

SECURITY DISTRIBUTING & MARKETING

# SDM<sup>®</sup>

MAY 1996  
A Cahners Publication



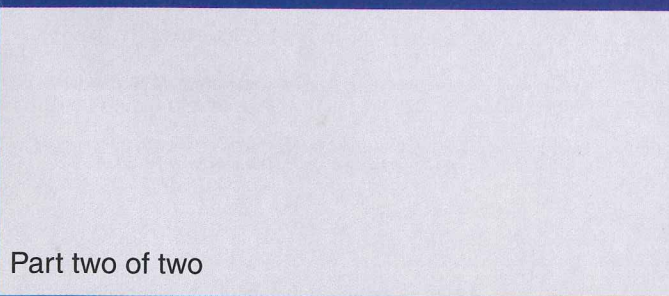
6th Annual

**SDM 100**

**Top Firms  
Ranked p. 63**



No. 57, The Greater Alarm Co.



Part two of two

**Outdoors with Photoelectric  
Beams p. 58**

**Magnetic Switches:  
Basics to Myths p. 83**

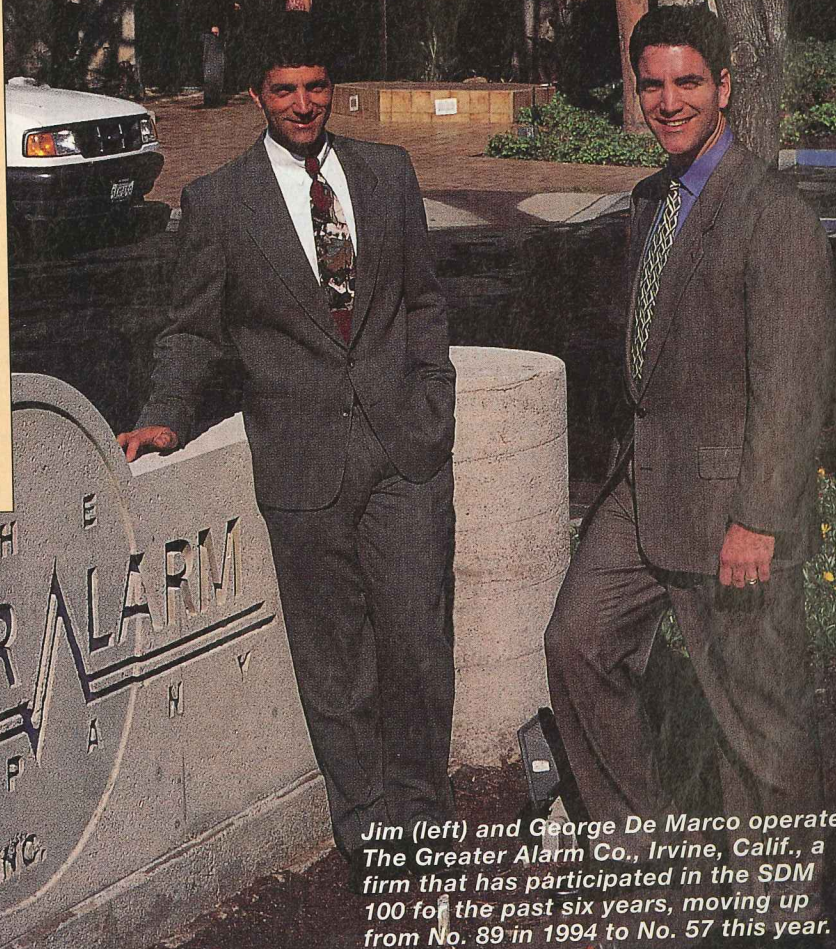
**EAS More Marketable? p. 89**

**PARTNERSHIPS P. 31; SMOKE TESTS P. 25**

# 6TH ANNUAL SDM 100 The Industry's Top Companies

## CONTENTS

- ◆ Top Security Firms Push \$3 Billion Level, p. 64
- ◆ What You Need to Know about the New SDM 100, p. 64
- ◆ SDM 100 Stat Sheet, p. 65
- ◆ Public Companies on the SDM 100, p. 65
- ◆ 1996 SDM 100, p. 66
- ◆ Who's Installing Security Systems? p. 76
- ◆ Who's Ahead in Recurring Annual Revenue? p. 78
- ◆ Alphabetical Index, p. 80



Jim (left) and George De Marco operate The Greater Alarm Co., Irvine, Calif., a firm that has participated in the SDM 100 for the past six years, moving up from No. 89 in 1994 to No. 57 this year.

# Top Security Firms Push \$3 Billion Level

*SDM's sixth annual ranking of the largest electronic security firms is based on 1995 gross revenues, which reached \$3 billion last year.*

By Laura E. Stepanek,  
 Senior Editor, SDM

The only thing constant is change, goes the old adage. Nothing could more accurately describe the 1996 SDM 100, a ranking, by 1995 gross revenues, of the largest electronic security alarm installing and monitoring firms in the United States.

Widespread consolidation in the security industry last year is part of the reason that there are 17 new firms listed on the 1996 SDM 100. According to data supplied by each firm, the SDM 100 collectively purchased 180 alarm companies in 1995, resulting in a gain of more than 600,000 alarm subscribers (see SDM 100 Stat Sheet on facing page). This is a conservative estimate, as some firms didn't report their acquisitions. However, it still is a significant gain over 1994, when SDM 100 firms reported acquiring 107 companies and 131,000 accounts.

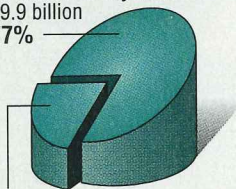
The other part of the reason for the 17 new SDM 100 companies is a decision by *SDM's* editors to shift some firms that primarily install access control, closed-circuit television, and integrated systems from the SDM 100 and place them on a new list of top systems integrators (look for it in a future *SDM*). Filling the void created by the shift of systems integrators are firms new to the SDM 100 or firms new to our industry. These include Republic Industries (No. 11), Centennial Security Holdings (No. 23), Protection Service Industries (No. 33), Central Control Alarm Corp. (No. 30), and others.

The result is a "new" SDM 100 comprised of firms that bear a similar profile: their primary business is selling, installing, servicing, and monitoring burglar and/or fire alarm systems. For virtually all of these firms, access control, CCTV, medical alert, home automation, and other types of equipment is secondary.

Still, the firms are diverse. Their revenues range from \$814 million at the top (ADT Security Systems) to \$2.8 million for No. 100 (Doyle

## SDM 100 Does 23% of Industry Business

All other security firms:  
 \$9.9 billion  
 77%



SDM 100 firms:  
 \$3 billion 23%\*

\* percentage of total 1995 industry revenue based on SDM's 1996 Forecast Survey  
 Source: Security Distributing & Marketing, 1996

*The SDM 100 generated nearly a fourth of the security industry's total revenue, which was \$12.9 billion in 1995.*

## What You Need to Know About The "New" SDM 100

On the surface, the SDM 100 has changed. The square modules used in previous years have been replaced with a table that makes it easier to read and compare firms.

