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SECURITY NATION

NOV/DEC 2025



UNTANGLING SUBCONTRACTOR SUCCESS

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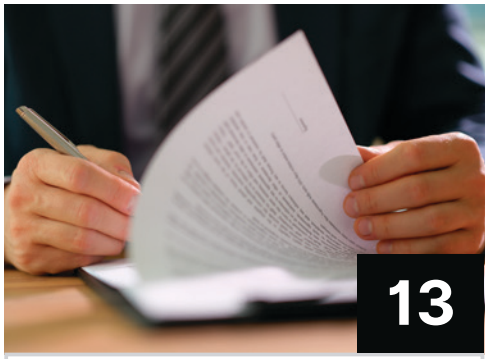
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EXECUTIVE PERSPECTIVE



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VOLUNTEERISM AS A GROWTH STRATEGY



When Melissa Brinkman, CEO of Custom Alarm, a 27-year veteran of the electronic security and life safety industry, first joined the Association's Board of Directors, she thought of it as "something extra" to do outside her day-to-day work. Seven years later, she laughs at the thought. "I realized pretty quickly that volunteering didn't take away from my career—it made it," she says. "I've met mentors I wouldn't have known, shaped industry practices, and even discovered new business opportunities I never expected."

Melissa's story isn't unique. Across the electronic security and life safety industry, seasoned professionals are finding that volunteerism isn't just altruistic, it's strategic. By dedicating time and expertise to boards, committees, councils, and mentorship programs, they're helping to grow the industry while growing themselves.

The Power of Giving Back

Kirk MacDowell, President of MacGuard Security Advisors, a consultant with more than 45 years of industry experience, reflects on his time mentoring young professionals. "I thought I was helping them," he says. "But I learned just as much, new perspectives, fresh ideas, and even tech trends I hadn't considered. Volunteering kept me sharp and connected."

These veterans often share three common motivations:

Networking that matters – Unlike networking at conferences, volunteer work fosters deeper, long-term relationships. "Some of my closest professional friendships started at a volunteer meeting," says MacDowell.

Shaping the future – Veterans see volunteering as a chance to influence industry standards and practices. Brinkman notes, "It's empowering to know that my input today could make the industry safer, smarter, and more sustainable tomorrow."

Personal fulfillment – Many describe volunteering as a meaningful way to give back to the profession that supported them.

Why You Should Step Up Too

It's easy for newer professionals to assume volunteering is for seasoned leaders. But engagement at any stage of a career can be transformative. Take April Chastain, VP of Internal Operations & Merger Implementation at Owen Security Solutions who joined the ESX Advisory Board for the first time this year. "I expected to learn some rules or processes," she says. "Instead, I gained leadership experience, confidence, and recognition from peers and employers alike. It changed my view of the value volunteering provides to me personally."

Volunteering offers benefits that ripple beyond the individual:

Professional Development – Skills like leadership, negotiation, and project management grow naturally in volunteer roles.

Company Visibility – Employees representing their companies on boards and committees boost their organization's credibility.

Workforce Engagement – Team members who volunteer report higher morale and stronger engagement.

Industry Resilience – Every hour contributed strengthens the profession, ensuring a stronger, more sustainable future for everyone.

Making It Work for You

Volunteerism doesn't have to be overwhelming. Start small: join a committee, mentor a new professional, or contribute expertise to a specific initiative. Over time, the returns compound in ways that are both personal and professional.

As Brinkman puts it, "You join to give back, but you end up learning, growing, and connecting in ways you could never plan. It's one of the smartest investments you can make in your career, company, and in the industry."

In today's competitive landscape, growth isn't just about revenue or technology, it's about relationships, skills, and leadership. By volunteering, you don't just contribute to the industry, you help build it while building yourself.

If you are ready to experience personal and professional growth by volunteering with ESA, go to esaweb.org/volunteer to learn more and apply.

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CHAIRMAN'S MESSAGE



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A NEW AGE OF INTELLIGENCE IN SECURITY

The electronic security and life safety industry is experiencing a transformative period of growth and innovation, making it an exceptionally exciting and opportune field. Fueled by technological advancements, shifting consumer and business demands, and evolving threats, the industry is rapidly moving beyond traditional alarms and surveillance into a world of intelligent, interconnected, and proactive safety ecosystems. Professionals in this sector are no longer just installing equipment; they are designing, implementing, and managing sophisticated solutions that leverage Artificial Intelligence (AI), the Internet of Things (IoT), and cloud computing to create smarter, safer, and more resilient environments. ESA is positioned to assist and support your efforts as our industry continues to move forward and prosper.

Several key trends are propelling this dynamic evolution:

The Power of AI and Machine Learning: AI is perhaps the single most significant game-changer in the industry. It's revolutionizing video surveillance with analytics that can detect unusual behavior, track movement, and predict potential threats in real-time, drastically reducing false alarms. In life safety, AI-driven fire and smoke detection systems can analyze environmental data to identify potential fire hazards with unprecedented accuracy. For security, AI is a powerful tool for analyzing large volumes of data to identify patterns indicative of cyberattacks and insider threats, enabling a more proactive defense.

The Rise of IoT and Connectivity: The proliferation of IoT devices is creating a cohesive network of connected systems, from smart cameras and motion sensors to automated locks and environmental detectors. In this ecosystem, different devices can communicate with each other, providing real-time insights and enabling faster, more coordinated responses. For example, a smart fire alarm system can automatically notify the response center while triggering a lockdown protocol via the access control system.

The Cloud Revolution: Cloud-based security solutions offer flexibility, remote accessibility, and centralized management for both businesses and residences. For multi-site businesses, the cloud centralizes security tools and data, improving visibility and response times across all locations. For residential customers, it provides remote access to cameras, locks, and alarms via smartphones, giving them peace of mind from anywhere. This shift also enables the "as-a-service" model (SaaS, HaaS), creating new recurring revenue opportunities for providers.

Convergence of Cyber and Physical Security: The digital and physical worlds are no longer separate. As physical security systems become more IP-based and connected, they become susceptible to cyberattacks. This has led to a critical trend of convergence, where physical security and IT teams work together to create integrated, holistic security strategies. A breach in one area can compromise the other, so a unified approach is essential for comprehensive protection.

The Future of Security and Life Safety

Looking toward the future, the industry is set to evolve even further in several exciting ways:

Predictive and Autonomous Systems: AI's capabilities will continue to advance, enabling security systems to become more predictive than reactive. Instead of merely reacting to events, systems will use data analytics to anticipate and prevent incidents before they happen. Autonomous systems, such as AI-powered drones for perimeter monitoring and robotic guards, will also become more commonplace, complementing human security teams.

Biometrics and Identity Management: The use of biometrics for access control—including facial recognition, fingerprint scanning, and iris scans—will become more sophisticated and widely adopted. This will offer a more secure and convenient alternative to traditional keys and keycards. The challenge will be to balance enhanced security with growing concerns over privacy and data protection.

Personalization and Integration: Future systems will be highly personalized and deeply integrated into our lives and infrastructure. In the smart home, security and life safety devices will work seamlessly with other smart products, from voice assistants to energy management systems. In smart cities, public and private security networks will be integrated to improve emergency response and overall public safety.

