together and the time we spent with each other is something I will always cherish," he says. "And I have to add that my brother was key to my success and growth as a person. He and I would challenge each other to be the best we could be for ourselves, our families, and the business, and I certainly could not imagine a better business partner than my brother."

He adds that they benefited greatly from being active participants in the industry with different associations and trade shows. "We were always happy to share best practices with others in the industry because we knew we would receive tenfold in return, and we did! There are so many professionals in this industry that me and my team have learned from, and now many of them are really good friends of mine."





Bates Security's passion statement "Building a Great Company While Enabling Personal Success"

he says, was largely built around knowing that in order for us to have a successful company and keep it successful, you had to have great people working for you and seeing them succeed. You need both, and together, you are able to provide the best service possible to your customers."

He brings that same work ethic and passion to his new role of Senior Vice President at Pye-Barker Fire & Safety. "Our partnering with Pye-

Barker works because our cultures are so well aligned, which is one of the key reasons we chose Pye-Barker when we decided to sell," he states. "My role with Pye-Barker has evolved from running Bates Security for them to moving full time into M&A, which was a great experience, helping find other great companies to join Pye-Barker. Very recently, my role is changing to focus back on helping the security part of our business grow, similar to how we grew Bates Security over the years."

Cindy Ponder, who worked for many years at Bates Security and now serves as Regional Director, Pye-Barker Fire & Safety, attests "I had the privilege of working with Jeremy, and he not only helped shape the security industry, he also invested in the people within it. Jeremy

Bates' integrity, mentorship, and collaborative leadership have left a lasting impact on me and countless others. He has a deep commitment to progress and advocacy for our industry's future. I'm pleased to hear that he is the new Chairman of ESA. He will lead with great vision and experience and continue to guide the industry toward growth and all the new innovation ahead."

Bates first became involved with ESA when they helped restart the Kentucky chapter of ESA, for which he has served in the past as president. He started at the national level with ESA when he was recruited to run for a seat on the ESA Board of Directors back in 2021.

Now coming aboard as new ESA Chairman, Bates says





“I want to be a good steward for ESA and continue all the good and meaningful work the volunteers and staff have done and continue to do. ESA is such an important part of the security industry with the education, advocacy, community, and advantages it brings to its members.”

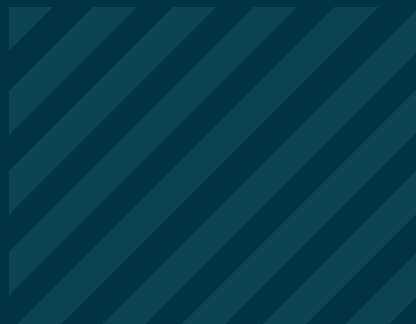
He is particularly focused on building upon the educational aspect of ESA. “We have great classes and educational tools that we’re currently updating, and I want to help make sure we maintain our ‘best in class’ training. I remember as a young man just starting out after college in the industry, 31 years ago, being a sponge with everything

about how to grow and be the best security company we would be. ESA can be one of those sources for some other person brand new to the industry and is ready to take on the world... ESA can play an important part in helping them get started!”

Kevin Stone, Outgoing ESA Chairman and Chief Operating Officer of Doyle Security, notes that

