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SDM[®] 100

The Industry's
Top Companies

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The Industry's Top Companies

In a first for the industry, Security Distributing & Marketing's SDM 100 ranks the top U.S. installation companies.

By *Laura E. Stepanek*
Senior Editor, SDM

There is a time when every maturing industry must come out of its shell. This is particularly true in the alarm industry where changes have captured the attention of the public, as well as electronic security professionals.

The immediate issues affecting further growth of the industry are consolidation activity at every level, exposure to the international market, imminent assault on false alarms, application of ultra-sophisticated technology to the needs of real people, and cultivation of young people to join the ranks of security professionals.

The leading companies in the alarm industry will play key roles in this growth because they have the money and manpower to establish industry trends. *Security Distribut-*

ing & Marketing identifies these industry leaders by including them in the SDM 100, a first annual listing of the largest alarm firms, ranked by annual revenue.

The makeup of the SDM 100 is diverse. Some are well-capitalized start-ups headed by creative entrepreneurs, such as Westinghouse Security Systems. Others are established arms of corporate giants.

But most are family-owned businesses. Some companies, such as Allstate Security and Supreme Security Systems, were founded before 1930 and have built their customer bases slowly.

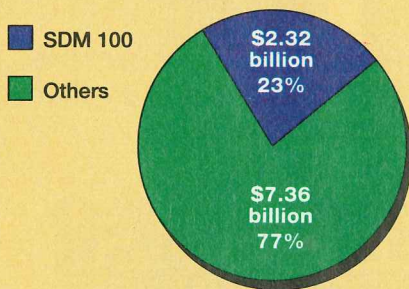
Others, such as Kastle Systems and Westco, have carved a special market niche. However, market specialization is just one strategy for growth. Firms such as National Guardian and SecurityLink have grown by leaps and bounds by acquiring other alarm companies.

Unlike many industries where the majority of companies are publicly owned, most of the top firms in the alarm industry are private. It is these people who contributed mightily to this listing by sharing private information such as annual revenue and number of accounts. This, coupled with the extensive knowledge of industry observers, is what made the SDM 100 possible.

The SDM 100 companies grossed \$2.32 billion last year, a 23% share of the electronic security market, pegged at \$9.68 billion by *SDM's* 1991 Forecast. The SDM 100 also account for 2,793,553 subscribers.

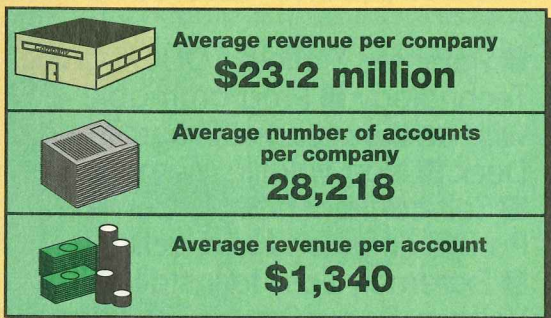
The SDM 100 companies are presented on the following pages. The companies are divided into two lists based on whether the majority of their installations are residential or commercial. Your comments are welcome. Call (708)390-2131, or send us a fax at (708)635-9950.

SDM 100 captures almost a fourth of industry revenues



Source: Research for SDM 100, 1991; Forecast survey, 1990.

Top companies earn high averages



Source: Research for SDM 100, 1991

The top 100 alarm companies captured a 23% share of the U.S. security industry's total revenues for alarm system sales, installation, service, and monitoring in 1990.

Revenues for the SDM 100 companies range from \$1.8 to \$595 million, with the average annual revenue per company at \$23 million.

A key to SDM 100 stats

Current rank

1990 revenue from alarm system installation, service, monitoring

Organization name, city, and state

10 Post Alarm Systems
Arcadia, CA

1990 revenue (millions):

\$11.9

Number of accounts:

11,000

Featured on this month's front cover, Post Alarm has 75 employees at two locations. In-house services include installation, monitoring, service, patrol, and armed response. 1990 stats: 900 residential installations (\$1,350,000); 600 non-residential (\$1,680,000).

Company description

Number of subscriber accounts

Number of installations and (installation revenue)

Each SDM 100 company provided much more than their annual revenue and number of accounts. They also gave us a look at who they are, what their specialties are, and how many people they employ. Revenue figures for installations do not include monitoring or service.



Operating on a large scale helped Post Alarm Systems, Arcadia, CA, secure the tenth slot in the SDM 100 residential listing, which starts on page 84.

Dealer Focus: Commercial

Each of these 64 companies does more than 50% of its business in commercial, industrial, and institutional security.