Opportunities and Challenges

For those in the electronic security and life safety business, this new era presents a wealth of opportunities. The demand for skilled technicians, engineers, project managers, and cybersecurity specialists is on the rise. The shift towards cloud and managed services offers new business models and recurring revenue streams. With resources like the newly formed AI Readiness Council (ARC) and the Foundation for Advancing Security Talent (F.A.S.T.), training and education resources, ESA remains well positioned to provide support and guidance to our industry. But this opportunity also comes with challenges - professionals must stay ahead of the technology curve, constantly learning and adapting to new innovations. The convergence of IT and physical security requires new skill sets, and the industry must address the cybersecurity vulnerabilities that come with interconnected systems. Privacy concerns surrounding AI and biometrics also need to be carefully navigated. ESA can help.

We in the electronic security and life safety industry are in the midst of a technological renaissance. For those with the right skills and a passion for innovation, it is not just a great time to be in the business—it is the ideal time to help shape a smarter, safer, and more connected future.

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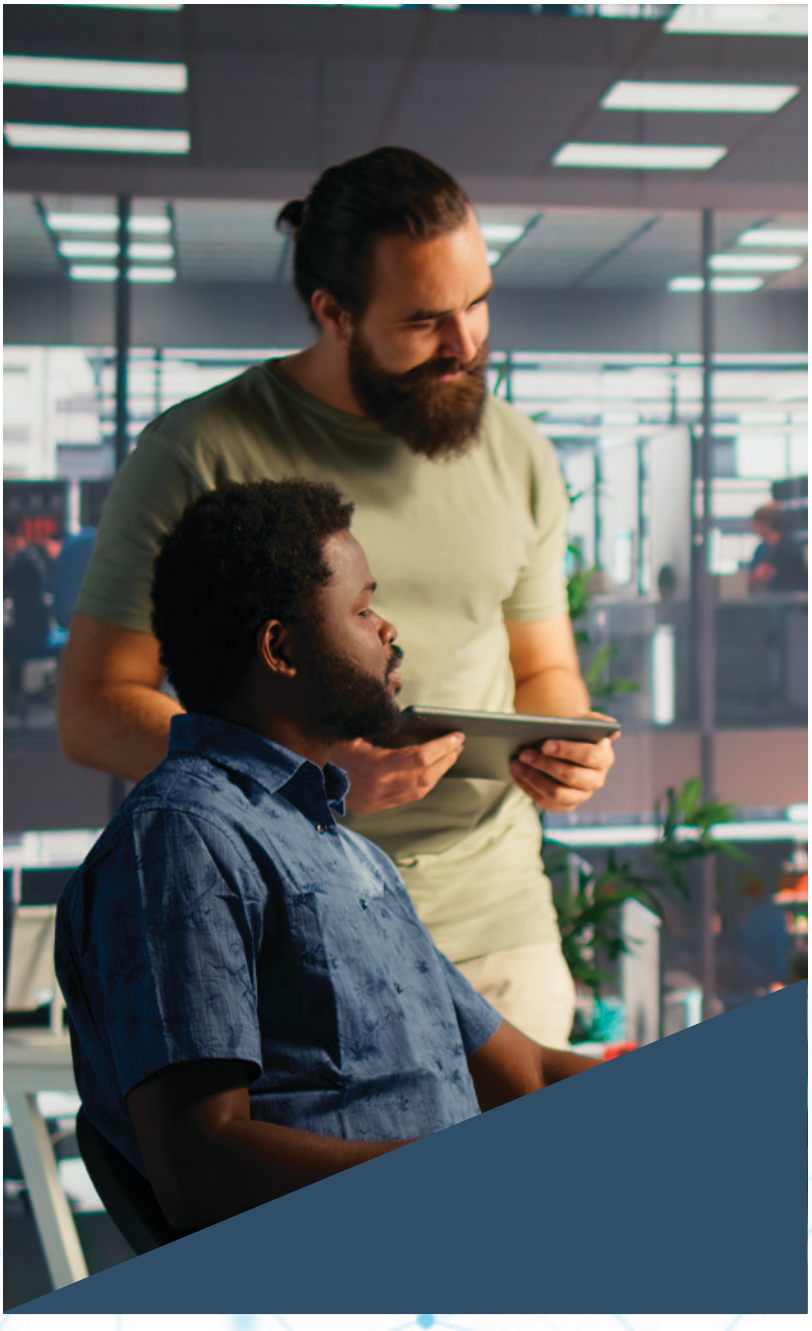
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SHAPING THE FUTURE OF TECHNICIAN TRAINING

DIANA LETTKEMAN AMONG EXPERTS BEHIND ESA'S CAT LEVEL 1 REVAMP



Every day, across homes, businesses, schools, and communities, properly installed electronic security and life safety systems help to save lives and safeguard property. Behind every one of these systems is a trained technician —ensuring that the technology works when it's needed most.

Highly-skilled technicians don't just pull wire or mount devices. They understand the science behind how systems communicate, detect, and respond. Their vital work ensures fire alarms activate when seconds count and intrusion systems alert before harm can occur.

To ensure that ESA certified technicians continue to be leaders in this mission, the Association has devoted hundreds of hours throughout the past year updating, elevating, and enhancing its Certified Alarm Technician 1 education — the gold standard in foundational technician training.

The effort would not be possible without the subject matter experts who generously volunteer their time, knowledge, and passion to support the initiative.

These contributors—technicians, integrators, manufacturers, educators, and public safety partners—bring decades of combined experience to the effort.

They have reviewed lessons, refined technical examples, ensured accuracy, and elevated the training to meet the real-world needs of today's electronic security and life safety professionals.

Their commitment to raising the bar for technician education ensures that

every graduate of the new CAT Level 1 course enters the field prepared, confident, and equipped to protect lives and property with excellence.

When we set out to modernize and elevate our Certified Alarm Technician—Level 1 (CAT 1) training, we knew it would take more than technical accuracy—it would take people who care deeply about the craft and the professionals behind it. One such professional is Diana M. Lettkeman, Program Manager of Licensing and Training at DISH Network Service.

Diana brought her expertise, professionalism, and passion for technician development to every stage of this ambitious project — and is the primary subject matter expert for several new modules in development, including "Rack Installation and Organization Fundamentals" and "Principles of Wireless Technology."

Her insights have helped bridge classroom concepts with the realities of the field—ensuring that learners not only understand the what of system installation and service, but also the why behind doing it right.

Those who've worked with Diana know she has a rare ability to see both the technical and human sides of training. She reminds us that great technicians aren't just skilled with tools and technology—they're ambassadors of trust, safety, and customer care.

Diana was certified as an ESA Level 1 Certified Alarm Technician in 1986 — and has since earned each of ESA's advanced certifications.

"I have been training technicians for over 40 years," says Lettkeman. "It's really what drives me. I have always focused on making things easier for our partners in the field."

Her impressive resume includes a 25+ year tenure at DISH, licensure in over 20 states (holding multiple licenses in some) and patents for over 14 distinct devices (some with multiple continuations) she's designed to assist technicians in the field.

"I want the workforce of the future to be prepared for whatever they may encounter in the field," she says.

The ESA team is deeply grateful for volunteers, like Diana, whose dedication, attention to detail, and commitment to raising the bar for technician education industry-wide is contagious.

ESA would like to thank all the volunteers for sharing their time and expertise so generously to strengthen a course that will prepare thousands of professionals to protect lives and livelihoods for years to come.



DIANA LETTKEMAN
Licensing Program Manager
DISH Network

SPECIAL THANK YOU

This work would not be possible without the commitment and expertise of our subject matter experts, including:

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DISH Network

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Vice President of Industry,
Relations Johnson Controls

If you would like to contribute your expertise to ESA's education as a subject matter expert, please visit: esaweb.org/volunteer.