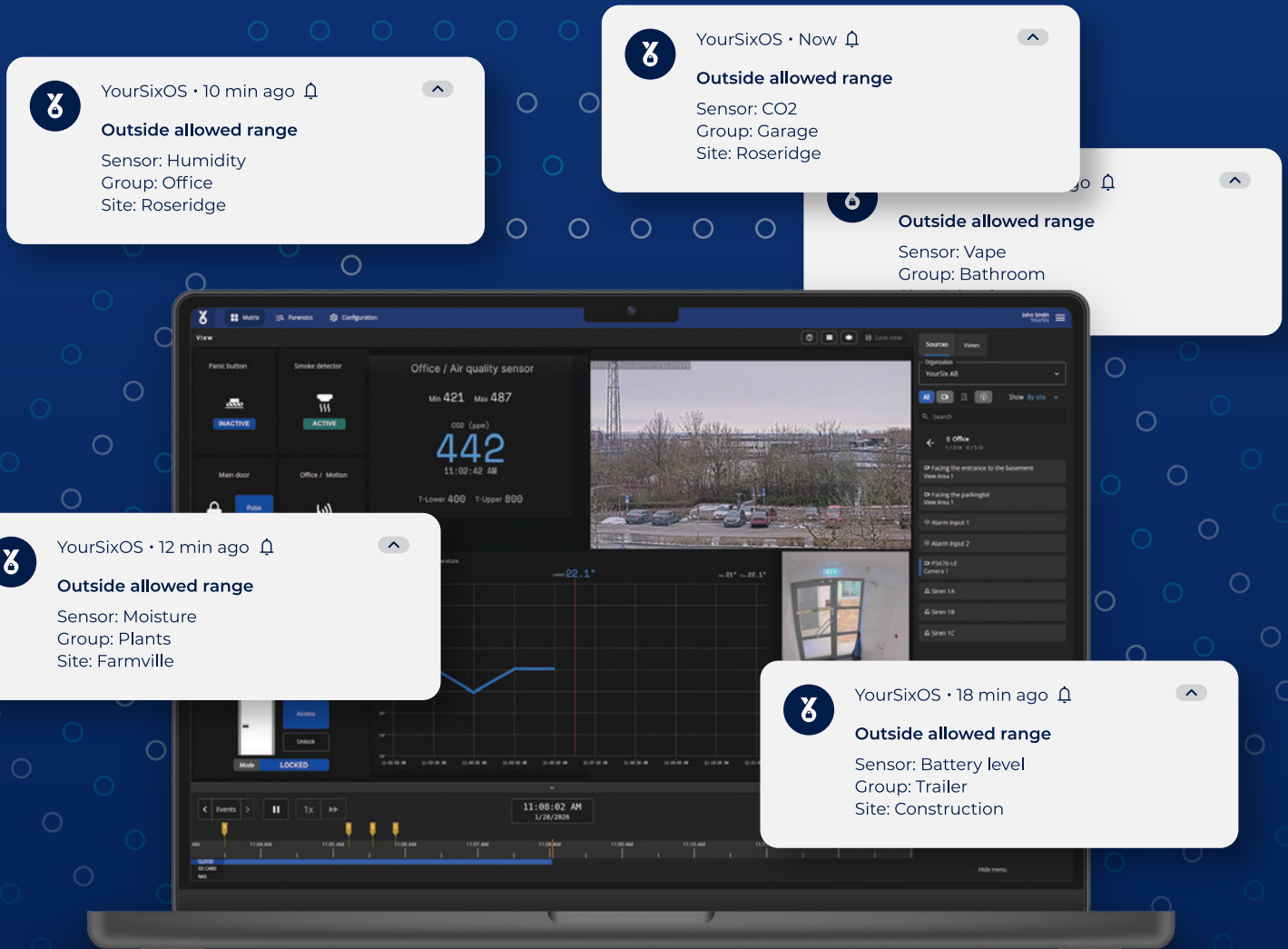
“It is with great enthusiasm and confidence that I pass the gavel to Jeremy Bates. The ESA is in phenomenal hands; Jeremy’s passion ensures we will not only maintain, but accelerate, the valuable resources we provide to our industry.”

ESA’s CEO Merlin Guilbeau adds that Jeremy brings a deep understanding of our industry and a clear vision for where ESA needs to go next. “His leadership, integrity, and commitment to advancing the security profession make him exceptionally well-suited to serve as Chairman. I look forward to partnering with him as we continue to strengthen our association, deliver greater value to our members, and position ESA for long-term success.”



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ESA AWARDS \$30,000 YOUTH SCHOLARSHIP TO SON OF FRESNO POLICE SERGEANT

Since 1996, the Electronic Security Association (ESA) has invested in the future of first responder families through its Youth Scholarship Program, recognizing exceptional students while honoring the service and sacrifice of those who protect our communities. This year, ESA proudly awarded its highest scholarship honor to Cardin Ia, recipient of the \$30,000 National First Place Scholarship in the 2026 ESA Scholarship for Children of First Responders.