The fine-print has changed, too. Participating firms were asked to help verify their stated revenue by submitting appropriate documentation to *SDM*. The following symbols are used:

A **v** appearing in the 1995 revenue column means 1995 revenue has been verified with proper documentation.

A **v** appearing in the 1995 rank column means 1994 revenue has been verified with proper documentation.

A **vu** appearing in either column means although documentation was submitted for 1994 or 1995, it wasn't audited or reviewed by an independent party, as was requested.

The content has changed, as well. Although all of the firms listed on the SDM 100 are basically electronic security installation companies, in past years the list also included firms that predominately install integrated systems and/or extensive access control and closed-circuit television systems. Those firms will now appear on a separate list of top systems integrators in *SDM's* June issue.

## SDM 100 On Disk

The 1996 SDM 100 is available on computer disk for \$100. The disk contains more information about each firm, such as the full address, chief executive officer's name, and purchasing needs. For information, contact Diane Gnatek at *SDM*, telephone (847)390-2122, fax (847)390-2690, or e-mail l.stepanek@cahners.com.

**SDM 100 revenues in 1995 amounted to approximately \$3 billion, representing 23 percent of total industry revenues. However, because about 85 percent of the firms are privately held and some didn't release information about accounts, recurring revenue, or installations, care should be exercised in using this information to extrapolate industry norms.**

Security Systems). The 100 firms fall into three major groups: there are six firms that operate nationally, about two dozen that operate in one or more regions or statewide, and the remainder that can be described as local operations. In fact, 48 companies have one to three office locations.

For the first time, SDM 100 firms were asked to supply documentation that verified their gross revenues; about 30 percent of the firms cooperated. If documentation wasn't available to verify 1995 revenue, then it was furnished for 1994 revenue, and this is noted in the tables. (For more detailed about how to read the tables, see box at left.)

The presentation format of the SDM 100 also has been improved. Information about each firm is presented in a tabular format instead of the former square boxes that were published in previous years. This allows you to read and compare the data more easily.

As in the past, there are three ways to compare SDM 100 companies: by gross revenue, as listed in the main table on the following pages; by total installation volume, as presented in the table on page 76; and by annual recurring revenue, as shown in the table on page 78.

New in 1996 are tables that list the top 10 fastest-growing companies by gross revenue (page 80), by recurring revenue (page 78), and by installation volume (page 76). These are based on two- and three-year averages and include only those firms that have participated in the SDM 100 for that length of time.

The 1996 SDM 100 also is on SDM's Web site. The address is <http://www.sdmmag.com>. Patrick O'Toole, SDM's staff editor, contributed to the SDM 100.

#### Looking for Your Feedback

The SDM 100 is an ongoing project at SDM Magazine that needs your participation. If you have any comments about the SDM 100 or if you know of companies that should be listed, please contact Laura Stepanek at SDM, telephone (847)390-2131, fax (847)390-2690, e-mail [l.stepanek@cahners.com](mailto:l.stepanek@cahners.com).

### SDM 100 Stat Sheet

Total 1995 annual revenue: \$3 billion\*

Total 1995 recurring annual revenue: \$1.3 billion†

Total number of customer contracts (year-end 1995): 4.3 million\*\*

New 1995 installations/revenue††

Residential units: 499,091 Revenue: \$98.6 million

Non-residential units: 65,301 Revenue: \$138 million

Number of people employed in 1995

Full-time: 30,458 Part-time: 1,043

Number of business locations operated: 762

Number of companies acquired in 1995: 180\*\*\*

Number of accounts gained from acquisitions: 654,723

\*U.S. revenue from security systems sales/installation, service, leasing, and monitoring, as reported to or estimated by SDM.

†Average annualized recurring revenue based on the fourth quarter of 1995. Based on responses from 79 firms. Not included: Alaska General Alarm, Cain Security, Central District Alarm, Denver Burglar Alarm, DGA Alarm Services, ElectroSecurity, George Alarm, Greater Alarm Co., Holmes Protection, Honeywell, Kerman Protection, Network Multi-Family Security, Post Alarm, Republic Industries, Robinson Alarm, Safeguard Alarms, SDA Security Systems, SecurityLink from Ameritech, SSD Alarm, Wells Fargo, Westec Security.

\*\*Based on responses from 89 firms. Not included: Central District Alarm, Comsec Narragansett Security, DGA Alarm Services, Greater Alarm Co., Holmes Protection, Kerman Protection, Mutual Central Alarm Services, Post Alarm Systems, Safeguard Alarms, SDA Security Systems, SSD Alarm Systems.

††Based on responses from 77 firms. (Note: some firms reported unit sales or installation revenues only, while most reported both.) Not included: Alarmguard, Alaska General Alarm, Cain Security Systems, Centennial Security Holdings, Central Control Alarm, Central District Alarm, Commonwealth Security, Crime Blocker, Dallas Security Systems, Denver Burglar Alarm, DGA Alarm Services, George Alarm Co., Greater Alarm Co., Holmes Protection, Honeywell, Johns Brothers Security, Post Alarm, Republic Industries, Robinson Alarm, Safeguard Alarms, SDA Security Systems, SecurityLink from Ameritech, Westec Security.

\*\*\*Based on responses from 45 firms.

Source: Security Distributing & Marketing, 1996

### Public Companies on the SDM 100

Company	Symbol	52 week High	52 week Low	Price (4/11/96)	Shares Outstanding
ADT Security Systems Inc.	ADT	18	10 <sup>1</sup> / <sub>8</sub>	17 <sup>1</sup> / <sub>8</sub>	128.6 million
AFA Protective Systems Inc.	AFAP	115 <sup>1</sup> / <sub>2</sub>	101	110 <sup>3</sup> / <sub>8</sub>	195,899
ASH USA Inc.	ASI	2 <sup>1</sup> / <sub>4</sub>	<sup>1</sup> / <sub>2</sub>	1 <sup>5</sup> / <sub>6</sub>	59.8 million
Brink's Home Security	PZB	28 <sup>3</sup> / <sub>8</sub>	16 <sup>1</sup> / <sub>2</sub>	26 <sup>1</sup> / <sub>4</sub>	41.6 million
Holmes Protection Group Inc.	HLMS	9 <sup>1</sup> / <sub>4</sub>	3 <sup>3</sup> / <sub>4</sub>	9	4.5 million
Honeywell Inc.	HON	57 <sup>1</sup> / <sub>2</sub>	37	52 <sup>3</sup> / <sub>8</sub>	127 million
Inter-Active Services Inc.	ITAS	n.a.	n.a.	<sup>1</sup> / <sub>00</sub>	5.2 million
Multi-Media Security Service Inc.	GCI	780 <sup>3</sup> / <sub>4</sub>	51 <sup>1</sup> / <sub>2</sub>	64 <sup>1</sup> / <sub>2</sub>	140.2 million
Protection One Inc.	ALRM	17 <sup>1</sup> / <sub>2</sub>	4 <sup>3</sup> / <sub>8</sub>	16 <sup>1</sup> / <sub>8</sub>	12.3 million
Republic Industries Inc.	RWIN	36 <sup>3</sup> / <sub>8</sub>	3	30 <sup>3</sup> / <sub>8</sub>	90.7 million
Response USA Inc.	RUOK	7 <sup>1</sup> / <sub>3</sub> <sup>1</sup> / <sub>6</sub>	1 <sup>1</sup> / <sub>6</sub>	6	1.03 million
Rollins Protective Services Inc.	ROL	28 <sup>5</sup> / <sub>8</sub>	18 <sup>7</sup> / <sub>8</sub>	22 <sup>3</sup> / <sub>4</sub>	35.9 million
SecurityLink from Ameritech	AIT	66 <sup>7</sup> / <sub>8</sub>	42 <sup>1</sup> / <sub>4</sub>	53 <sup>1</sup> / <sub>2</sub>	553.9 million
Wells Fargo Alarm Services Inc.	BOR	13	6 <sup>3</sup> / <sub>8</sub>	12 <sup>3</sup> / <sub>8</sub>	23.5 million
Westinghouse Security Systems Inc.	WX	21	12 <sup>5</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>2</sub>	415.3 million