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A PRACTICAL GUIDE TO ADDITIONAL INSURED REQUESTS

BY CRYSTAL JACOBS, PROGRAM LEAD AT SECURITY AMERICA

In the alarm industry, it's common for customers to request to be named as an additional insured on your insurance. Granting that status can help secure business and build trust, but it also opens the door to potential overexposure if not handled carefully.

The real protection doesn't come from the insurance endorsement itself — it comes from the contract language between you and your customer. That's where liability, negligence, and indemnification are defined and limited.

Here's how to structure those provisions so you can accommodate client requests while keeping your exposure reasonable.

Make the Contract Control the Scope of Coverage

Your service agreement should clearly state when and how a customer's additional insured status applies. Without this clarification, a customer may later argue that your insurance should respond to claims far outside your actual work. The customer's additional insured status applies only to claims arising from YOUR negligent acts or omissions — not for their own negligence or independent actions. It's not enough to simply say "negligence" though - you need to identify the negligence boundaries.

Your contract should ideally draw a firm line between:

Ordinary Negligence: Mistakes or oversights that might occur in the course of YOUR operations. YOU can accept responsibility for YOUR own negligence to a reasonable degree. Contributory (or Comparative)

Negligence: When both parties share some fault. The contract should state that each party remains responsible for its own share of negligence.

Gross Negligence or Willful Misconduct: Extreme disregard or intentional wrongdoing. The contract should explicitly exclude these from any indemnification or insurance obligations.

This wording prevents your company from being dragged into claims where the customer's own failure — such as ignoring an alarm, disabling a system, or not maintaining their property — played a role in the loss.

Use Targeted Indemnification Language

A well-drafted indemnification clause is your first line of defense. It should make clear that you agree to indemnify and hold harmless the customer only to the extent that damages arise from YOUR negligent acts, errors, or omissions in the performance of its work. Further, it should state that the customer shall be responsible for any loss, damage, or injury resulting from THEIR own negligence, misuse of the system, or failure to follow the contractor's instructions or recommendations. This mutual or proportional approach to indemnification helps ensure that your insurance only responds when you are actually at fault.

Limit the Extent of Any Indemnity

Even when you accept some indemnification responsibility, cap your exposure. Alarm contracts typically use limitation of liability clauses that restrict recovery to a specific dollar amount or a multiple of the service fee. Courts have repeatedly upheld these clauses in alarm cases when they are clearly written and agreed to by both parties and not prohibited by state statute.

Adding customers as additional insureds can be a routine business accommodation — but the protection should flow from your contract, not from an open-ended insurance promise.

When you:

Tie coverage to your negligence only

Exclude customer and gross negligence

Use proportional indemnity

Enforce a limitation of liability clause

You honor the customer's request while keeping your exposure fair and controllable.

Alarm industry exposures are unique, and state laws vary on indemnification enforceability. Always have your contract reviewed by counsel familiar with alarm service agreements. At Security America, Ken Kirschenbaum is our go-to for alarm contracts. Customers that utilize Ken's contracts even receive an additional discount on their Security America rates. Your insurance may back the contract — but the contract should always set the limits.

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CUTTING FALSE ALARMS WITHOUT CUTTING SAFETY

BY THE SECURITY INDUSTRY ALARM COALITION



A Smarter, Safer Way to Manage Alarm Response

Professionally monitored security systems have protected homes, businesses, and communities for decades. They deter break-ins, alert occupants to danger, and summon help when seconds matter. But like any high-volume safety system, false alarms can waste police resources and strain public confidence. The Security Industry Alarm Coalition (SIAC) was created to fix that problem—helping cities cut false dispatches without cutting public safety. By aligning alarm companies, users, and law enforcement, SIAC's data-driven approach strengthens both efficiency and deterrence.

Collaboration Over Confrontation

SIAC's philosophy is simple: work with communities, not against them. The coalition partners with police chiefs, sheriffs, and city officials to create balanced alarm-management ordinances that share responsibility. Alarm companies improve customer onboarding and data accuracy. Users receive training and fair accountability. Public safety agencies get cleaner, verified calls for service so officers can focus on true emergencies. The result is fewer false alarms and faster response when it matters most.

Proven Alarm-Reduction Practices That Deliver Results

Through hundreds of city partnerships, SIAC promotes field-tested best practices that consistently reduce false dispatches:

Enhanced Call Confirmation (ECC): Central stations make at least two contact attempts before requesting police. Most accidental alarms are canceled within seconds, freeing officers for higher-priority calls.

Tiered Accountability: A few addresses cause most false alarms. Graduated notices and fines encourage better user behavior and timely maintenance.

Alarm User Education: Quick online 'alarm school' modules teach users how to avoid common mistakes and keep contact lists updated.

Clean Data, Clean Dispatch: Standardized call formats ensure 911 centers and officers receive accurate information the first time.

Smart System Design: Dealers follow installation guidelines and coach customers on seasonal or remodeling changes that affect sensors and doors.

Preserving Deterrence While Improving Efficiency

Alarm systems remain one of the most effective crime deterrents available. Visible signage and sirens tell would-be offenders that intrusion means immediate detection and potential police response. SIAC's approach preserves that deterrence by filtering accidental activations—not eliminating responses. ECC and accountability measures occur before dispatch, ensuring that true emergencies still receive rapid attention while minimizing wasted patrol time.

Law Enforcement Sees the Difference

Departments that follow the SIAC model consistently report measurable gains: fewer unnecessary dispatches and better officer safety; improved resource allocation and faster response times; and higher community satisfaction because citizens keep both protection and trust in their local police. These are tangible, data-supported improvements—no sacrifice in safety, just smarter operations.

A Model Ordinance Everyone Supports

SIAC's model ordinance is designed for fairness and simplicity. It defines 'false alarm,' 'cancellation,' and 'verified' clearly; offers grace on first mistakes; and introduces graduated steps for chronic offenders. Easy online registration and appeal processes prevent red tape. Transparent reporting lets city leaders track results. Because the system is balanced and transparent, it earns the backing of law enforcement, city managers, alarm dealers, and homeowners alike.

Continuous Improvement Through Shared Metrics

SIAC encourages local agencies to track key metrics—false-alarm rate per account, cancellation rate, response time, and chronic offender reduction. Quarterly reviews with alarm companies identify simple fixes such as updating call lists, replacing faulty sensors, or retraining users. Outreach through chambers of commerce and neighborhood associations spreads best practices across the community.

The Bottom Line

The debate over alarms doesn't have to pit public safety against efficiency. The Security Industry Alarm Coalition's cooperative approach shows how cities can dramatically reduce false alarms while keeping the proven deterrence of professionally monitored systems. When police, local officials, and the alarm industry work together, communities win twice—safer streets and smarter use of patrol resources.