Established in 1996, the scholarship program supports the children of police officers, firefighters, paramedics, EMTs, and other first responders who dedicate their lives to protecting others. Recipients are selected based on academic achievement, standardized test scores, extracurricular

involvement, community service, and an essay reflecting on what it means to have a parent or guardian involved in securing their community.

Cardin is the son of Samantha and Erik Ia. Erik serves as a police sergeant with the Fresno Police Department.

“This year’s exceptional recipient, Cardin Ia, is an outstanding young man who excels academically, gives back meaningfully to his community, and has earned recognition for his achievements both inside and outside the classroom,” says ESA Scholarship Chair Kelly Bond. “Just one example of how he gives back came from learning his fellow students were struggling to find reliable study materials. Cardin took the initiative and created Cardly, a

digital flashcard platform that organized the AP study sets he had developed himself. Inspired by his father’s commitment to public service as a police sergeant, Cardin hopes to use his passion for technology and innovation to make a meaningful impact while studying Computer Science at UC Berkeley.”

Bond says the scholarship program reflects ESA’s long-standing commitment to honoring the first responder community and strengthening the connection between public safety professionals and the electronic security industry. By investing in the education of their children, ESA recognizes the sacrifices first responder families make every day while helping prepare the next generation of leaders.



“All of the applicants are extraordinary young adults,” Bond adds. “The judging of each applicant is based on their GPA, awards and accomplishments, essay, and community service. These students rank in the top five percent of their class, take advanced courses, stay active in sports and clubs, hold jobs or internships, and still make time to volunteer in their communities. I believe this is because they are given such a wonderful example by their parents.”

Cardin accepted his award during ESX 2026 in Irving, Texas, where he shared what the scholarship means to him and his family.

“As the son of a first responder, this recognition means even more to my family. My father has dedicated so much of his life to serving our community, and this scholarship represents the importance of giving

back and supporting those who serve others. It is a meaningful acknowledgment of the sacrifices my parents have made for me, my siblings, and our family. I am incredibly grateful for this opportunity and the support it provides as I take the next step in my education.”

ESA also congratulates Leah Nelson, who was named the National Second Place recipient and awarded an \$8,000 scholarship. Selected from an exceptionally competitive pool of applicants, Leah’s academic excellence, leadership, community involvement, and commitment to making a positive impact exemplify the values celebrated by the ESA Youth Scholarship Program.

Since its inception, the ESA Youth Scholarship Program has awarded more than \$1 million in scholarships to the children of first

responders across the country. By investing in their education, ESA proudly honors the service, sacrifice, and lasting impact of the families who help keep our communities safe. Applications for the 2027 scholarship program will open in December.

Congratulations to Our State Scholarship Winners

In addition to recognizing its national scholarship recipients, ESA proudly congratulates this year’s state scholarship winners. Selected for their academic achievement, leadership, community involvement, and dedication to excellence, these outstanding students represent the bright future of first responder families across the country. ESA celebrates each recipient and the families whose commitment to service continues to inspire the next generation.

NJ	Aileen Colarusso
CA	Cardin Ia
NV	Chesney Cave
MS	Addyson Drisdale
CO	Noah Miller
WA	Makena Crosser
WI	William Hoffman

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HOW TO POSITION A SECURITY BRAND SO PRICE STOPS BEING THE CONVERSATION

BY JANET FENNER, OWNER AND
PRESIDENT, DEFINED MARKETING



Price wars are exhausting. They're margin-crushing, morale-draining, and completely avoidable for security companies that understand what's actually driving them.

The conversation going wrong in your sales process usually starts long before a prospect asks, "What's your price?" It starts with how your brand shows up, or fails to show up, in the months and weeks before that meeting ever happens. When a buyer walks in already comparing you to three competitors on a spreadsheet, your positioning failed before your salesperson opened their mouth.