<p>1 ADT Security Systems Inc. Parsippany, NJ</p> <p>1990 revenue (millions): \$595 Number of accounts: 560,000</p> <p>An established national firm, more recently known for Safewatch, a low-cost residential security system. ADT has 163 branches.</p>	<p>5 Holmes Protection Inc. New York, NY</p> <p>1990 revenue (millions): \$68.7 Number of accounts: 35,000</p> <p>Holmes Protection has been in the security business since 1858. It employs a staff of 775 at six locations. Holmes owns the Dictograph Franchise Corp. It generated \$2,000,000 in residential installation revenue and \$8,000,000 in non-residential installation revenue.</p>	<p>9 Bay Alarm Company Walnut Creek, CA</p> <p>1990 revenue (millions): \$30 Number of accounts: 30,000</p> <p>Family owned and operated since 1946. Company serves northern California and Santa Barbara/Ventura markets. Bay Alarm, a member of Security Network of America, has 360 employees, and eight offices.</p>
<p>2 Honeywell Protection Services Division, Minneapolis, MN</p> <p>1990 revenue (millions): \$195 million Number of accounts: 130,000*</p> <p>Honeywell has 55 offices and employs 2,400 security professionals.</p> <p>*estimate</p>	<p>6 SecurityLink Corp. Orange, CT</p> <p>1990 revenue (millions): \$65 Number of accounts: 160,000</p> <p>SecurityLink has acquired 60 companies in its four years of existence. It employs 1,000 people at 21 branches. The company operates seven regional central stations.</p>	<p>10 Kastle Systems Inc. Arlington, VA</p> <p>1990 revenue (millions): \$23.5 Number of accounts: 38,200*</p> <p>Kastle provides access control security services and facilities management services exclusively to commercial office buildings. A staff of 400 is employed at six locations. 1990 stats: zero residential installations; 2,000* non-residential installations (\$7,764,000).</p> <p>*tenants</p>
<p>3 Wells Fargo Alarm Services King of Prussia, PA</p> <p>1990 revenue (millions): \$175* Number of accounts: 110,000*</p> <p>Wells Fargo has been in business since 1962, providing UL-certified central station burglar and fire alarm services, alarm response, and installation and service of proprietary security systems. The company has 34 branches.</p> <p>*estimate</p>	<p>7 API Security Inc. Culver City, CA</p> <p>1990 revenue (millions): \$47 Number of accounts: 21,000</p> <p>As a newly acquired subsidiary of Automated Security Holdings plc, API is working toward becoming a total loss prevention security company. It has 780 employees and 10 offices. 1990 stats: 250 residential installations (\$450,000); 5,500 non-residential installations (\$4,000,000).</p>	<p>11 AFA Protective Systems Inc. Syosset, NY</p> <p>1990 revenue (millions): \$22.7 Number of accounts: 9,000</p> <p>In business for 118 years, AFA has four branches and 270 employees. Fire alarm systems make up 75% of its customer base. 1990 stats: 200 residential installations (\$500,000); 1,600 non-residential (\$5,000,000).</p>
<p>4 National Guardian Greenwich, CT</p> <p>1990 revenue (millions): \$160 Number of accounts: 180,000</p> <p>National Guardian designs, services, installs, and monitors a total security package, including CCTV, card access, burglar alarm, and fire alarm systems. It operates 75 branches and employs a staff of 2,000. 1990 stats: \$14,000,000 in residential installation revenue; \$56,000,000 in non-residential installation revenue.</p>	<p>8 Thorn Automated Systems Inc. Westlake, OH</p> <p>1990 revenue (millions): \$45 Number of accounts: 8,000</p> <p>Thorn designs, manufactures, installs, and services integrated systems sold through its authorized dealer/distributor network. It operates out of one location with a staff of 330 people. 1990 stats: zero residential installations; 500 non-residential installations.</p>	<p>12 Guardian Alarm Corp. Southfield, MI</p> <p>1990 revenue (millions): \$22 Number of accounts: 35,000</p> <p>Guardian Alarm emphasizes customer service. A member of Security Network of America, the company employs 310 people at two offices. 1990 stats: 1,900 residential installations (\$2,375,000); 900 non-residential installations (\$4,415,000).</p>

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<p>13 Comsec Narragansett Security Inc., Weatogue, CT</p> <p>1990 revenue (millions): \$20 Number of accounts: 16,000</p> <p>Comsec Narragansett has six offices and a staff of 200.</p>	<p>16 Sonitrol Management Alexandria, VA</p> <p>1990 revenue (millions): \$18 Number of accounts: 11,000</p> <p>A group of 15 Sonitrol franchises owned and operated by the franchisor.</p>	<p>19 Racal-Chubb Security Systems Inc., Austin, TX</p> <p>1990 revenue (millions): \$12 Number of accounts: 9,000</p> <p>Racal-Chubb Security Systems is a full-service company with a strong technical foundation. The company employs 165 people at four offices. 1990 stats: 1,000 residential installations (\$1,600,000); 1,300 non-residential installations (\$6,400,000).</p>
<p>14 PC Security Inc. T/A Westec Security Systems, Pittsburgh</p> <p>1990 revenue (millions): \$20 Number of accounts: 20,000</p> <p>Parent company's (The Philadelphia Contributionship) roots date to 1756 when founded by Benjamin Franklin. PC Security has eight offices and 350 employees. 1990 stats: 2,400 residential installations (\$6,000,000); 1,100 non-residential installations (\$5,000,000).</p>	<p>17 Midstate Security Co. Grand Rapids, MI</p> <p>1990 revenue (millions): \$16 Number of accounts: 2,500</p> <p>Midstate designs electronic perimeter protection systems and cell-door control systems for prisons and jails. It has 100 people on staff at one location. 1990 stats: 450 residential installations (\$1,125,000); 200 non-residential (\$660,000).</p>	<p>20 Robinson Alarm Co. Philadelphia, PA</p> <p>1990 revenue (millions): \$11.0* Number of accounts: 11,000*</p> <p>UL-listed and FM-approved central station.</p> <p>*estimate</p>
<p>15 Consolidated Southern Security Inc., Clearwater, FL</p> <p>1990 revenue (millions): \$19 Number of accounts: 23,000</p> <p>SDM's 1990 Dealer of the Year, Consolidated Southern Security owns two national franchises: Sonitrol for commercial installations, and Dictograph for residential. Its customer base is served from seven locations and by 280 employees. It is a member of Security Network of America. 1990 stats: 2,700 residential installations (\$2,000,000); 3,500 non-residential (\$2,900,000).</p>	<p>18 Smith Alarm Systems Dallas, TX</p> <p>1990 revenue (millions): \$13.1 Number of accounts: 8,500</p> <p>Smith Alarm Systems has been independently owned and operated since 1903. It offers multiplex and radio back up from a UL-listed and FM-approved central station. A member of Security Network of America, Smith employs 125 people at three branches. 1990 stats: 1,100 residential installations (\$1,000,000); 800 non-residential installations (\$4,500,000).</p>	<p>21 Koorsen Protection Services Indianapolis, IN</p> <p>1990 revenue (millions): \$10.7 Number of accounts: 15,000</p> <p>Koorsen offers a large line of products and services, including fire extinguisher sales and service. Fire alarms comprise 65% of its business. It has 130 employees at seven locations.</p>

Midstate found a niche in jail security systems

The staff at Midstate Security Co., Grand Rapids, MI, spends a lot of time in jail. That's because the company's specialty is designing and installing electronic security and protection systems for prisons and jails.