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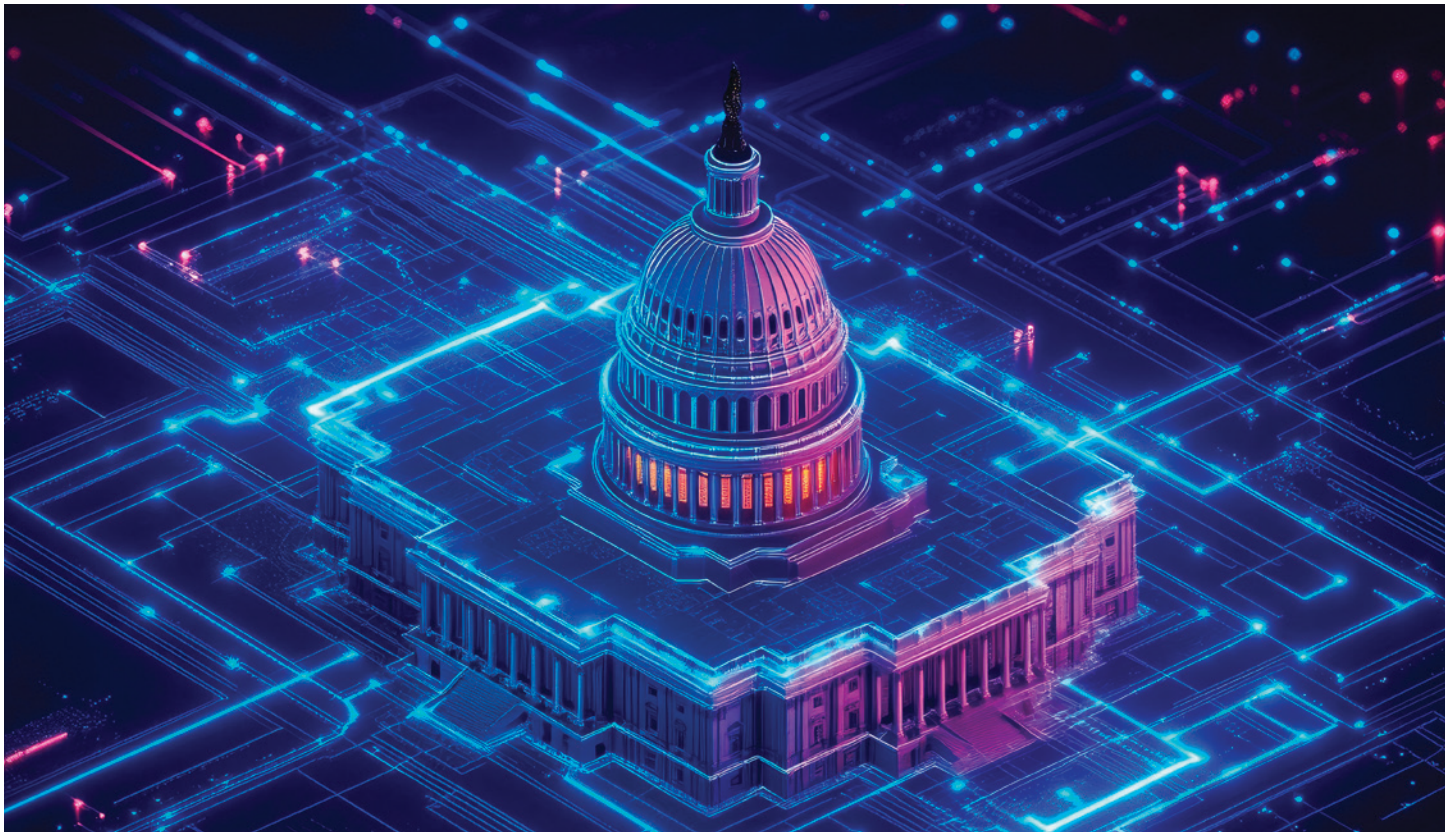
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HOW 2025 POLICY SHIFTS ARE RESHAPING THE SECURITY INDUSTRY



If 2024 was the year technology outpaced regulation, 2025 became the year regulation tried to catch up. Lawmakers and federal agencies across the country began taking a closer look at the systems and networks that power modern security and life safety. Every new rule, proposal, or bill had the potential to reshape how our industry operates, and ESA has stayed engaged to make sure the people who protect lives and property have a voice in those conversations.

One of the biggest issues this year came from the FCC. The agency has been weighing a proposal from NextNav to take over nearly 60 percent of the Lower 900 MHz spectrum. These are the same frequencies used every day by alarm, fire, and medical alert systems. ESA, along with partners at SIA and TMA, pushed back hard on this plan because technical analysis showed it could cause real interference and jeopardize system reliability. That fight has underscored just how connected spectrum policy is to public safety, and why our industry must stay active whenever those airwaves are up for discussion.

Another major topic has been the ongoing wave of state Right to Repair legislation. On paper, these bills sound simple, but in practice they raise serious safety and compliance concerns for security and fire systems. ESA has been working to help policymakers understand the difference between fixing a phone and servicing a life safety device. These systems are highly regulated, require trained professionals, and are often subject to building and fire codes. Allowing unqualified repairs could open the door to security risks and liability for both consumers and businesses.

Not all of this year's developments were defensive, though. The passage of the Freedom to Invest in Tomorrow's Workforce Act was a major win for training and professional development. By allowing 529 education savings to be used for technical certifications, the law recognizes the essential role skilled trades play in protecting communities. Several states also moved forward with licensing reforms that treat ESA's National Training School credentials as equivalent to NICET, giving technicians new opportunities to advance their careers without unnecessary red tape.

Looking ahead, 2026 is shaping up to be just as active. Issues like artificial intelligence, data privacy, and new workforce regulations are already appearing on legislative calendars. ESA will continue to make sure that innovation and safety advance together, and that lawmakers hear directly from the professionals who make this industry work every day.

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TODAY'S HOMEOWNERS ARE SMART:

YOUR RESIDENTIAL TECHNOLOGY SOLUTIONS SHOULD BE TOO

ERIN HARRINGTON



Systems integrators working in the residential sector know that homeowners are getting smarter all the time. Demand for smart home solutions, driven in huge part to advancements in IoT technology, is soaring. The U.S. smart home market, according to Grandview Research, was valued at $23.72 billion in 2024, with a projected annual growth rate of 23.4% through 2030. That's a lot of dollars – dollars that savvy systems integrators can be cashing in on.

There are a lot of catalysts driving this surge in demand, and security is only one of them. Energy efficiency and the savings that go along with it are another attractive perk, as well as enhanced convenience and performance. Younger homeowners, in particular, that grew up with the ease and familiarity of the internet are especially plugged into the smart home technologies they can readily put at their fingertips today.



HERE ARE SOME OF THE MOST IN-DEMAND TECHNOLOGIES IMPACTING THE RESIDENTIAL MARKET AND THE BUSINESS GROWTH OPPORTUNITIES THEY CAN OFFER TODAY'S SYSTEMS INTEGRATORS.