That's the truth the security channel doesn't talk about enough.

What Brand Positioning Actually Means

Brand positioning is not your logo. It's not your tagline. It's not even your website, though your website is part of it. Positioning is the mental real estate your brand occupies in your buyer's mind before, during, and after every interaction.

Strong positioning means a prospect already believes something specific about your company when they arrive at a sales conversation. They believe you specialize in something. They believe you know something competitors don't. They believe there is a reason, a substantive and credible reason, to pay more for what you provide.

Weak positioning means the buyer arrives with no preconceived belief about your value. They have an empty mental slot labeled "security vendor," and they're simply going to fill it with whoever costs less.

The goal of brand positioning is to make that empty slot impossible. To fill it so completely with your authority, your expertise, and your differentiated value, that comparing you to a generalist competitor feels like comparing a cardiologist to a general practitioner. Both are doctors. The conversation is different.

Why Security Companies Default to Price

The security industry is full of genuinely excellent companies doing



genuinely excellent work. Dealers who run tight installs. Integrators who solve complex problems that other firms walk away from. Manufacturers whose technology is demonstrably superior. And yet, far too many of them compete on price, not because their value doesn't exist, but because they haven't built the infrastructure to communicate it.

There's a phrase worth sitting with here: commoditization is not what happens to your product. It's what happens to your marketing.

When two companies show up to a bid with similar-looking proposals, no established reputation, no content that demonstrates expertise, and no positioning that separates them in the buyer's mind, price becomes the only differentiator left. The buyer isn't wrong to focus on cost at that point. You've given them nothing else to focus on.

This is a marketing failure, not a product failure. And it's fixable.

The Four Positioning Levers Security Companies Can Pull

Think about what happens when a prospect searches for a security integrator in their sector. If your website, content, and messaging all speak directly to their industry, their specific risks, their regulatory environment, and their operational

realities, you stop looking like a vendor and start looking like a partner who already understands their world. A hospital security director and a warehouse operations manager are not the same buyer. They don't have the same fears, the same budget cycles, or the same definition of a successful install. The integrator who speaks the language of one of them with precision will always outperform the generalist trying to speak to both of them at once.

Specialization

The fastest way to escape a price war is to stop trying to serve everyone. Generalist companies get generalist budgets. When a security integration company positions itself as the go-to firm for healthcare facility security, or critical infrastructure, or multi-site retail loss prevention, something remarkable happens. The buyer stops comparing them to every other integrator on the list. They start asking, "Do you have experience with our type of facility?" That question reframes the entire conversation.

Specialization creates perceived scarcity. Scarcity creates leverage. Leverage kills the race to the bottom.

Authority Content

Buyers in the security channel, whether they're facilities managers, IT directors, or C-suite executives, make significant purchasing decisions.

Before they commit, they research. They look for evidence that a company knows what it's talking about. This can include case studies that detail specific challenges and outcomes. Technical whitepapers that explain complex integration concepts in clear, buyer-facing language. Educational content that answers the exact questions a prospect is typing into a search bar at ten o'clock at night. All of these build what is called cognitive trust, the quiet, accumulating sense that your company understands the buyer's world better than the competition does.

A buyer who has consumed your content before a sales call is a fundamentally different buyer. They arrive pre-sold on your expertise. Price is no longer the first question because credibility has already been established.

Consistent Brand Voice and Visual Identity

This one sounds simple. It rarely is. Security companies often have inconsistent, outdated, or misaligned brand presentations across their website, social media, sales collateral, and their trade show presence. Each touchpoint sends a slightly different signal.

Buyers notice this, often unconsciously. Inconsistency reads as a lack of professionalism, or worse, instability. A company whose brand presentation is sharp, consistent,

and clearly intentional sends a strong signal that it is organized, reliable, and serious about its market position.

Premium pricing requires premium presentation. The two are not separable.

Testimonials and Proof of Performance

Social proof is a documented psychological phenomenon. According to research published through academic channels on buyer behavior, potential customers are far more influenced by the reported experiences of peers than by any claim a company makes about itself. In a relationship-driven channel like security, where reputation travels fast, and trust is currency, proof of performance is one of the most powerful positioning tools available.