Source: Security Distributing & Marketing, 1996

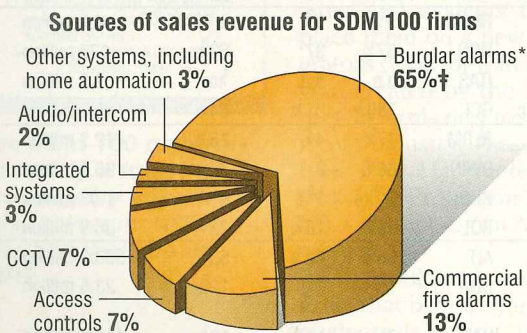
**Of the 15 public companies on the 1996 SDM 100, most are divisions of companies from other industries. ADT, Protection One, Response USA, Inter-Active Services and AFA Protective, though, are pure plays in the alarm industry.**

**The 1996 SDM 100**

1996•1995 Rank	Company/city, state	Gross revenue 1995 (\$ millions)	% change '94 to '95	Subscribers in 1995	Comments
1•1	ADT Security Systems Inc. Parsippany, NJ	814	12	1,039,000	Systems installed: 205,000 residential. Reached one-millionth subscriber in 1995.
2•3	Wells Fargo Alarm Services Inc. King of Prussia, PA	254.7	16	146,000	Systems installed: 14,000 residential; 12,200 non-residential. Operates 37 branches, 15 satellite offices.
3•13	SecurityLink from Ameritech Oak Brook Terrace, IL	250	576	344,000	Ameritech Monitoring Services Inc. (parent) purchased National Guardian Security Services in Oct. 1995.
4•2	Honeywell Inc., Home & Building Control Minneapolis, MN	223 <sup>e</sup>	0	190,000	Honeywell is increasingly bundling security with home and building automation systems.
5•6	Brink's Home Security Inc. Carrollton, TX	128	16	378,700	Systems installed: 83,000 residential. Opened five new offices for a total of 52. Employs 1,695 people.
6•5	Westinghouse Security Systems Irving, TX	115 <sup>e</sup>	0	266,000	Systems installed: 64,500 residential; 5,500 non-residential. Operates 46 offices.
7•7	Rollins Protective Services Inc. Atlanta, GA	66	0	120,000	Systems installed: 6,904 residential; 1,518 non-res. Operates 51 offices and employs 680 people.
8•8	ASH, USA Culver City, CA	64	0	33,000	Systems installed: 2,600 non-residential. ASH, USA consists of API Security Inc. and Sonitrol Management Corp.
9•9	Westec Security Inc. Newport Beach, CA	62	0	62,000	Operates 13 offices.
10•15	Protection One Inc. Culver City, CA	55.9 <sup>v</sup>	62	141,000	Acquired 36 firms (53,000 accounts). Systems installed: 11,000 residential. Recurring revenue grew by 68%.
11	Republic Industries Inc. Ft. Lauderdale, FL	53	na	150,000	Public company has purchased three major players: Kertz Security, Scott Security, and Denver Burglar Alarm (1996).
12•11	Holmes Protection Group Inc. New York, NY	51	4		Accounts not provided. George Flagg, former National Guardian president, was named Holmes' CEO.
13•14 <sup>v</sup>	Bay Alarm Co. Walnut Creek, CA	37.2	6	55,000	Systems installed: 5,700 residential; 1,300 non-residential. Operates 10 offices. Founded 1946.
14•16	Guardian Alarm Co. Southfield, MI	34	10	73,000	Systems installed: 9,600 residential; 2,530 non-residential. Operates six offices. Founded 1930.
15•17	Vector Security Inc. Pittsburgh, PA	30	0	50,000	Systems installed: 1,900 residential; 550 non-residential. Internally focused in 1995 on consolidating acquisitions.

e=estimate na=not applicable v=verified revenue vu=verified (unaudited) revenue

**Main Revenue Stream: Burglar Alarms**



\* including residential burg/fire  
 † average percentage of SDM 100 non-recurring revenue; based on 77 responses  
 Source: Security Distributing & Marketing, 1996