Smart Security Systems

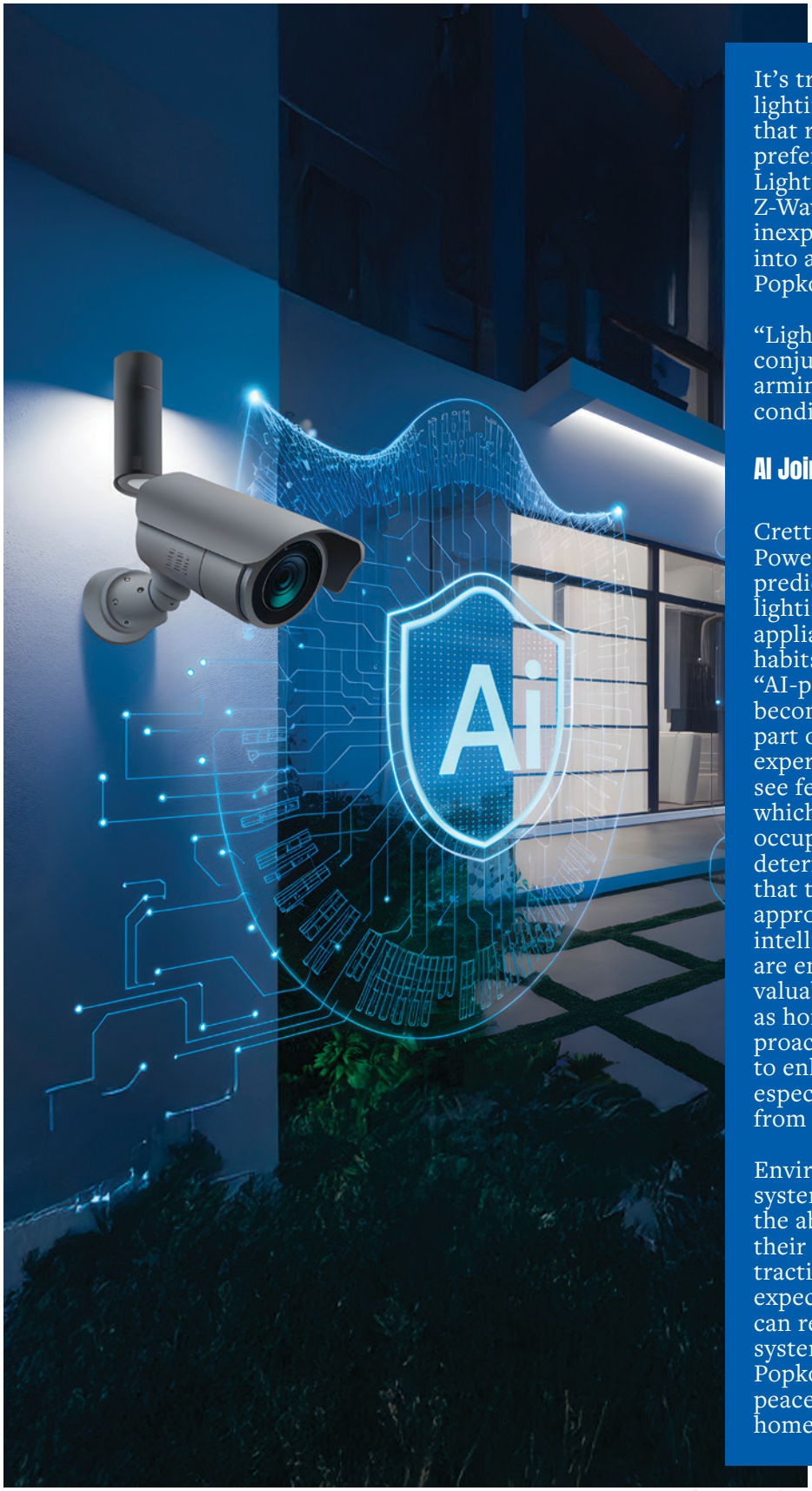
These span cameras, video doorbells, and smart locks that enable fingerprint, keypad, app, and voice access. "Homeowners are beginning to view security systems not just as protection, but as a smarter and more convenient way to manage access to their homes," says Alexander Crettenand, Vice President of Software Engineering at ADT. "Fingerprint locks, for example, are designed to simplify everyday access while keeping homes secure. They provide solutions that go beyond monitoring to offer seamless, user-friendly, and intuitive access control. Among smart home features, access solutions stand out by providing clear, immediate value, making them a key area where the technology truly delivers on its promise."

And, as Mark C. Popkowski, President/ CEO of Modern System Concepts points out, it's more important than ever that security systems 'play well with others' and integrate with other product manufacturers.

"Originally, security systems were designed solely with security in mind but, to compete in today's market, consumers are looking at features that deliver more bang for the buck. Camera technology has just exploded. Cameras can be used and incorporated into security systems to add better verification of alarms and identification."

Smart Lighting

Smart lighting control which leverages advanced technologies to automate, customize, and remotely manage lighting in homes, offices, or public spaces is another smart home feature that's in high demand.



It's transforming traditional lighting into a smart system that reacts to user's needs, preferences, and daily routines. Lighting control through Z-Wave or Wi-Fi provides an inexpensive way to incorporate into a security system, Popkowski notes.

"Lighting can be setup in conjunction with security in arming/ disarming or alarm conditions."

AI Joins the Smart Home Lineup

Crettenand points to AI-Powered Automation - predictive routines that adjust lighting, temperature, and appliances based on the user's habits/schedule - saying that "AI-powered automations are becoming a really compelling part of the smart home experience. We're starting to see features like 'mockupancy,' which make a home appear occupied, and proactive deterrence tools, such as lights that turn on when someone approaches. These kinds of intelligent, anticipatory features are emerging as potentially valuable use cases, especially as homeowners look for more proactive and personalized ways to enhance their home security, especially when they are away from their homes."

Environmental monitoring systems that give homeowners the ability to remotely check on their systems are also gaining traction. "It is almost a standard expectation that homeowners can remotely check their systems through their phones," Popkowski says. "It gives them peace of mind while away from home."

Making the Move to Selling Smart Home Solutions

The smart home market is ripe with opportunity, and one that many traditional security systems integrators are migrating to successfully. Popkowski emphasizes the importance of knowing the products that you're going to sell and support, pointing out that if you're not utilizing and understanding the technology you are presenting to your customer, they'll likely be reluctant to trust you.

"A great way to start is by tapping into existing smart home ecosystems like Google Home or Apple HomeKit," Crettenand advises. "These platforms offer integrators a low-lift way to get familiar with connected technologies without having to build from scratch."

Smart Sales Strategies

There are effective, customer-facing talking points that can encourage homeowners with traditional security systems to upgrade or modernize their solutions to make their homes smarter. "I take pride in educating customers," Popkowski says. "Whether they come to me with a specific problem or simply want to be better informed, my approach begins with asking the right questions and actively listening. If they're considering an upgrade, I explore what they like or dislike about their current system and what new technologies have caught their attention. I provide a high-level overview of the technology landscape to help identify what aligns with their interests. From there, I develop a customized plan tailored to their needs."

And, as Crettenand adds, "When encouraging homeowners to upgrade from traditional security systems, it's important to focus on value. Devices like smart doorbells and locks offer clear, practical benefits by enhancing both security and convenience without overwhelming a new user. Other features just may not provide the same direct impact. Starting with high-value items helps homeowners see tangible improvements in safety and daily living, making the transition to a smarter home feel both meaningful and manageable."



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POWER IN PARTNERSHIP: HOW RESIDEO'S FIRST ALERT PREMIER PARTNER PROGRAM FUELS DEALER SUCCESS