Midstate, ranked No. 17 on the SDM 100 commercial list, opened its doors in 1983 as a subsidiary of an electrical contracting firm. Its first installation job was part of a big electrical contract for a hotel, the first of many commercial jobs.

In the mid-1980s, the state of Michigan funded a large prison building program. This presented a new opportunity for Midstate and operations manager Garry Duram.

"We felt there could be a niche for us because the state was looking at electronic devices rather than at

guards," Duram says.

The market panned out. Since then, Midstate has installed approximately 35 correctional institution security systems. The firm custom designs and installs cell-door monitoring systems, personal protection systems for guards, electronic perimeter security systems, and permanent and mobile graphic displays.

The cell-door monitoring system lets a guard at a central console open, close, and monitor all the cell doors in a facility.

The personal protection system allows guards to signal when they're in trouble by pushing a button on a portable transmitter. One of several receivers gets the signal and sends it to a signal comparator for analysis. The signal's strength helps to deter-

mine the guard's location.

Midstate's perimeter security system generates an electronic field around a premises. The system may be buried, or fence- or pole-mounted. When the electronic field is broken, an alarm is generated. Duram says the perimeter systems eliminate the need for guard towers.

A graphic display at the facility's "Command Center" shows any security zones that have been violated. Midstate equips patrol vehicles with mobile graphic displays so patrolling guards can see and respond to security breaches from outside.

Duram says the prison and jail security contracts range from \$1 to \$1.5 million each. Midstate currently is working on a system that will include 500 monitored doors and "hundreds of miles of wire." The project will take about 18 months to complete.

Dealer Focus: Commercial

<p>22 Forest Security Systems Inc. River Grove, IL</p> <p>1990 revenue (millions): \$10 Number of accounts: 5,000</p> <p>In addition to alarms, Forest is one of the largest cellular telephone companies in Chicago. It has two branches and 121 people on staff. 1990 stats: 250 residential installations (\$500,000); 250 non-residential (\$4,000,000).</p>	<p><i>The SDM 100 companies manage 2.8 million subscriber accounts and employ an estimated 25,000 people. In total they grossed \$2.32 billion last year.</i></p>	
<p>23 MSI Security Systems Inc. Kearny, NJ</p> <p>1990 revenue (millions): \$10 Number of accounts: 500</p> <p>CCTV and access control make up 90% of the company's business. MSI employs 35 people at one location. 1990 stats: zero residential installations; 200 non-residential installations (\$5,000,000).</p>	<p>27 Central District Alarm Inc. St. Louis, MO</p> <p>1990 revenue (millions): \$7.5 Number of accounts: 8,800</p> <p><i>SDM's</i> 1985 Dealer of the Year. Central District Alarm was founded in 1953, and has been family owned and operated for three generations. It is marketing a new computerized monitoring system that transmits alarm signals to police departments in seconds. A member of Security Network of America, CDA has a staff of 96 at one office.</p>	<p>31 Security Corp. Royal Oak, MI</p> <p>1990 revenue (millions): \$6 Number of accounts: 1,300</p> <p>Security Corp. specializes in system integration for large customers using a diverse product line. The company operates out of three locations with a staff of 73. 1990 stats: 50 residential installations (\$300,000); 400 non-residential installations (\$3,000,000).</p>
<p>24 Security Signal Devices Santa Fe Springs, CA</p> <p>1990 revenue (millions): \$8.9 Number of accounts: 7,000</p> <p>Security Signal Devices has a UL-listed central station. Sixty percent of business is burglar alarms. It operates five offices and has 85 employees.</p>	<p>28 Sonitrol Security Systems of Hartford Inc., Hartford, CT</p> <p>1990 revenue (millions): \$6.2 Number of accounts: 8,200</p> <p>Sonitrol Security Systems of Hartford features the Sonitrol product. It employs 88 people at one office. 1990 stats: 250 residential installations (\$500,000); 150 non-residential installations (\$1,700,000).</p>	<p>32 United Protective Systems New York, NY</p> <p>1990 revenue (millions): \$6 Number of accounts: 6,000</p> <p>Company provides some CCTV and medical alert services in addition to burglar alarms. It employs 45 people at one location. 1990 stats: 200 residential installations (\$200,000); 500 non-residential (\$675,000).</p>
<p>25 Alarm Detection Systems of Illinois Inc., Aurora, IL</p> <p>1990 revenue (millions): \$8.3 Number of accounts: 8,000</p> <p>Company is a founding member of Security Network of America and <i>SDM's</i> 1984 Dealer of the Year. Alarm Detection Systems prides itself on service and professional employees. At one site it has a staff of 105 people. 1990 stats: 200 residential installations (\$800,000); 500 non-residential installations (\$2,400,000).</p>	<p>29 Per Mar Security & Research Corp., Davenport, IA</p> <p>1990 revenue (millions): \$6 Number of accounts: 10,000</p> <p>Per Mar offers alarms, guards, CCTV, access control, mobile patrol, investigations, market research, Halon systems, fire extinguishers, and hood-duct and range fire suppression systems. The company has 150 employees at three locations. 1990 stats: 300 residential installations (\$300,000); 300 non-residential installations (\$600,000).</p>	<p>33 American Alarm Systems Santa Ana, CA</p> <p>1990 revenue (millions): \$5.7 Number of accounts: 10,000</p> <p>American Alarm Systems was founded in 1958. It employs 75 people at one location. 1990 stats: 600 residential installations (\$350,000); 720 non-residential installations (\$1,850,000).</p>
<p>26 Commonwealth Security Systems Inc., Lancaster, PA</p> <p>1990 revenue (millions): \$8.3 Number of accounts: 10,000</p> <p>Commonwealth is a founding member of Security Network of America, and is <i>SDM's</i> 1982 Dealer of the Year. The company encourages employees' community involvement; many of its 117 employees are volunteer fire fighters and Red Cross volunteers. Commonwealth has nine branches. 1990 stats: \$900,000 in residential installation revenue; \$2,700,000 in non-residential.</p>	<p>30 San Diego Alarm Co. San Diego, CA</p> <p>1990 revenue (millions): \$6 Number of accounts: 7,000*</p> <p>San Diego Alarm operates a UL-listed central station, with security clearance for Department of Defense work. It specializes in major system sales, access control, and CCTV systems. The 61-year-old company has 100 employees operating at one office.</p> <p>*estimate</p>	<p>34 Security Inc. Bethesda, MD</p> <p>1990 revenue (millions): \$5.5 Number of accounts: 6,000</p> <p><i>SDM's</i> 1989 Dealer of the Year, Security Inc. offers both low-end and high-end systems. It employs 90 people at one location. 1990 stats: 200 residential installations (\$633,815); 438 non-residential installations (\$2,803,432).</p>