Real client outcomes, specific and detailed, communicated through case studies, video testimonials, and reference-ready client relationships, permit buyers to pay a premium. They reduce perceived risk. They replace skepticism with confidence.

The security companies winning the best contracts are not always the ones with the best technology. They are the ones with the most credible, most visible track record.

Channel-Specific Positioning: Why the Security Industry Requires a Different Approach

Security manufacturers face a positioning challenge that almost no other industry shares. They must market simultaneously to distributors, dealers, integrators, and end users, each with different motivations, buying criteria, and relationships with price.

A message that resonates with a dealer who is focused on ease of installation and margin protection lands completely differently than with a facilities director concerned about system reliability and long-term

support. A campaign that builds pull-through for a distributor looks nothing like a campaign designed to earn specification by a consultant.

Generic agencies don't understand this. They build one campaign and apply it across all audiences, creating channel conflict, diluted messaging, and marketing spend that generates activity without generating revenue.

Channel-aware positioning means building a distinct value narrative for each audience in the channel, making sure those narratives align at the brand level, and executing them through the right channels and content types for each buyer persona. It requires knowing how the channel works, not just how marketing works.

Positioning Is a Business Decision, Not a Creative Exercise

This is the shift that separates security companies experiencing real revenue growth from those stuck in perpetual price negotiations. Positioning is not a branding project. It's a business strategy with direct, measurable impact on close rates, average contract value, and customer lifetime value.

When a security dealer stops competing on price, their sales cycle gets shorter. Buyers arrive more qualified. Proposals get accepted with less negotiation. Referrals increase because satisfied clients recommend a company they perceive as a category leader.

When a manufacturer stops competing on price, dealers begin recommending their products to end users without prompting. Specification rates go up. Distributor relationships strengthen.

Positioning is the work that makes everything else in your sales and marketing engine perform better.

Ready to Stop the Price War?

If your sales conversations keep circling back to price, that pattern is telling you something. Not about your pricing. Not about your

competition. About your positioning. The security channel is full of capable companies doing excellent work and undercharging for it because their market presence hasn't caught up with their actual value. Fixing that is not about a rebrand or a new tagline. It starts with an honest look at what your brand is communicating before a prospect ever picks up the phone, and a clear-eyed decision to make that communication do more of the selling for you.



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National Monitoring Center	nmccentral.com
D-Tools Inc	d-tools.com
Keep Your IP	keepyourip.com

Becklar Monitoring	agmonitoring.com
WESCO	wesco.com
WeSuite LLC	wesuite.com
ZKTeco USA	zktecousa.com
JLM Wholesale Inc	jlmwholesale.com
AFS Mergers & Acquisitions	afssmartfunding.com
CentraLarm Monitoring Inc	CentraLarm Monitoring Inc
CSR Privacy Solutions, Inc	csrps.com
Galaxy Control Systems	galaxsys.com
Winland Electronics	winland.com
ADI Snap One	snapav.com
AES Corporation	aes-corp.com
Pnewsoft LLC (fireNspec)	firespec.com
SightLogix	sightlogix.com
Resideo	resideo.com
Minuteman Power Technologies by Para Systems Inc	minutemanups.com
WorkHorse Service Company Software	workhorsescs.com
Paxton Access	paxton-access.com
Jetbuilt	jetbuilt.com
Kings III Emergency Communications	kingsiii.com
SS&Si Dealer Network	ssandsi.com
Solutions360 USA Inc	solutions360.com
Egan Security Group	egansecuritygroup.com
M2M Services	m2mservices.com
Safety Technology International	sti-usa.com
AlarMax	alarmax.com
Premium Security Solutions	pss-vision.com
Actuate AI	actuate.ai
Barnes Associates, Inc.	barnesassociates.com
NetOne Inc	NetOne Inc
Ezlo Protect	ezlo.com
AlarmBrand	voldigital.com
CIBC Bank USA	us.cibc.com