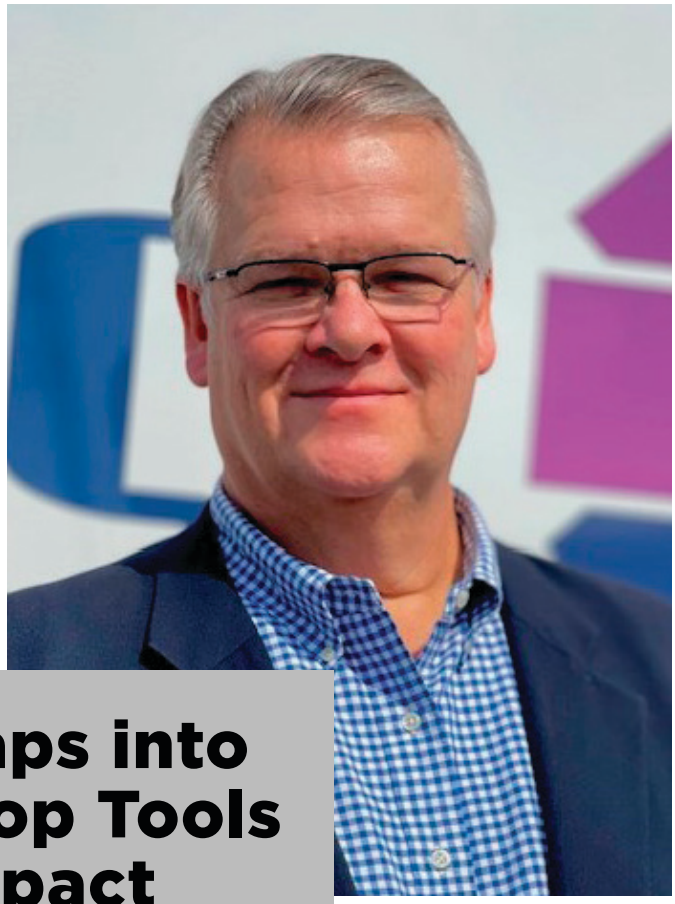


Ask any good business leader the secret to staying strong in a competitive, ever-changing industry and, chances are, they'll point to two things: their team and their trusted network. Because you don't stay in business for 35+ years by luck. You do it with trusted tools, reliable support and relationships that go the distance. That's exactly what Resideo's First Alert Pro Premier Partner Program was built to deliver.

The First Alert Pro Premier Partner Program is Resideo's flagship loyalty and enablement program, designed to help dealers across the U.S. and Canada scale their businesses, strengthen customer relationships, and stay ahead of the curve with evolving technologies. From co-op advertising funds and digital marketing support to advanced training, product discounts and early access to Resideo's latest innovations – the program offers a full ecosystem of benefits to support growth-minded dealers.

"Our Premier Partners are at the core of everything we do," says Quentin Gunther, Resideo Premier Pro Partner Program Leader. "This network was designed to help independent dealers grow through powerful tools, hands-on training, and meaningful collaboration. The feedback we continue to receive reinforces the real impact it's having on their businesses and customer relationships."
With more than 350 participants to date, the program is designed for security dealers who are looking to grow their businesses and benefit from the support of a national brand. While membership is currently by invitation, it's ideal for independent and emerging dealers eager to tap into a strong network of resources, innovation, and shared success.

Here, three participating dealers share their experience with the program, highlighting the value of the partnership and the impact it's had on their operations, marketing, and ability to serve customers.



Peer-Led Growth:

Doyle Security Taps into Network and Co-op Tools for Immediate Impact

As Chief Operating Officer and Executive Vice President of Rochester, NY-based Doyle Security Systems Kevin Stone brings decades of experience to the table. The 105-year-old company operates across New York and Northwest Pennsylvania, delivering security, fire and life safety services with a commitment to innovation.

Doyle Security has been a member of Resideo's dealer network for more than 30 years, and Stone says the value of community is what continues to stand out. "Before we joined, we heard from other partners about the incredible networking and sharing of best practices, and that's exactly what we've experienced." From the annual CONNECT Customer Event to regional meetings, Stone highlights the value of peer learning as one of the biggest advantages of the program. "If you attend, you'll leave with ideas that will improve your business immediately," he notes.

Resideo's leadership in the security industry also extends through its ongoing partnership with the Electronic Security Association (ESA), which it serves as a diamond-level sponsor. ESA is a regular sponsor of Resideo's CONNECT event, and nearly 50% of ESA's board is comprised of First Alert Premier Partners – a testament to the strength, influence, depth, and professionalism of the dealer network.

Doyle has leveraged the program's co-op and marketing tools to execute targeted campaigns that drive measurable results. Meanwhile, Resideo's training materials are fully integrated into the company's onboarding process, helping new technicians get up to speed quickly "I'd recommend the Premier Partner Program without hesitation," Stone adds. "It's a mutually beneficial environment where people come together to help each other grow."

Built on Trust:



Orlando Emergency Signal Elevates Sales and Visibility with Program Support

For Marvin Smith, founder of Orlando Emergency Signal (OES), joining the Premier Partner Program was both a return to his roots and a strategic leap forward. With over four decades in the industry, Smith traces his passion for security back to his early days working with Ademco (a predecessor to Resideo) panels in Delaware. Today, his company serves a mix of residential and commercial customers across Central Florida.

"When I learned about the Premier Partner Program, I knew it was the perfect fit for OES," says Smith. "Joining was one of the best business decisions I've made." Since enrolling, OES has seen significant sales growth, thanks in part to the Resideo ProSeries product line and ongoing support from Resideo's dedicated team. Smith credits the program's co-op funds and marketing resources for strengthening visibility, while training and beta testing opportunities have helped sharpen the team's expertise. "It's so much more than a dealer program; it's a family," he adds. "You quickly realize how many people care about your success."

OES has used co-op funds to launch billboard campaigns and now applies those dollars to nearly every branded initiative. "The process is easy and reliable," he notes. "You're rewarded for growing your business with the Resideo name."

Smart Security, Smarter Growth:



Greensite Leverages Program Tools to Boost Leads and Branding

As president and CEO of Greensite based in Ronkonkoma, N.Y., Michael Alfano leads a growing team focused on delivering smart security solutions to residential, multifamily, and light commercial clients across the Northeast. For him, joining the First Alert Pro Premier Partner Program was a natural decision. "We were drawn to the opportunity to align with a trusted, nationally recognized brand like First Alert," Alfano says. "What stood out was the combination of quality products and business tools tailored for partners."

Since joining, Alfano says the program has been "a catalyst for growth." Co-branded materials and customizable marketing collateral have elevated greensite's professional image, helping boost lead conversion and customer engagement. The company has also tapped into co-op funds for digital campaigns and events, generating traffic, and reinforcing its presence in local markets.

"The AlarmNet 360 platform has been a game-changer for our team," Alfano adds. "It gives our staff quick access to system management tools and product documentation, while Resideo Academy ensures our team is trained and ready. For customers, the Total Connect 2.0 app provides seamless system control, which has boosted satisfaction and confidence in their investment." He recommends the Premier Partner Program to any dealer looking to scale. "This isn't just a supplier relationship – it's a business growth platform."

An Invitation to Grow Together

As the security industry evolves, programs like First Alert Pro Premier Partner Program offer a vital platform for dealers to sharpen their skills, expand their reach, and deliver better outcomes for customers. Through meaningful partnerships, trusted tools, and a shared spirit of success, Resideo is helping dealers across North America build stronger businesses – together.

To learn more about how to become a First Alert Premier Partner, contact your Resideo representative or visit the Security Dealer Resources page at Resideo.com.

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UNTANGLING SUBCONTRACTOR SUCCESS



Many businesses rely heavily on subcontractors—and in the electronic security and life safety industry, these partnerships are often essential. Subcontractors help organizations scale, expand into new regions, add specialized expertise, and remain competitive in a fast-evolving marketplace. But strong results only come from strong relationships — and processes.

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John Nemerofsky, Chief Operating Officer of SAGE Integration, oversees national projects for enterprise clients. With decades of experience in operations and field management, he has seen firsthand how subcontractor performance directly impacts customer trust and brand reputation.



Mark Zuckerman, CEO of Clear Connection, Inc., leads a growing integration firm known for its commitment to quality workmanship and strong vendor partnerships. His focus on communication and streamlined processes has shaped how his teams collaborate with external field technicians.



Together, their experiences highlight what integrators need most from subcontractors —and what subcontractors need in return.

Why Clear Expectations Matter: When the Sub Becomes Your Brand

The most effective dealers/integrators treat subcontractor expectations as a documented, repeatable process, not a verbal conversation.