**Burglar alarm systems provided about two-thirds of the sales revenue that SDM 100 firms collected in 1995.**

**SDM 100 Revenue Grew 7% in '95**



Source: Security Distributing & Marketing, 1996

**Collectively, SDM 100 revenue, which stood at \$3 billion in 1995, grew 7 percent over 1994.**

**The 1996 SDM 100**

1996•1995 Rank	Company/city, state	Gross revenue 1995 (\$ millions)	% change '94 to '95	Subscribers in 1995	Comments
16•18	Network Multi-Family Security Corp. Dallas, TX	29.6	0.3	190,000	Systems installed: 16,000 residential. Grew from five branches in 1994 to nine offices in 1995.
17•20	Multimedia Security Service Inc. Wichita, KS	28.3	17	101,086	Acquired 38,363 accounts. Systems installed: 7,697 residential; 3,299 non-residential.
18•19 <sup>v</sup>	AFA Protective Systems Inc. Syosset, NY	27.5	6	22,000	Systems installed: 500 residential; 1,200 non-residential. Approximately 70% of business is fire alarms.
19•21	Smith Alarm Systems Dallas, TX	22.6	20	39,900	Systems installed: 1,400 residential; 2,600 non-residential. Acquired five companies (16,000 accounts).
20•28	Slomins Security Hicksville, NY	21.3	33	36,696	Systems installed: 12,921 residential; 95 non-residential. Annual recurring revenue grew by 55%.
21•29	Comsec Narragansett Security Inc. Weatogue, CT	21	35		Company is privately held and did not release account and installation figures. Acquired four companies in 1995.
22•25	Alarmguard Inc. Orange, CT	20.4	20	40,000	Acquired three firms (2,000 accounts). Operates nine offices in the Northeast.
23	Centennial Security Holdings Inc. Madison, NJ	20	na	26,000	First-time listing. Acquired five firms (25,000 accounts). Affiliated with Masada Security, No. 24 on SDM 100.
24•33	Masada Security Inc. Birmingham, AL	19	33	47,557	Acquired nine firms (10,099 accounts). Systems installed: 12,237 residential; 200 non-residential.
25•26	Ranger American Inc. San Antonio, TX	18.6	11	32,324	Residential installation revenue: \$9.3 million. Account base grew by 26%. Operates nine offices.
26•27	Sentry Alarm Systems of America Inc. Clearwater, FL	17.4	5	25,000	Systems installed: 500 residential; 1,200 non-residential. Acquired three firms (1,000 accts.). Operates 10 offices.
27•24	Denver Burglar Alarm Inc. Denver, CO	17	-3	27,000	Acquired by Republic Industries, No. 11 on the SDM100. Will continue to operate autonomously.
28•38	Metrol/Dictograph Security Services Phoenix, AZ	15.7	43	21,000	Expanded into New Mexico with acquisition of Dictograph/Dictoguard.
29•37	Guardian Protection Services Inc. Pittsburgh, PA	14.6 <sup>v</sup>	24	34,681	Systems installed: 9,621 residential; 551 non-residential. First full year of mass marketing.
30•34 <sup>vu</sup>	Commonwealth Security Systems Inc. Lancaster, PA	14.2	4	25,000	Acquired four companies (6,000 accounts). Employs 180 people full-time. Founded 1971.
31•36	Alarm Detection Systems Inc. Aurora, IL	13.4 <sup>v</sup>	8	15,721	Systems installed: 167 residential; 450 non-residential. Acquired two firms (834 accounts). UL central station.
32•35	SSD Alarm Systems/Kern Security Systems Anaheim, CA	12.8 <sup>v</sup>	2		Systems installed: 365 residential; 1,275 non-residential. Operates six offices in California, Utah, and Arizona.
33	Protection Service Industries San Bernardino, CA	11.7 <sup>v</sup>	na	19,027	First-time listing. Systems installed: 942 residential; 1,481 non-residential. Acquired five firms (7,150 accts.).
34•41	Maximum Security Inc. Corona, CA	10.8	4	3,000	Systems installed: 1,279 residential; 227 non-residential. Scaled back from four to two offices.
35•44	American Alarm Systems Inc. Santa Ana, CA	10.7	17	22,435	Systems installed: 1,500 residential; 2,500 non-residential. Acquired three companies (2,500 accounts).
36•39	Central District Alarm Inc. St. Louis, MO	10.7 <sup>e</sup>	0		Company is privately held and did not release any figures.
37•42	Alert Alarm Inc. Honolulu, HI	10.2	4	14,175	Systems installed: 463 residential; 796 non-residential. Operates five locations in Hawaii and Oregon.
38•57	Response USA Inc. Lawrenceville, NJ	10.1 <sup>v</sup>	44	39,000	Systems installed 800 residential; 100 non-residential. Acquired eight firms (12,000 accounts).
39	Central Control Alarm Corp. Milwaukee, WI	9.6	na	12,300	First-time listing. Operates in state of Wisconsin from four locations.
40•49 <sup>v</sup>	National Security Service Inc. Raleigh, NC	9.5	13	15,700	Systems installed: 756 residential; 1,675 non-residential. Merged with ADS, No. 56, in 1996.
41•43	Per Mar Security Services Davenport, IA	9.5	2	12,500	Systems installed: 775 residential; 1,765 non-residential. Growing in systems integration. Operates eight offices.
42•45	Vivitar Security Systems Inc. Torrance, CA	9.3	4	7,600	Systems installed: 80 res.; 437 non-res. CCTV and access control sales comprise 60% of new business.

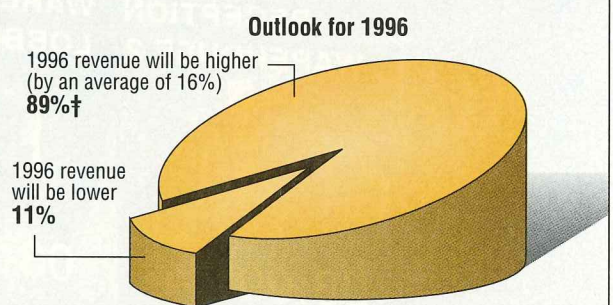
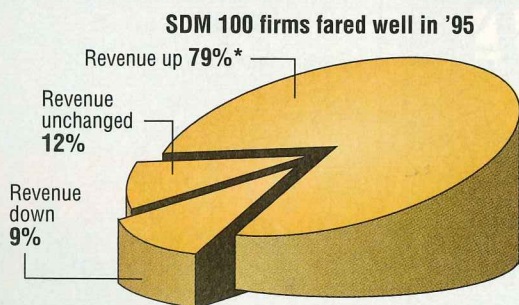
e=estimate na=not applicable v=verified revenue vu=verified (unaudited) revenue

**The 1996 SDM 100**

1996•1995 Rank	Company/city, state	Gross revenue 1995 (\$ millions)	% change '94 to '95	Subscribers in 1995	Comments
43•47	Kimberlite Corp. Fresno, CA	9.1	7	5,753	Systems installed: 25 residential; 605 non-residential. Kimberlite owns eight Sonitrol franchises in Calif.
44•50	Security Corp. Royal Oak, MI	8.9	7	2,000	Systems installed: 40 residential; 590 non-residential. Majority of business is fire alarm, CCTV and access.
45•51	Engineered Protection Systems Inc. Grand Rapids, MI	8.8	8	5,634	Systems installed: 220 residential; 500 non-residential. Operates five offices in Michigan, Ohio, and Indiana.
46•40	Forest Security Systems Inc. River Grove, IL	8.5	*	6,205	Systems installed: 380 residential; 400 non-residential. Operates three offices in Illinois.
47	Eagle Sentry Inc. Las Vegas, NV	8	na	7,000	First-time listing. Systems installed: 1,200 residential; 200 non-residential. Employs 70 people at one location.
48•52	Post Alarm Systems Inc. Arcadia, CA	8 <sup>e</sup>	0		Company is privately held and did not release any figures.
49•54	DGA Alarm Services Inc. New York, NY	8 <sup>vu</sup>	7		Company is privately held and did not release account figures. Office in Manhattan.
50•48 <sup>v</sup>	Electronic Security Services Co. LP Nashville, TN	7.7	-9	14,084	Systems installed: 1,483 residential; 606 non-residential. Drop in sales revenue, although unit sales increased.
51•53	Robinson Alarm Co. Philadelphia, PA	7.5 <sup>e</sup>	0	13,000	Company is privately held and did not release any figures.
52•55 <sup>v</sup>	Norman Security Systems Inc. Chicago, IL	7.4	3	9,824	Systems installed: 886 residential; 1,105 non-residential. Opened branch office in Milwaukee. Founded 1958.
53•56 <sup>v</sup>	Protective Alarms Inc. Cos Cob, CT	7.2	1	11,000	Systems installed: 630 residential; 400 non-residential. Operates two offices in Conn. Founded 1977.
54•62	Dallas Security Systems Inc. Dallas, TX	7.2 <sup>vu</sup>	23	3,300	Plans to move to 30,000 sq. ft. facility this summer. Also operates DSX Access Control Systems Inc.
55•64 <sup>v</sup>	Supreme Security Systems Inc. Hillside, NJ	7.1	25	14,000	Systems installed: 177 residential; 199 non-residential. Acquired one firm (4,000 accounts) in N.J.
56•71 <sup>v</sup>	Automatic Detection Systems Inc. Birmingham, AL	6.9	34	9,000	Systems installed: 488 residential; 451 non-residential. In 1996, merged with National Security Service, No. 40.
57•72	Greater Alarm Company Inc., The Irvine, CA	6.8	36		Company is privately held and did not release account figures. Relocated to larger headquarters in Irvine.
58•59	SDA Security Systems Inc. San Diego, CA	6.7	6		Company is privately held and did not release account figures. Major systems accounted for most growth.