Capital One	capitalone.com
Ai-RGUS	ai-rgus.com
Law Offices of Marc P Katz LLC	marckatzlaw.com
Ajax Systems Inc.	ajax.systems
Speco Technologies	specotech.com
Hybrid Moon	hybridmoon.com
Statewide Central Station	Statewidecs.com
OneTel	onetelone.com
Eagle Eye Networks	een.com
IDIS Americas	idisamericas.com
Cypress Integration Solutions	CypressIntegration.com
Enterprise Fleet Management, Inc	efleets.com
Reliable Wire and Cable Incorporated	reliable-wire.com
Communication Service Solutions	comservicesolutions.com
Intertek	intertek.com
Vector Firm	vectorfirm.com
Compliance Management Solutions	compliancesolutions.us
TEKsystems Global Services	teksystems.com
Defendec DBA Reconeyez	reconeyez.com
TRG Associates	trgassociates.com
Luminys Systems Corporation	luminyscorp.com
FieldHub Inc	fieldhub.com
Alarm Consulting Group Inc	AlarmConsultingGroup.com
Rev.io PSA (Formerly Tigerpaw)	rev.io
Insperty	insperty.com
SCI Technologies Inc	skycopinc.com
Monachino Partners, LLC	monachinopartners.com
Eastern Bank	easternbank.com
Edgeworth Security	edgeworthsecurity.com
VirtuGuard (BOS Security, Inc)	bossecurity.com
Rocket Media	rocketmedia.com
Alarm Central LLC	alarmcentral.net
Mircom	mircom.com
ScanSource, Inc.	scansource.com
OnShore	onshore.com
Zeptive, Inc.	zeptive.com
Umbo CV Inc	umbocv.com
HID Global	hidglobal.com

Bridgepoint Advisors, LLC	bridgepoint-advisors.com
Monitor Computer Systems	monitor.uk
Wise Financial Consulting	wisefincon.com
Visentry LLC	visentry.com
RAD Security	radsecurity.com
ITAC Security Group Inc.	itac-security.com
Aura SOS Inc.	aura.services/usa
YourSix	yoursix.com
Light Engineered Displays, Inc.	ledinc.com
Defend by Tactacam	tactacam.com
ECAM	ecam.com
Vicon Industries, Inc	vicon-security.com
Oracle NetSuite	netsuite.com
CyberLock	cyberlock.com
RMR Factory	rmrfactory.com
Solar Camera Inc.	SolarCamera.com
CellGate	cell-gate.com
Clear Response Monitoring, LLC	clearm.com
Acoem	acoematd.com
Highland Tech	highlandtech.ai
NextGen Live Security	nextgenlivesecurity.com
Costco Wholesale	costco.com
One Firefly LLC	onefirefly.com
Orion Intelligence	orion-intelligence.com
WorldView Monitoring	worldviewmonitoring.com
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Lockly PRO	lockly.com
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HavenLock	havenlock.com
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Gentex Corporation	gentex.com
SENSERA SYSTEMS, INC.	senserasystems.com
ESC Central	esccentral.com
Security Data Supply	securitydatasupply.com
Xsponse	xsponse.com
Defined Marketing	efinedmktg.com
Stacie Dauffenbach Marketing	marketingbystacie.com

Welcome.

NEW ASSOCIATE MEMBERS



RAD develops autonomous security technologies that help organizations detect, deter, escalate, and resolve security incidents faster. RAD's portfolio includes Edge AI security devices, mobile surveillance units, autonomous access control, robotic patrol solutions, and SARA, an Agentic AI platform for security incident orchestration. RAD helps enterprises, campuses, commercial properties, and public-sector organizations improve response while reducing reliance on manual monitoring.

[RADSECURITY.COM](https://radsecurity.com)



Stacie Dauffenbach is an award-winning fractional Chief Marketing Officer with 25 years of experience building brands in the security industry. She helps integrators, manufacturers, and service providers market like the leaders they are. From go-to-market strategy and brand playbooks to content development, media strategy, and marketing leadership, her focus remains on driving recurring monthly revenue (RMR) growth and reducing customer attrition. More than an agency, Stacie serves as an extension of her clients' teams, partnering with them to achieve the goals that fuel long-term business growth.