Dealer Focus: Commercial

<p>35 Norman Security Systems Chicago, IL</p> <p>1990 revenue (millions): \$5.3 Number of accounts: 3,000</p> <p>Norman Security Systems has been in business since 1958. The company has 50 employees at one location. 1990 stats: 360 residential installations (\$1,200,000); 840 non-residential installations (\$4,100,000).</p>	<p>40 Security Communications Inc. Bellerose, NY</p> <p>1990 revenue (millions): \$4.7 Number of accounts: 7,000</p> <p>Company is strong in burglar alarm work, and also offers fire, CCTV, and access control services. It has 75 employees. 1990 stats: 350 residential installations (\$550,000); 450 non-residential installations (\$650,000).</p>	<p>45 Central Control Alarm Milwaukee, WI</p> <p>1990 revenue (millions): \$4* Number of accounts: 6,000*</p> <p>The company has three offices and a staff of 50.</p> <p>*estimate</p>
<p>36 Alert Alarm Inc. Honolulu, HI</p> <p>1990 revenue (millions): \$5.1 Number of accounts: 5,500</p> <p>Alert Alarm operates on five major Pacific islands, which entails "interesting logistics and service problems." The company employs 74 people at four branches. It is a member of Security Network of America. 1990 stats: 480 residential installations (\$1,300,000); 537 non-residential installations (\$369,000).</p>	<p>41 Supreme Security Systems Inc., Hillside, NJ</p> <p>1990 revenue (millions): \$4.7 Number of accounts: 1,500</p> <p>Supreme Security Systems has been owned and operated for 62 years by the same family. The company employs 70 people at one office. It is a member of Security Network of America. 1990 stats: 109 residential installations (\$259,383); 152 non-residential installations (\$453,012).</p>	<p>46 The Greater Alarm Co., Inc., Huntington Beach, CA</p> <p>1990 revenue (millions): \$3.8 Number of accounts: 3,150</p> <p>SDM's 1988 Dealer of the Year. Ongoing employee training (50 staff members) and customer input were responsible for improvements that helped The Greater Alarm Co. to be named on <i>Inc.</i> magazine's 500 list three consecutive years. 1990 stats: 360 residential installations (\$850,000); 250 non-residential installations (\$1,050,000).</p>
<p>37 General Security Systems Long Beach, CA</p> <p>1990 revenue (millions): \$5 Number of accounts: 8,000</p> <p>General provides turnkey security systems. It installs, services, and monitors fire and burglar alarm systems, card access, and CCTV using multiple panels and a variety of equipment. It employs 60 people at one operation. 1990 stats: 300 residential installations (\$450,000); 500 non-residential installations (\$2,000,000).</p>	<p>42 George Alarm Co. Inc. Springfield, IL</p> <p>1990 revenue (millions): \$4.5 Number of accounts: 4,500</p> <p>Family owned and operated for 35 years. George Alarm has four offices and a staff of 50. 1990 stats: 100 residential installations (\$120,000); 400 non-residential installations (\$400,000).</p>	<p>47 Alarm Data Corp. Beltsville, MD</p> <p>1990 revenue (millions): \$3.7 Number of accounts: 3,850</p> <p>Alarm Data is self-described as being "aggressive in marketing and having national sales and installation ability." It operates nine locations with a staff of 72. 1990 stats: 425 residential installations (\$520,000); 325 non-residential installations (\$325,000).</p>
<p>38 Security One Mentor, OH</p> <p>1990 revenue (millions): \$5 Number of accounts: 10,000</p> <p>Security One features extensive automated service tracking and monitoring. The company operates with 90 employees and three locations. 1990 stats: 100 residential installations (\$250,000); 300 non-residential installations (\$1,200,000).</p>	<p>43 National Security Service Inc. Raleigh, NC</p> <p>1990 revenue (millions): \$4.4 Number of accounts: 14,600</p> <p>National Security emphasizes customer service in all areas—administration, accounting, sales, installation, and service. A member of Security Network of America, it has four offices and 72 employees. 1990 stats: 300 residential installations (\$384,000); 470 non-residential installations (\$885,000).</p>	<p>48 Pacific Alarm Systems Inc. Culver City, CA</p> <p>1990 revenue (millions): \$3.6 Number of accounts: 4,000</p> <p>Pacific Alarm Systems has been in business under the same owner-operator since 1953. It has 45 employees at one location. 1990 stats: 200 residential installations (\$450,000); 400 non-residential installations (\$250,000).</p>
<p>39 Vivitar Security Systems Inc. Torrance, CA</p> <p>1990 revenue (millions): \$5 Number of accounts: 2,800</p> <p>Vivitar Security Systems provides custom design, mobilization, installation, and service of integrated systems. A project management team is assigned to each client for continuing service and support. One office location supports Vivitar's 51 employees. 1990 stats: 30 residential installations (\$100,000); 300 non-residential systems (\$2,500,000).</p>	<p>44 Automatic Detection Systems Inc., Birmingham, AL</p> <p>1990 revenue (millions): \$4 Number of accounts: 6,000</p> <p>Largest independent security company in Alabama, offering burglar alarms, fire protection systems, CCTV, and access control to homes and businesses. The firm employs 58 people at one office. 1990 stats: 300 residential installations (\$750,000); 285 non-residential (\$875,000).</p>	<p>49 AIC Security Systems Inc. Chicago, IL</p> <p>1990 revenue (millions): \$3.5 Number of accounts: 500</p> <p>AIC Security is a full-service security company, providing design, installation, and support for integrated systems. 1990 stats: 20 residential installations (\$150,000); 150 non-residential (\$3,000,000).</p>