e=estimate na=not applicable v=verified revenue vu=verified (unaudited) revenue \*1994 revenue was reported incorrectly

**Nearly 8 in 10 Firms Grew; 9 in 10 Expect to Grow in '96**



\* percentage of SDM 100 firms that also reported 1994 revenue; based on 84 responses  
 † percentage of SDM 100 firms that responded to a question about anticipated revenues; based on 88 responses  
 Source: Security Distributing & Marketing, 1996

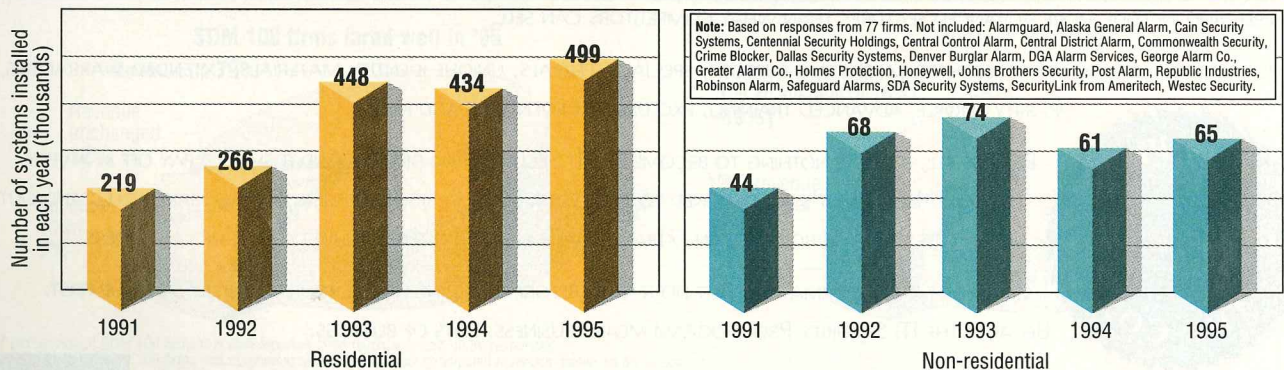
**Nearly eight in 10 firms that reported both 1994 and 1995 revenues experienced growth last year, although about one in 10 slipped backwards. Almost nine in 10 predict they will grow this year.**

**The 1996 SDM 100**

1996•1995 Rank	Company/city, state	Gross revenue 1995 (\$ millions)	% change '94 to '95	Subscribers in 1995	Comments
59•60	Sentry Protective Systems Malden, MA	6.5	5	16,000	Acquired three firms (accounts not provided). Systems installed: 600 residential; 740 non-residential.
60•61	Sonitrol Security Systems of Hartford Hartford, CT	6.2	3	13,017	Systems installed: 94 residential; 759 non-residential. Founded 1972.
61•66	Sonitrol Mid South Holdings Baltimore, MD	6.1 <sup>vu</sup>	9	3,048	Changed legal name to Mid-Atlantic Security Inc., dba Sonitrol Mid-South Holdings.
62•65	Alarms Unlimited Plainview, NY	6	7	16,870	Systems installed: 2,029 residential; 445 non-residential. Acquired 14 companies (3,876 accounts).
63•69	Crime Blocker Inc. Fern Park, FL	6 <sup>e</sup>	13	11,000	Revenue is estimated by the company. Grew mostly through acquisitions.
64•68 <sup>v</sup>	Crime Detector Inc. West Columbia, SC	5.8	7	3,500	Systems installed: 880 residential; 50 non-residential. Operates in North and South Carolina.
65•70	Sentry Detection Inc. East Meadow, NY	5.8	12	2,000	Systems installed: 3,600 residential; 100 non-residential. Westinghouse authorized dealer.
66•63	Midnight Burglar Alarm Systems Inc. Flint, MI	5.6	-2	12,201	Systems installed: 804 residential; 254 non-residential. Acquired one company (728 accounts). Founded 1941.
67•58	Custom Security Lacey, WA	5.6	-15	7,000	Systems installed: 425 residential; 320 non-residential. Downsized to a Northwest company, with one branch.
68•73	Security Holdings Inc. Seattle, WA	5.3	10	10,300	Acquired nine firms (1,060 accounts). Systems installed: 900 residential; 210 non-residential.
69•74	Security Safe Rochester, NY	5.3	9	3,600	Systems installed: 322 residential; 300 non-residential. Purchased in Jan. by The Doyle Group, No. 100.
70	Superior Alarms McAllen, TX	5.1		10,000	First-time listing. Systems installed: 1,800 residential; 150 non-residential. Employs 50 people at one location.
71	Alarmco Inc. Las Vegas, NV	5	na	25,000	First-time listing. Systems installed: 250 residential; 800 non-residential. Employs 84 people at one location.
72•75	Argus Security Systems Inc. McAllen, TX	5	8	7,200	Systems installed: 650 res.; 300 non-res. Half of sales revenue from CCTV, access and integrated systems.
73•80	Kerman Protection Systems Inc. New York, NY	4.8	9		Account figures not released. Systems installed: 200 non-residential. Operates two locations in Manhattan.
74•79	American Alarm & Communications Inc. Arlington, MA	4.7 <sup>vu</sup>	7	10,800	Systems installed: 880 residential; 521 non-residential. Implemented life-time service policy on residential sys.

e=estimate na=not applicable v=verified revenue vu=verified (unaudited) revenue

**Installation Volume Rises, Despite Fewer Firms Reporting**



Despite slightly fewer firms reporting installation figures, volume rose considerably, from 434,000 residential systems in 1994 to 499,000 in 1995.