A foundational tool for this alignment is a detailed, consistently enforced agreement.

Include a written scope of work that outlines exactly what is included, what is excluded, required materials, deliverables, installation standards, reporting expectations, and deadlines.

Pair this with clear site rules—dress code, customer interaction guidelines, safety protocols, and documentation requirements such as photos, test results, or checklists.

Establish communication channels upfront: Who does the subcontractor report to? How often should they provide updates? What should they do if issues or scope gaps arise?

Finally, enforce consistency by reviewing expectations during kickoff, checking in mid-project, and holding subs accountable with measurable quality standards.

Clear, upfront alignment reduces rework, protects margins, and builds reliable long-term subcontractor partnerships.

Subcontractors are often the face of an integrator in the field. Nemerofsky explains,

"Their performance can either strengthen or damage your reputation." For many clients, the technician walking through the door IS the company they hired. That makes alignment essential."

At SAGE, dress code, identification requirements, and subcontractor responsibilities are all clearly outlined in their agreement. When

subcontractors deviate from these standards — such as passing work to another party without authorization —the consequences can be significant.

As Nemerofsky notes, "It can mean the difference between keeping or losing a huge client."

Clear standards protect both the integrator and the subcontractor. A strong agreement, that is laid out and reviewed with both parties, mean everyone understands expectations long before a project even begins.

Fairness, Reliability, and Payment: The Basics That Build Loyalty

The Basics That Build Loyalty Subcontractors can become powerful long-term partners when they feel valued, supported, and treated as an extension of your own team—not interchangeable labor.

The cornerstones of that relationship are simple but powerful: communicate expectations clearly, pay on time every time, provide steady and predictable work, and create an environment where their professionalism is recognized. When subcontractors know they can trust you to be fair, organized, and responsive, they reciprocate with reliability, higher quality workmanship, and a willingness to go the extra mile.

"We treat our subcontractors like we treat our employees," Zuckerman emphasizes. "You cannot miss those payments. If you are vigilant with this, you will burn bridges."

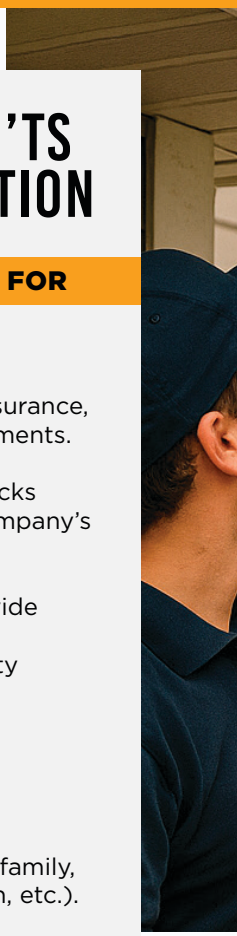
Paying on time signals respect, professionalism, and reliability — qualities subcontractors expect from partners who depend on them to represent the brand.

He adds that while accountability matters, fairness matters just as much. Subcontractors shoulder enormous responsibility when dealing directly with clients.
Acknowledging that role fosters a true sense of partnership.

Technology and Project Management Improve Performance

Project management platforms have transformed the way integrators and dealers manage projects and oversee subcontractors in the field. What used to rely on phone calls, scattered emails, and disparate checklists can now be coordinated through a single, real-time digital hub.





DO'S AND DON'TS OF SUB SELECTION

DO: WHAT TO LOOK FOR

Verify Credentials

- Confirm licensing, insurance, and bonding requirements.
- Run background checks aligned with your company's standards.
- Ensure they can provide documentation on compliance and safety training.

Evaluate Experience

- Check for hands-on experience in similar environments (multi-family, healthcare, education, etc.).

Assess Professionalism

- Ensure they follow standardized processes—daily logs, checklists, install photos, etc.

DON'T: RED FLAGS TO AVOID

Avoid Poor Transparency

- Skip candidates who can't give project details or contact info for past clients.

Avoid Safety & Training Gaps

- Don't hire anyone who cannot provide proof of safety certifications, OSHA compliance, or technical training.

Avoid Known Issues

- Don't ignore negative reviews, customer complaints, or reports of inconsistent quality.



These tools give project managers instant visibility into progress, installation quality, device status, and documentation—no matter how many job sites or subcontractor crews are involved.

For many integrators the payoff is substantial: clearer accountability, better visibility, and fewer surprises on site.

Don't Recruit — Recognize: Finding and Developing Great Subcontractors

Finding quality subcontractors starts with tapping into trusted networks: vendor partners, industry peers and associations, like ESA.

Beyond referrals, the best subcontractors distinguish themselves through professionalism, clear communication, proper licensing, and a proven track record of reliability.

Meeting them on-site, reviewing past projects, and evaluating how they present themselves to customers can quickly reveal whether they'll be a strong fit for your standards.

Ownership mentality is another differentiator. As Zuckerman puts it, "With large projects, you need someone who acts like an owner. If they don't care at the same level you do, it won't work."

Finding and developing great subcontractors starts with recognizing the individuals who bring not only technical expertise, but the professionalism and pride that reflect your company in every customer interaction.

How Subcontractors Support Emerging Opportunities

Utilizing subcontractors strategically can be one of the most powerful ways for security integrators to grow revenue without expanding fixed overhead. Subcontractors give companies the flexibility to take on more projects, pursue larger opportunities, and scale into new geographic markets without the time and cost of hiring full-time staff.

As technology evolves, subcontractors can increasingly support complex jobs, ongoing services, and advanced diagnostics.

Across verticals, subcontractors who can support both installation and long-term system health are invaluable.

Creating Balance: When Both Sides Show Up

Ultimately, successful subcontractor relationships come down to balance:

- Clear expectations
- Fair treatment
- Reliable communication
- Shared accountability
- Mutual respect

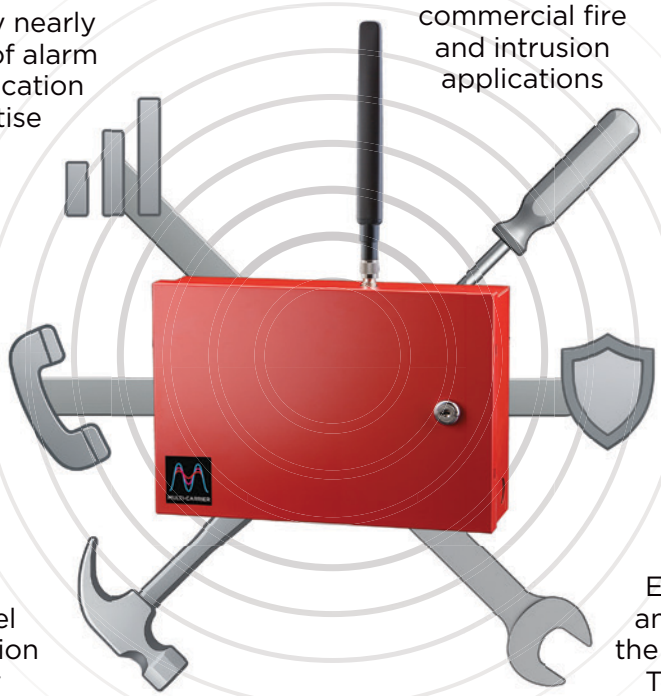
Integrators should continually ask: What brings value to the customer? Subcontractors play a crucial role in creating that value—through skill, professionalism, and consistent performance.

When companies invest in strong contracts, treat subcontractors as partners, leverage technology for oversight and strong project communication — these relationships can become a strategic advantage.