[MARKETINGBYSTACIE.COM](https://marketingbystacie.com)

NEW INTEGRATOR MEMBERS JULY-AUGUST

A&W Low Voltage Solutions, LLC	AL	JUDCO Security	CA
AB Service Pro Corp, Power Tech Security & Communications, Inc	NY	La Rocca Security Solutions	TX
Alarm Masters	TX	Lucky Locksmiths, Inc. DBA FlyLock Security Solutions	NH
AllPoint Protection LLC	OH	MasterVision Technologies, LLC	FL
Ambush Alarm & Electronics Inc	NY	Mathias Lock and Key, Inc.	CO
Atoa Holdings Inc	MO	MyAudioVideo Inc. DBA; MyAudioVideo.com	WA
Audio Video Specialists, Inc.	MS	Network Fire & Security	MI
Automation and Security	GA	Network It LLC	SC
Bezemer Industries, LLC.	CA	Octech Security LLC	FL
Carolina Custom Automation	SC	Palladite Security Integrations, LLC	AL
Cerberus Integrated Solutions, LLC	KY	Patriot Security Network LLC	TX
Coliant Solutions Inc	IL	Penn Security Co., Inc.	PA
Commercial & Industrial Electronics, Inc.	TX	Phillips Communication Services LLC	OK
Digital Automated Security, Inc.	NY	Prestige Security Services	NJ
Divine Fire & Security	FL	Pure Home Technologies, LLC	TX
DynaComm LLC	CT	Pyrocomm-Systems Inc.	CA
Faststring Professional Services	TX	Qsmrt, Inc.	FL
FBS Security Systems	NJ	Security Consultants & Solutions LLC	KY
Fire Security Pro's	NY	Star Security Systems, Inc.	CA
First Choice IT Group	TN	Stone's Security Systems Inc.	ND
Global Data Technologies	TX	Surety	OH
Imperial Security Systems, Inc	NY	Trinity Fire & Technology	TX
Integrated Security And Fire Inc.	KS	TXP Security	TX
Intelligent Alarm Company	CA	Walrus Guard, LLC	VA
James Budow / Utopia Technology (prev. SB Tech Guy) dba Montecito Security	CA	XEOS Technology Services	TX
JP Security Solutions LLC	NY		

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HOW DEALERS ARE GROWING RMR THROUGH TOTAL BUILDING MONITORING

Commercial customers continue adding video, access control, remote guarding, fire monitoring, and other services throughout their facilities. Dealers who can support those additions through a unified monitoring strategy are creating stronger accounts and generating more recurring revenue from customers they already serve.



Many commercial accounts already contain opportunities beyond the original installation.

As customer requirements expand, additional services are often introduced throughout the property.

Keeping those services connected to the dealer relationship helps retain recurring revenue while strengthening the overall account.

When those services are sourced elsewhere, both revenue and account influence often move with them.

A Total Building approach allows dealers to support more of the customer's environment through a single monitoring framework.

By bringing intrusion, fire, video, remote guarding, and other services together, dealers can create stronger commercial accounts while expanding recurring revenue from existing customers.

Emergency24 supports dealers and integrators with monitoring services designed to help support that growth.

Every additional service connected to the account creates another opportunity to strengthen customer relationships and recurring revenue.

Talk with Emergency24 about supporting a Total Building monitoring strategy.



COMMERCIAL FIRE



COMMERCIAL SECURITY



BUILDING SYSTEMS
MONITORING



ELEVATOR



CUSTOM



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Dealer today**





CERTIFIED ALARM TECHNICIAN (CAT) LEVEL 1

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**INDUSTRY-RECOGNIZED
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**WIDELY ACCEPTED FOR STATE
LICENSING**

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THROUGH CREDLY**

**FIELD-READY SKILLS THAT
TECHNICIANS CAN APPLY
IMMEDIATELY**



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