Dealer Focus: Commercial

<p>50 Delta Audio-Visual Security Inc., New Orleans, LA</p> <p>1990 revenue (millions): \$3.3 Number of accounts: 1,000</p> <p>Delta employs two electronic engineers among 38 total employees at three locations. 1990 stats: zero residential installations; 120 non-residential installations (\$2,800,000).</p>	<p>55 Wyandotte Alarm Co., Wyandotte, MI</p> <p>1990 revenue (millions): \$2.9 Number of accounts: 5,000</p> <p>Wyandotte focuses on customer satisfaction and reliable devices. The company is a First Alert dealer and offers long-range radio monitoring through the AlarmNet network. It has 55 employees at one office. 1990 stats: 350 residential installations (\$400,000); 400 non-residential installations (\$350,000).</p>	<p>60 Electronix Systems Central Stn. Alarms, Hntgtn. Stn., NY</p> <p>1990 revenue (millions): \$2.2 Number of accounts: 12,000</p> <p>From its UL-listed and FM-approved central station, Electronix Systems provides long-range radio monitoring and downloading. The company has 42 employees at one office. 1990 stats: 185 residential installations (\$225,000); 218 non-residential installations (\$834,500).</p>
<p>51 Allstate Security Industries Inc., Amarillo, TX</p> <p>1990 revenue (millions): \$3.2 Number of accounts: 3,500</p> <p>Allstate Security, in business since 1926, provides guards, patrol, investigation, employee screening, CCTV, access control, and computer media vault storage. It has a UL-listed and FM-approved central station serving five states plus Mexico. 1990 stats: 375 residential installations (\$30,000); 358 non-residential installations (\$450,000).</p>	<p>56 D&W Central Station Alarm Co. Inc., New York, NY</p> <p>1990 revenue (millions): \$2.5 Number of accounts: 3,000</p> <p>D&W Central Station Alarm Co. is family owned and operated. It has 40 staff members at one office. 1990 stats: 15 residential installations (\$20,000); 200 non-residential installations (\$350,000).</p>	<p>61 The Protection Bureau, Uwchland, PA</p> <p>1990 revenue (millions): \$2.1 Number of accounts: 2,950</p> <p>The Protection Bureau is family owned and operated. All installers, servicemen, salespeople, the central station manager, and service department administrator are required to be NBFAA Level 1 certified. A staff of 35 people operate out of one location. 1990 stats: 176 residential installations (\$440,000); 152 non-residential installations (\$660,000).</p>
<p>52 Monroe-Meadows/dba Dallas Security Systems, Dallas, TX</p> <p>1990 revenue (millions): \$3 Number of accounts: 2,000</p> <p>In the past eight years, Dallas Security Systems has developed its own nationally marketed DSX access control systems. It has 40 people employed at one location. 1990 stats: 60 residential installations (\$90,000); 75 non-residential installations (\$1,500,000).</p>	<p>57 Security General Corp., Sunnyvale, CA</p> <p>1990 revenue (millions): \$2.5 Number of accounts: 1,350</p> <p>Security General offers fire protection, burglar alarms, card access systems, CCTV, and integrated systems, as well as guard and patrol services. Sixty employees serve its customer base from two locations. 1990 stats: 9 residential installations (\$21,665); 320 non-residential installations (\$1,164,828).</p>	<p>62 ACP Security Systems, Richmond, VA</p> <p>1990 revenue (millions): \$2 Number of accounts: n/a</p> <p>ACP Security Systems' self-described mission is "to provide the highest degree of simple, inexpensive, but reliable electronic protection possible." A staff of 40 people operate from two offices.</p>
<p>53 Protect Alarms, Allentown, PA</p> <p>1990 revenue (millions): \$3 Number of accounts: 5,000</p> <p>Protect has been in business more than 25 years. It has a staff of 53 people at three branches. 1990 stats: 125 residential installations (\$300,000); 250 non-residential installations (\$1,000,000).</p>	<p>58 Sonitrol Pacific, Portland, OR</p> <p>1990 revenue (millions): \$2.4 Number of accounts: 2,000</p> <p>Sonitrol Pacific employs 42 people at two locations. 1990 stats: 40 residential installations (\$90,000); 220 non-residential installations (\$655,000).</p>	<p>63 Eastern Security Systems, Portland, ME</p> <p>1990 revenue (millions): \$2 Number of accounts: 4,000</p> <p>SDM's 1986 Dealer of the Year. Eastern features a UL-listed and FM-approved central station. The company has 41 employees. 1990 stats: 200 residential installations (\$340,000); 240 non-residential (\$500,000).</p>
<p>54 Schirmer-National Alarm Co., Bergenfield, NJ</p> <p>1990 revenue (millions): \$3 Number of accounts: 2,000</p> <p>Schirmer-National Alarm Co. has been in business 42 years. It employs 55 people at one office. 1990 stats: 50 residential installations (\$40,000); 100 non-residential installations (\$205,000).</p>	<p>59 Electrosecurity Corp., Van Nuys, CA</p> <p>1990 revenue (millions): \$2.3 Number of accounts: 2,500</p> <p>Electrosecurity provides turnkey systems that include burglar and fire alarms, access control, and CCTV. A staff of 35 work out of one office. 1990 stats: 35 residential installations (\$100,000); 200 non-residential installations (\$400,000).</p>	<p>64 Kerman Protection Systems Inc., New York, NY</p> <p>1990 revenue (millions): \$2 Number of accounts: 1,200</p> <p>Kerman is a private company whose accounts fall within a 10-block radius of headquarters. Guard response is offered. A staff of 45 people works out of two locations. 1990 stats: 4 residential installations; 170 non-residential installations (\$200,000).</p>