**The 1996 SDM 100**

1996•1995 Rank	Company/city, state	Gross revenue 1995 (\$millions)	% change '94 to '95	Subscribers in 1995	Comments
<b>75</b>	George Alarm Co. Inc. Springfield, IL	4.5 <sup>e</sup>	na	4,500 <sup>e</sup>	Company is privately held and did not release any figures.
<b>76•84<sup>v</sup></b>	Mutual Central Alarm Services Inc. New York, NY	4.5	10		Company is privately held and did not release account figures. Systems installed: 5 residential; 290 non-res.
<b>77•87</b>	Sonitrol Pacific Portland, OR	4.4	10	3,100	Systems installed: 26 res.; 460 non-res. Nearly 50% of new business is access, CCTV, and integrated systems.
<b>78•85</b>	Security Equipment Inc. Omaha, NE	4.3 <sup>v</sup>	8	7,985	Systems installed: 520 res.; 489 non-res. Provides full service from Omaha and Lincoln, Neb., and Des Moines.
<b>79•86</b>	Corporate Protection Services Inc. Toledo, OH	4.2	5	7,890	Systems installed: 475 res.; 490 non-res. Focused on medium- to high-end res. and high-tech commercial.
<b>80</b>	Crime Prevention Inc. Charlotte, NC	4.2	na	4,000	First-time listing. Systems installed: 1,600 residential; 30 non-residential. Four locations in North Carolina.
<b>81•88</b>	Security Systems Inc. Boca Raton, FL	4.1	5	15,889	Systems installed: 162 residential; 97 non-residential. Acquired two firms (1,800 accounts).
<b>82</b>	Pelletier Alarm Services Danbury, CT	4.1	na	8,000	First-time listing. Systems installed: 500 residential; 100 non-residential. Three locations in Conn.
<b>83•98</b>	Mountain Alarm Ogden, UT	4.1 <sup>v</sup>	24	4,000	Systems installed: 330 res.; 550 non-res. Legal name is Fire Protection Service Corp. Founded 1952.
<b>84•90</b>	Inter-Active Services Inc. Walled Lake, MI	4 <sup>vu</sup>	5	15,000	Systems installed: 500 residential; 60 non-residential. Approximately 50% of sales revenue is from fire alarms.
<b>85•77</b>	Digital Detection Systems Ltd. West Palm Beach, FL	4	-11	5,441	Systems installed: 2,200 residential; 66 non-residential. Operates six offices: four in Florida; Atlanta; and Chgo.
<b>86•83</b>	Quantum Security Services Inc. Norcross, GA	4	-2	4,045	Former AT&T dealer; converted to Sprint system. Received UL protective signal listing.
<b>87</b>	Safeguard Alarms Kansas City, MO	4 <sup>e</sup>	na		First-time listing. Company is privately held and did not release any figures.
<b>88•95</b>	All-Guard Alarm Systems Inc. Hayward, CA	3.9 <sup>v</sup>	15	5,700	Systems installed: 230 residential; 190 non-residential. Acquired five companies (540 accounts).
<b>89•99</b>	Sonitrol of Sacramento Sacramento, CA	3.9	18	1,992	Systems installed: 15 res.; 360 non-res. Operates from one location in Sacramento. Founded 1981.
<b>90•93</b>	Multigard Security Systems Inc. Dearborn Heights, MI	3.8	9	6,100	Systems installed: 445 residential; 455 non-residential. Increased commercial fire and CCTV business.
<b>91</b>	Cain Security Systems Inc. Alexandria, VA	3.8	na	5,800	First-time listing. Operates a branch office in Pittsburgh. Employs 40 people. Founded 1977.
<b>92</b>	Wyandotte Alarm Co. Wyandotte, MI	3.5	na	5,500	First-time listing. Systems installed: 300 residential; 300 non-residential. Operates one location.
<b>93</b>	Peak Alarm Company Inc. Salt Lake City, UT	3.5 <sup>vu</sup>		5,000	First-time listing. Systems installed: 122 residential; 607 non-residential. Operates a branch in Idaho Falls, Idaho.
<b>94•97</b>	Security of Los Angeles Inc. Van Nuys, CA	3.5	3	4,000	Systems installed: 15 residential; 240 non-residential. Operates four offices in California and Nevada.
<b>95•92<sup>v</sup></b>	Pacific Alarm Systems Inc. Culver City, CA	3.5	0	3,340	Systems installed: 58 residential; 211 non-residential. Acquired one small company. Founded in 1953.
<b>96•96<sup>v</sup></b>	Safeguard Security Services Inc. Phoenix, AZ	3.3	-3	5,300	Systems installed: 525 residential; 40 non-residential. Majority of non-recurring revenue stems from guards.
<b>97</b>	Johns Brothers Security Inc. Norfolk, VA	3.3	10	4,750	First-time listing. Operates three locations in Virginia and North Carolina. Founded 1975.
<b>98•82<sup>v</sup></b>	ElectroSecurity Corp. Van Nuys, CA	3.1	-25	3,500	Systems installed: 15 residential; 120 non-residential. Monitors 4,000 dealer accounts.
<b>99</b>	Alaska General Alarm Anchorage, AK	2.9 <sup>e</sup>	na	3,500	First-time listing. Company is privately held and did not release any figures. Founded 1953.
<b>100</b>	Doyle Security Systems Rochester, NY	2.8	8	1,721	First-time listing. Systems installed: 450 residential; 690 non-residential. Acquired three firms (1,400) accts.

e=estimate na=not applicable v=verified revenue vu=verified (unaudited) revenue

*These firms have the highest growth rate in installations (residential and non-residential combined), of all the SDM 100 firms, during a three-year period. This list is limited to firms that have participated in the SDM 100 for the past four years.*

**10 Fastest Growing Firms**

Based on new installations (1992-1995)

Firm (SDM 100 Rank)	Avg. 3-year growth rate (%)	Firm (SDM 100 Rank)	Avg. 3-year growth rate (%)
1. Protection One (10)	148	6. Metrol/Dictograph (28)	78
2. Guardian Alarm (14)	119	7. Guardian Protection Svc (29)	55
3. Masada Security (24)	104	8. Doyle Security Systems (100)	54
4. Multimedia Security Svc (17)	95	9. Alarms Unlimited (62)	53
5. Alert Alarm (37)	81	10. American Alarm & Comm. (74)	47