Dealer Focus: Residential

These 36 companies devote more than 50% of their efforts to secure homes, apartments, and other residences.

<p>1 The Alert Centre Englewood, CO</p> <p>1990 revenue (millions): \$80 Number of accounts: 250,000</p> <p>The company is principally in the business of purchasing recurring revenue. These figures reflect operations, such as Ackerman Security Systems, Sentry Protective Systems, and Emergency Network, at 25 locations with 1,600 staff personnel. 1990 stats: 3,561 residential installations (\$4,000,000); 1,187 non-residential installations (\$2,000,000).</p>	<p>5 Dynamark Security Centers Inc., Hagerstown, MD</p> <p>1990 revenue (millions): \$48.9 Number of accounts: 27,000</p> <p>Dynamark is a franchisor, product supplier, and wholesale/retail central station operator. Franchisees plus headquarters comprise 129 locations and 461 employees. 1990 stats: 8,022 residential installations (\$17,929,170); 6,343 non-residential installations (\$22,274,900).</p>	<p>9 Security Data Group Englewood, CO</p> <p>1990 revenue (millions): \$12.7 Number of accounts: 90,000</p> <p>Owens security alarm installation companies and accounts, representing 120 security professionals at six locations. 1990 stats: 6,120 residential installations (\$2,109,000); 195 non-residential installations (\$234,000).</p>
<p>2 Westec Security Inc. Irvine, CA</p> <p>1990 revenue (millions): \$60* Number of accounts: 55,000*</p> <p>Westec has seven branches.</p> <p><small>*estimate</small></p>	<p>6 Network Security Corp. Irving, TX</p> <p>1990 revenue (millions): \$48 Number of accounts: 200,000</p> <p>Figures include Network Multi-Family Security and Network City Branches. Large multi-family account base. Network has 20 locations and 450 employees. 1990 stats: 25,000 residential installations; 1,000 non-residential.</p>	<p>10 Post Alarm Systems Arcadia, CA</p> <p>1990 revenue (millions): \$11.9 Number of accounts: 11,000</p> <p>Featured on this month's front cover, Post Alarm has 75 employees at two locations. In-house services include installation, monitoring, service, patrol, and armed response. 1990 stats: 900 residential installations (\$1,350,000); 600 non-residential (\$1,680,000).</p>
<p>3 Dictograph Franchise Corp. Edison, NJ</p> <p>1990 revenue (millions): \$50* Number of accounts: 50,000</p> <p>Dictograph offers franchise support in sales, marketing and technical areas. It has 54 franchise operations. 1990 stats: 5,000 residential installations (\$10,000,000); 1,000 non-residential installations (\$2,000,000).</p> <p><small>*figure reflects franchise operations</small></p>	<p>7 Brink's Home Security Inc. Carrollton, TX</p> <p>1990 revenue (millions): \$47 Number of accounts: 150,000</p> <p>Brink's pioneered the low-cost alarm system concept. Subscriber growth from internal sources is among the fastest in the industry. The company employs 700 people at 32 branches. 1990 stats: 37,000 residential installations (\$14,000,000); 2,000 non-residential installations (\$1,000,000).</p>	<p>11 Custom House Inc. Lacey, WA</p> <p>1990 revenue (millions): \$8.5 Number of accounts: 16,000</p> <p>Custom House is an authorized Sears security systems dealer. Growth is internal rather than through acquisition. A staff of 200 people works out of 10 offices. 1990 stats: 3,600 residential installations (\$4,000,000); 400 non-residential installations (\$400,000).</p>
<p>4 Rollins Protective Services Inc. Atlanta, GA</p> <p>1990 revenue (millions): \$50 Number of accounts: 100,000</p> <p>Rollins was founded in 1969. With 700 employees at 43 branches, the company provides custom residential alarm systems using a wireless product line. Expansion into commercial markets and into Western territories is planned for the future. 1990 stats: 6,500 residential installations (\$12,000,000); 3,500 non-residential installations (\$6,000,000).</p>	<p>8 Denver Burglar Alarm Denver, CO</p> <p>1990 revenue (millions): \$15* Number of accounts: 18,000*</p> <p>Denver Burglar Alarm is celebrating its 99th year in business. More than 99% of its systems are leased. The firm has three offices.</p> <p><small>*estimate</small></p>	<p>12 Kertz Security Systems Inc. Fort Lauderdale, FL</p> <p>1990 revenue (millions): \$8 Number of accounts: 14,000</p> <p>Kertz is a 42-year old, family-owned company operating out of two locations. Exceptional employees from among its 160 staff members are identified early and promoted aggressively. 1990 stats: 2,000 residential installations (\$3,500,000); 1,000 non-residential installations (\$900,000).</p>

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<p>13 Ranger American Inc. San Antonio, TX</p> <p>1990 revenue (millions): \$6.9 Number of accounts: 9,500</p> <p>Ninety percent of Ranger's business is residential. The company employs 250 people at four offices. 1990 stats: 4,000 residential installations (\$4,066,246); 200 non-residential installations (\$410,000).</p>	<p>16 Crime Blocker Inc. Fern Park, FL</p> <p>1990 revenue (millions): \$6 Number of accounts: 3,000</p> <p>Company installs and monitors AT&T security systems modified for two-way voice. Average sale price is more than \$3,000. It installed 166 systems in January 1991. Crime Blocker has six offices and 150 employees. 1990 stats: 1,600 residential installations (\$5,000,000); 25 non-residential installations (\$35,000).</p>	<p>19 All Time Detection Inc. Port Chester, NY</p> <p>1990 revenue (millions): \$4 Number of accounts: 10,000</p> <p>All Time prepares flexible proposals to meet its customers' budgets. A staff of 45 works out of three offices. 1990 stats: 425 residential installations (\$2,000,000); 175 non-residential installations (\$1,600,000).</p>
<p>14 Diversified Alarm Inc. Toledo, OH</p> <p>1990 revenue (millions): \$6.5 Number of accounts: 12,400</p> <p>Diversified has a UL-listed, fully computerized central station and a complete duplicate central station at another location. At three locations, 112 people are employed. 1990 stats: 1,230 residential installations (\$2,214,000); 300 non-residential installations (\$750,000).</p>	<p>17 Protective Alarms Inc. Cos Cob, CT</p> <p>1990 revenue (millions): \$6 Number of accounts: 7,000</p> <p>Company emphasizes quality and service over price. A fourth of its business is fire-alarm related. It employs 75 people at one location. 1990 stats: 500 residential installations; 200 non-residential installations (\$2,600,000 combined).</p>	<p>20 Midnight Burglar Alarm Systems Inc., Flint, MI</p> <p>1990 revenue (millions): \$4 Number of accounts: 5,500</p> <p>Midnight has been in the alarm business for more than 65 years, and it was one of the first independently owned U.S. alarm companies to computerize its central station. A staff of 60 works out of one office. 1990 stats: 525 residential installations (\$400,000); 275 non-residential installations (\$300,000).</p>
<p>15 American Home Security Van Nuys, CA</p> <p>1990 revenue (millions): \$6 Number of accounts: 10,300</p> <p>Specializes in residential security and offers patrol and armed response. The company has been in business in the same area for 17 years and has 92 employees. 1990 stats: 435 residential installations (\$1,048,407); 67 non-residential (\$170,672).</p>	<p>18 Guardian Protection Services Inc., Pittsburgh, PA</p> <p>1990 revenue (millions): \$5.5 Number of accounts: 8,640</p> <p>Guardian Protection "has created a business culture to attract and maintain a high level of industry professionals—from management to installation—who are highly paid and highly motivated." A staff of 86 works out of one office. 1990 stats: 886 residential installations (\$1,635,000); 208 non-residential installations (\$1,460,000).</p>	<p>21 Pacesetter Corp., Security Division, Omaha, NE</p> <p>1990 revenue (millions): n/a Number of accounts: 8,500</p> <p>A division of Pacesetter Corp., which sells home improvement products, the Security Division has 41 people employed at three offices. 1990 stats: 1,200 residential installations; zero non-residential installations.</p>

Cellular monitoring gives Post Alarm an edge

Post Alarm Systems plans to be the largest independent alarm company in southern California within 10 years, by both acquiring alarm businesses and by selling security systems in "onesies and twosies," said Michael Feldman, vice president and general manager of the Arcadia, CA, based company.

Post, which ranks No. 10 on the SDM 100 residential listing, was founded in 1956 as Post Patrol by the late Sam Post, a former police chief. At the time, the company offered only patrol services. In 1971, Post expanded to its offerings to include electronic security systems. Sam's son, Bill, now heads the firm.

Post has experienced 20% growth over the past three years, Feldman says. Recently, Post created a new

niche by offering Cellularm, a cellular network that operates in the 486-MHz business-band radio spectrum. Post is marketing the technology as a backup to digital alarm transmission at high-risk premises.

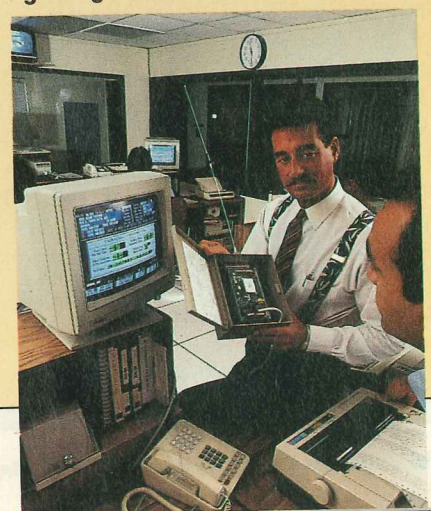
Post's central station currently has 100 customers using Cellularm. The company invested \$7,000 to add the necessary equipment to its central station.

Feldman is one of many who believe that cellular technology is the signaling technology of the future and plans to have Post Alarm in a position to take full advantage of the opportunities.