**Who's Installing Security Systems?**

Rank by Installation Volume	Company	Residential Systems (1995)	Non-Res Systems (1995)	SDM 100 Rank	Rank by Installation Volume	Company	Residential Systems (1995)	Non-Res Systems (1995)	SDM 100 Rank
1	ADT Security Systems Inc.	205,000		1	38	Security Holdings Inc.	900	210	68
2	Brink's Home Security Inc.	83,000		5	39	Midnight Burglar Alarm Sys. Inc.	804	254	66
3	Westinghouse Security Sys.	64,500	5,500	6	40	Alarmco Inc.	250	800	71
4	Wells Fargo Alarm Services Inc.	14,000	12,200	2	41	Protective Alarms Inc.	630	400	53
5	Network Multi-Family Security Corp.	16,000	0	16	42	Security Equipment Inc.	520	489	78
6	Slomins Security	12,921	95	20	43	Corporate Protection Services Inc.	475	490	79
7	Masada Security Inc.	12,237	200	24	44	Argus Security Systems Inc.	650	300	72
8	Guardian Alarm Co.	9,600	2,530	14	45	Automatic Detection Systems Inc.	488	451	56
9	Protection One Inc.	11,000		10	46	Crime Detector Inc.	880	50	64
10	Multimedia Security Service Inc.	7,697	3,299	17	47	Response USA Inc.	800	100	38
11	Guardian Protection Services Inc.	9,621	551	29	48	Multigard Security Systems Inc.	445	455	90
12	Rollins Protective Services Inc.	6,904	1,518	7	49	Mountain Alarm	330	550	83
13	Bay Alarm Co.	5,700	1,300	13	50	Sonitrol Security Sys. of Hartford Inc.	94	759	60
14	Metrol/Dictograph Security Svcs.	1,400	2,750	28	51	Quantum Security Services Inc.	763	24	86
15	Smith Alarm Systems	1,400	2,600	19	52	Forest Security Systems Inc.	380	400	46
16	American Alarm Systems Inc.	1,500	2,500	35	53	Custom Security	425	320	67
17	Sentry Detection Inc.	3,600	100	65	54	Peak Alarm Company Inc.	122	607	93
18	ASH, USA		2,600	8	55	Engineered Protection Systems Inc.	220	500	45
19	Per Mar Security Services	775	1,765	41	56	Kimberlite Corp.	25	605	43
20	Alarms Unlimited	2,029	445	62	57	Security Corp.	40	590	44
21	Vector Security Inc.	1,900	550	15	58	Security Safe	322	300	69
22	National Security Service Inc.	756	1,675	40	59	Alarm Detection Systems Inc.	167	450	31
23	Protection Service Industries	942	1,481	33	60	Pelletier Alarm Services	500	100	82
24	Digital Detection Systems Ltd.	2,200	66	85	61	Wyandotte Alarm Co.	300	300	92
25	Electronic Security Svcs. Co. LP	1,483	606	50	62	Safeguard Security Services Inc.	525	40	96
26	Norman Security Systems Inc.	886	1,105	52	63	Inter-Active Services Inc.	500	60	84
27	Superior Alarms	1,800	150	70	64	Vivitar Security Systems Inc.	80	437	42
28	AFA Protective Systems Inc.	500	1,200	18	65	Sonitrol Pacific	26	460	77
29	Sentry Alarm Sys. of America Inc.	500	1,200	26	66	Sonitrol Mid South Holdings	10	428	61
30	SSD Alarm Systems/Kern Security Systems	365	1,275	32	67	All-Guard Alarm Systems Inc.	230	190	88
31	Crime Prevention Inc.	1,600	30	80	68	Supreme Security Systems Inc.	177	199	55
32	Maximum Security Inc.	1,279	227	34	69	Sonitrol of Sacramento	15	360	89
33	American Alarm & Comm. Inc.	880	521	74	70	Mutual Central Alarm Services Inc.	5	290	76
34	Eagle Sentry Inc.	1,200	200	47	71	Pacific Alarm Systems Inc.	58	211	95
35	Sentry Protective Systems	600	740	59	72	Security Systems Inc.	162	97	81
36	Alert Alarm Inc.	463	796	37	73	Security of Los Angeles Inc.	15	240	94
37	Doyle Security Systems	450	690	100	74	Kerman Protection Systems Inc.	0	200	73
					75	ElectroSecurity Corp.	15	120	98

*This table re-ranks SDM 100 companies by a combined total (residential and non-residential) of new installations volume. Shown are the number of 1995*

*residential and non-residential systems installed last year, plus the firm's SDM 100 rank. Firms not included in this table didn't provide the information.*

These 11 firms (two are tied) have the highest growth rate in annual recurring revenue, of all the SDM 100 firms, during a two-year period from 1993 to 1995. Note that this list is limited to firms that have participated in the SDM 100 for the past three years.

**10 Fastest Growing Firms**

Based on annual recurring revenue (1993-1995)

Firm (SDM 100 rank)	Avg. 2-yr growth rate (%)	Firm (SDM 100 rank)	Avg. 2-yr growth rate (%)
1. Protection One (10)	111	7. Guardian Protection Services (29)	45
2. Maximum Security (34)*	86	8. Alert Alarm (37)	45
3. Quantum Security Services (86)	79	9. Multimedia Security Service (17)	44
4. Sentry Detection (65)†	65	10. Comsec Narragansett Security (21)	41
5. Slomins Security (20)	64	10. Masada Security (24)	41
6. Safeguard Security Services (96)	61		

\*despite 7% decline in 1995    †despite 45% decline in 1995

**Who's Ahead in Recurring Annual Revenue?**

Rank by Recurring Revenue	Recurring Annual Revenue (1995) (\$millions)	Company	SDM 100 Rank	Rank by Recurring Revenue	Recurring Annual Revenue (1995) (\$millions)	Company	SDM 100 Rank
1	527	ADT Security Systems Inc.	1	41	4.1	Engineered Protection Systems Inc.	45
2	107.7	Brink's Home Security Inc.	5	42	4.1	Protective Alarms Inc.	53
3	55.7(e)	Westinghouse Security Systems	6	43	4.1	Sonitrol Security Systems of Hartford	60
4	55	Protection One Inc.	10	44	3.8	Sonitrol Mid South Holdings	61
5	46.4	ASH, USA	8	45	3.6	Security Holdings Inc.	68
6	35	Rollins Protective Services Inc.	7	46	3.6	Alarmco Inc.	71
7	26.9	Multimedia Security Service Inc.	17	47	3.4	Crime Blocker Inc.	63
8	26.5	Bay Alarm Co.	13	48	3.4	Security Systems Inc.	81
9	26.5	Guardian Alarm Co.	14	49	3.2	Sonitrol Pacific	77
10	20.3	AFA Protective Systems Inc.	18	50	3	Mutual Central Alarm Services Inc.	76
11	17.6	Comsec Narragansett Security Inc.	21	51	2.8	All-Guard Alarm Systems Inc.	88
12	16.3	Smith Alarm Systems	19	52	2.7	Pacific Alarm Systems Inc.	95
13	15.7	Masada Security Inc.	24	53	2.6	Custom Security	67
14	14	Vector Security Inc.	15	54	2.6	Pelletier Alarm Services	82
15	13.2	Alarmguard Inc.	22	55	2.6	Wyandotte Alarm Co.	92
16	11.7	Sentry Alarm Systems of America Inc.	26	56	2.5	Inter-Active Services Inc.	84
17	11.4	Guardian Protection Services Inc.	29	57	2.4	Sonitrol of Sacramento	89
18	10.5	Centennial Security Holdings Inc.	23	58	2.3	Safeguard Security Services Inc.	96
19	9.9	Slomins Security	20	59	2.2	American Alarm & Communications Inc.	74
20	9.6	Protection Service Industries	33	60	2.2	Security Equipment Inc.	78
21	9.3	Alarm Detection Systems Inc.	31	61	2.2	Multigard Security Systems Inc.	90
22	8.5	Commonwealth Security Systems Inc.	30	62	2.1	Security Corp.	44
23	8.4	Ranger American Inc.	25	63	2.1	Superior Alarms	70
24	7.8	Alert Alarm Inc.	37	64	2	Peak Alarm Company Inc.	93
25	7.7	Response USA Inc.	38	65	1.7	Doyle Security Systems	100
26	7.5	Metrol/Dictograph Security Services	28	66	1.6	Eagle Sentry Inc.	47
27	6.8	American Alarm Systems Inc.	35	67	1.4	Johns Brothers Security Inc.	97
28	6.7	Kimberlite Corp.	43	68	1.3	Maximum Security Inc.	34
29	6.2	National Security Service Inc.	40	69	1.3	Argus Security Systems Inc.	72
30	5.8	Central Control Alarm Corp.	39	70	1.3	Digital Detection Systems Ltd.	85
31	5.5	Norman Security Systems Inc.	52	71	1.2	Mountain Alarm	83
32	5.4	Supreme Security Systems Inc.	55	72	1.2	Quantum Security Services Inc.	86
33	5	Forest Security Systems Inc.	46	73	1.1	Crime Prevention Inc.	80
34	4.6	Per Mar Security Services	41	74	1	Crime Detector Inc.	64
35	4.6	Electronic Security Services Co. LP	50	75	1	Corporate Protection Services Inc.	79
36	4.6	Alarms Unlimited	62	76	0.8	Security Safe	69
37	4.5	Midnight Burglar Alarm Systems Inc.	66	77	0.8	Security of Los Angeles Inc.	94
38	4.4	Vivitar Security Systems Inc.	42	78	0.7	Dallas Security Systems Inc.	54
39	4.3	Automatic Detection Systems Inc.	56	79	0.6	Sentry Detection Inc.	65
40	4.3	Sentry Protective Systems	59				