A turning point in Post Alarm's growth, according to Feldman, was the acquisition of three businesses during the mid-1980s. Two other ac-

quisitions, one just completed and another in the works, will net the company 1,700 new accounts and better market penetration.

Feldman and Ella Powers (right), central station manager, look over the equipment used in Post's Cellularm signaling network.



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<p>22 Alarms Unlimited Plainview, NY</p> <p>1990 revenue (millions): \$3.6 Number of accounts: 7,250</p> <p>Company emphasizes customer service and courtesy. It has 51 employees at two offices. 1990 stats: 480 residential installations (\$680,000); 85 non-residential installations (\$103,000).</p>	<p>27 All-Guard Systems Inc. Hayward, CA</p> <p>1990 revenue (millions): \$2.8 Number of accounts: 10,234</p> <p>All-Guard has 45 employees at one location. A small percent of business is home automation. 1990 stats: 1,063 residential installations (\$944,926); 275 non-residential (\$350,599).</p>	<p>32 Westco Minneapolis, MN</p> <p>1990 revenue (millions): \$2.3 Number of accounts: 4,000</p> <p>Westco is Minnesota's largest exclusively residential security company, and the largest installer of UL-certified residential systems in the United States. Thirty-four people are employed by the firm at one location. 1990 stats: 427 residential installations (\$775,000); zero non-residential installations.</p>
<p>23 Wolverine Electronics Security Systems Inc., Flint, MI</p> <p>1990 revenue (millions): \$3.3 Number of accounts: 10,129</p> <p>Employees participate in weekly technical training in special training centers. There are 55 employees at two offices. Company offers 10-year warranties and four-hour response time. 1990 stats: 1,500 residential installations (\$2,053,500); \$144,000 in non-residential installation revenue.</p>	<p>28 Lake Norman Security Systems, Statesville, NC</p> <p>1990 revenue (millions): \$2.6 Number of accounts: 7,000</p> <p>Lake Norman Security has been family owned and independently operated since 1963. It has 39 employees at one location. 1990 stats: 327 residential installations (\$523,200); 60 non-residential installations (\$390,000).</p>	<p>33 Alarm Engineering East Longmeadow, MA</p> <p>1990 revenue (millions): \$2.1 Number of accounts: 2,500</p> <p>Alarm Engineering has the only UL-listed and FM-approved central station in western Massachusetts. It operates out of one location with a staff of 45. The company also is a First Alert dealer. 1990 stats: 600 residential installations (\$1,200,000); 150 non-residential installations (\$300,000).</p>
<p>24 American Alarm & Communications, Arlington, MA</p> <p>1990 revenue (millions): \$3.2 Number of accounts: 5,600</p> <p>American emphasizes employee and customer care. A member of Security Network of America, the company has a staff of 50 and one office. 1990 stats: 180 residential installations (\$670,000); 160 non-residential installations (\$410,000).</p>	<p>29 Safeguard Security Services Phoenix, AZ</p> <p>1990 revenue (millions): \$2.6 Number of accounts: 3,000</p> <p>Safeguard has served the Phoenix residential market for nearly 33 years. The company also has experience in the home automation market. It has 45 employees at one location. 1990 stats: 400 residential installations (\$1,075,000); 50 non-residential systems (\$10,000).</p>	<p>34 Security Partners Inc. Fort Worth, TX</p> <p>1990 revenue (millions): \$2.0* Number of accounts: 8,000*</p> <p>Installation is free. Subscribers sign a two-year monitoring contract.</p> <p>*estimate</p>
<p>25 Night Owl Security Inc. Landover, MD</p> <p>1990 revenue (millions): \$3.2 Number of accounts: 3,900</p> <p>Night Owl Security was formed in 1984 through a merger of three alarm companies. It operates with a staff of 60 people at one office. The company has worked for the U.S. Justice Dept., Treasury Dept., and the FBI. 1990 stats: \$1,085,000 in residential installation revenue; 575 non-residential installations (\$746,000).</p>	<p>30 American Security and Investigation, Bloomington, IN</p> <p>1990 revenue (millions): \$2.5 Number of accounts: 4,000</p> <p>Company's staff committed to customer service. Fifty employees work out of four offices. Eighty percent of American's business is burglar alarms. 1990 stats: 400 residential installations (\$1,000,000); 100 non-residential installations (\$200,000).</p>	<p>35 Westinghouse Security Systems, Las Colinas, TX</p> <p>1990 revenue (millions): \$2.0* Number of accounts: 10,000*</p> <p>Westinghouse started operating in mid-1990 with a zero customer base. It is part of Westinghouse Electric Corp.'s Electronic Systems Group.</p> <p>*estimate</p>
<p>26 Beachwood Security Systems Warrensville Heights, OH</p> <p>1990 revenue (millions): \$3.1 Number of accounts: 7,000</p> <p>Family owned and operated by six brothers. Beachwood Security has 48 employees at two locations. 1990 stats: 650 residential installations (\$1,000,000); 200 non-residential installations (\$400,000).</p>	<p>31 Home Security Specialists Calabasas, CA</p> <p>1990 revenue (millions): \$2.3 Number of accounts: 4,700</p> <p>Home Security Specialists provides full service to primarily the residential market. It has been in business for 18 years, and has two offices. 1990 stats: 300 residential installations (\$750,000); 15 non-residential installations (\$38,000).</p>	<p>36 Richmond Alarm Co. Richmond, VA</p> <p>1990 revenue (millions): \$1.8 Number of accounts: 2,500</p> <p>Richmond Alarm has been family owned since 1947. Its central station provides monitoring for 75 dealers. The company operates out of one office and has 41 employees. 1990 stats: 220 residential installations (\$540,000); 80 non-residential installations (\$125,000).</p>