This table re-ranks SDM 100 companies by recurring annual revenue. It lists 79 of the SDM 100 firms. Companies not included either didn't provide information or don't have significant recurring revenue to report.

**These 11 firms (including two tied for No. 8 position) have the highest growth rate in total annual revenue, of all the SDM 100 firms, during a three-year period from 1992 to 1995. Note that this list is limited to firms that have participated in the SDM 100 for the past four years.**

<b>10 Fastest Growing Firms</b>			
<b>Based on total annual revenue (1992-1995)</b>			
<b>Firm (SDM 100 Rank)</b>	<b>Avg. 3-yr growth rate (%)</b>	<b>Firm (SDM 100 Rank)</b>	<b>Avg. 3-yr growth rate (%)</b>
1. SecurityLink from Ameritech (3)	191	8. Kerman Protection Systems (73)	24*
2. Masada Security (24)	90	8. Response USA (38)	24
3. Slomins Security (20)	49	9. Brink's Home Security (5)	22
4. Alarmguard Inc. (22)	46	10. Ranger American (25)	21
5. Multimedia Security Service (17)	42		
6. Protection One (10)	39		
7. Dallas Security Systems (54)	33		

\*despite a zero growth rate in '93-'94  
 Source: Security Distributing & Marketing, 1996

**1996 SDM 100 Alphabetical Index**

<b>Company</b>	<b>SDM 100 Rank</b>	<b>Company</b>	<b>SDM 100 Rank</b>	<b>Company</b>	<b>SDM 100 Rank</b>
ADT Security Systems Inc.	1	ElectroSecurity Corp.	98	Republic Industries Inc.	11
AFA Protective Systems Inc.	18	Engineered Protection Systems Inc.	45	Response USA Inc.	38
Alarm Detection Systems Inc.	31	Forest Security Systems Inc.	46	Robinson Alarm Co.	51
Alarmco Inc.	71	George Alarm Co. Inc.	75	Rollins Protective Services Inc.	7
Alarmguard Inc.	22	Greater Alarm Company Inc., The	57	Safeguard Alarms	87
Alarms Unlimited	62	Guardian Alarm Co.	14	Safeguard Security Services Inc.	96
Alaska General Alarm	99	Guardian Protection Services Inc.	29	SDA Security Systems Inc.	58
Alert Alarm Inc.	37	Holmes Protection Group Inc.	12	Security Corp.	44
All-Guard Alarm Systems Inc.	88	Honeywell, Home & Building Control	4	Security Equipment Inc.	78
American Alarm & Communications	74	Inter-Active Services Inc.	84	Security Holdings Inc.	68
American Alarm Systems Inc.	35	Johns Brothers Security Inc.	97	Security of Los Angeles Inc.	94
Argus Security Systems Inc.	72	Kerman Protection Systems Inc.	73	Security Safe	69
ASH, USA	8	Kimberlite Corp.	43	Security Systems Inc.	81
Automatic Detection Systems Inc.	56	Masada Security Inc.	24	SecurityLink from Ameritech	3
Bay Alarm Co.	13	Maximum Security Inc.	34	Sentry Alarm Systems of America Inc.	26
Brink's Home Security Inc.	5	Metrol/Dictograph Security Services	28	Sentry Detection Inc.	65
Cain Security Systems Inc.	91	Midnight Burglar Alarm Systems Inc.	66	Sentry Protective Systems	59
Centennial Security Holdings Inc.	23	Mountain Alarm	83	Slomins Security	20
Central Control Alarm Corp.	39	Multigard Security Systems Inc.	90	Smith Alarm Systems	19
Central District Alarm Inc.	36	Multimedia Security Service Inc.	17	Sonitrol Mid South Holdings	61
Commonwealth Security Systems Inc.	30	Mutual Central Alarm Services Inc.	76	Sonitrol of Sacramento	89
Comsec Narragansett Security Inc.	21	National Security Service Inc.	40	Sonitrol Pacific	77
Corporate Protection Services Inc.	79	Network Multi-Family Security Corp.	16	Sonitrol Security Sys. of Hartford Inc.	60
Crime Blocker Inc.	63	Norman Security Systems Inc.	52	SSD Alarm Systems/Kern Security Systems	32
Crime Detector Inc.	64	Pacific Alarm Systems Inc.	95	Superior Alarms	70
Crime Prevention Inc.	80	Peak Alarm Company Inc.	93	Supreme Security Systems Inc.	55
Custom Security	67	Pelletier Alarm Services	82	Vector Security Inc.	15
Dallas Security Systems Inc.	54	Per Mar Security Services	41	Vivitar Security Systems Inc.	42
Denver Burglar Alarm Inc.	27	Post Alarm Systems Inc.	48	Wells Fargo Alarm Services Inc.	2
DGA Alarm Services Inc.	49	Protection One Inc.	10	Westec Security Inc.	9
Digital Detection Systems Ltd.	85	Protection Service Industries	33	Westinghouse Security Systems	6
Doyle Security Systems	100	Protective Alarms Inc.	53	Wyandotte Alarm Co.	92
Eagle Sentry Inc.	47	Quantum Security Services Inc.	86		
Electronic Security Services Co. LP	50	Ranger American Inc.	25		