Subcontractors offer flexibility, scalability, and specialized expertise that many integrators cannot match in-house. When managed well, these partnerships enhance quality, strengthen reputation, and fuel growth in both established verticals and emerging opportunities.

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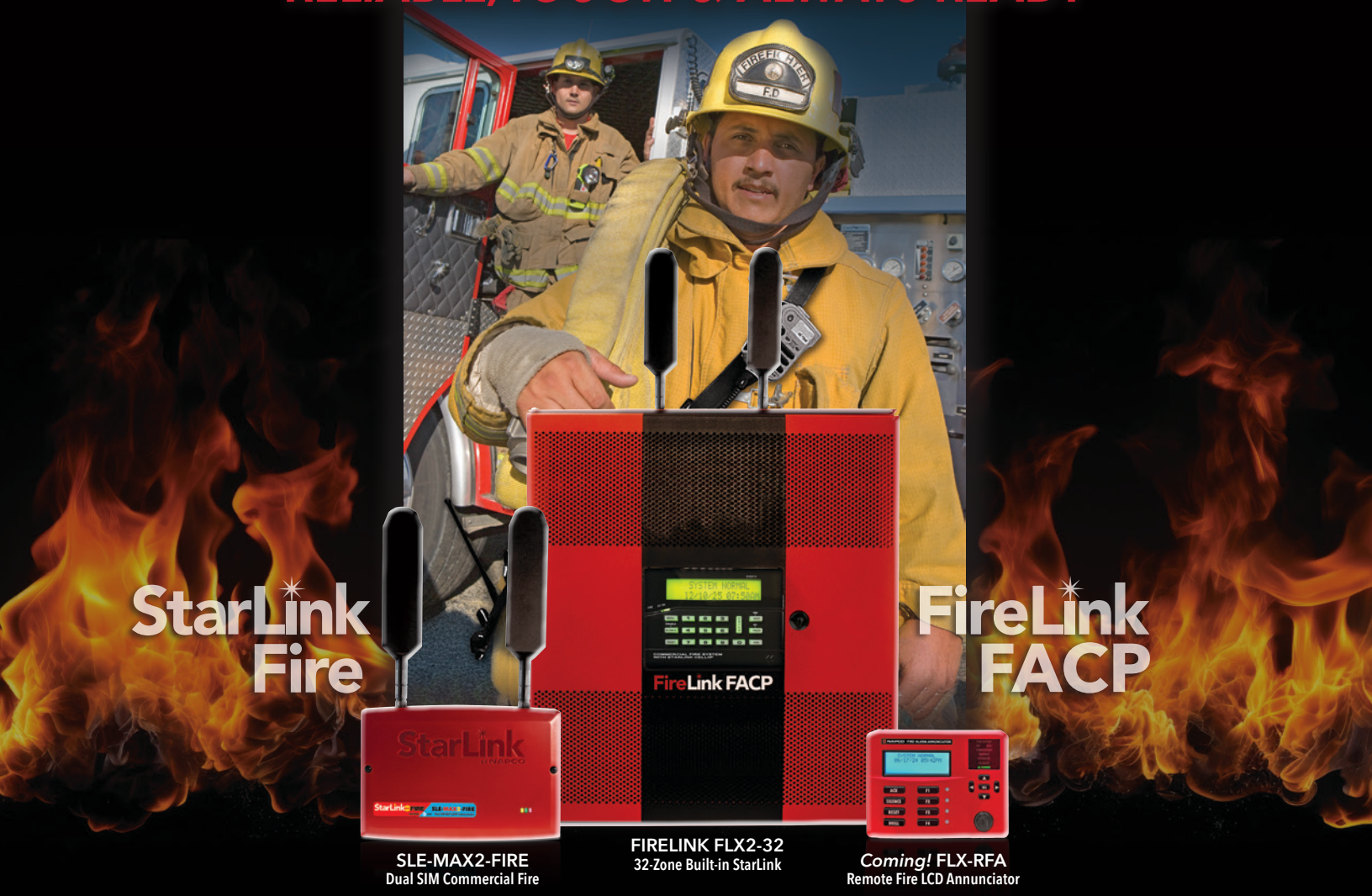
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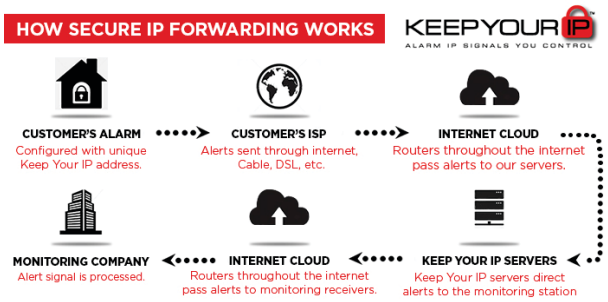


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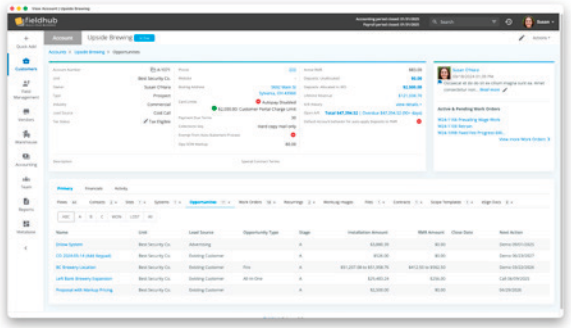
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BRINGING OUTSIDERS IN: TIPS FOR ONBOARDING SALESPEOPLE FROM OUTSIDE THE INDUSTRY

BY TRACY LARSON, PRESIDENT, WESUITE

Hiring salespeople from outside the security industry can feel like a bold move, but in today's job market, it's often necessary. The experienced security salespeople you want are already working for your competitors, and most candidates have no idea what it takes to estimate complex system sales.

In a recent issue of Security Nation, I wrote about how faster onboarding starts with the right sales software. Now let's take a broader look at how to turn a talented salesperson who's never sold a security system into someone who can build a pipeline, quote accurately, and represent your company with confidence. Sales software is a critical piece, but onboarding takes much more.

Hire for mindset, not mastery

If you expect a new hire from outside the industry to walk in and "get it," you and the salesperson will be disappointed. But you can find candidates who'll "get it" quickly. Start by defining the traits, experience, and habits that lead to success — curiosity, resilience, strong work ethic, and a willingness to learn. Look for experience in using and selling technology, and sales that require the candidate to be solution design oriented. Evidence of these traits shows up on resumes in the form of the companies they worked for, the products and services sold, continuing education, certifications, and steady career growth. In interviews, ask candidates for examples of how they've demonstrated problem-solving and adaptability in their jobs, and how they handle longer sales cycles with complex solution needs.





Provide business context

Throwing a salesperson straight into product training may seem like the obvious place to start. Before that, they need insight into the business —how your company is organized and operates, who you sell to, the markets served, the products, systems, and services you sell, prospects to target, and your sales process. They need to understand company workflows, how systems are designed, engineered, installed, and serviced.

Schedule ride-alongs with other salespeople and field time with project managers and technicians. Experiencing the process from 'won' sales through project delivery helps them grasp what they're selling in detail. Expose them to departmental meetings, processes, and systems to help them gain understanding of all that happens after sales are made.



Get them involved in the industry

Encourage new hires to join security associations and professional organizations right away and take advantage of all they offer. Explain the many benefits, including participation in educational programs, conferences, local networking events, tradeshows, and more. For example, the annual ESX Conference has a keen focus on sales. By becoming involved within the security community, they'll become more fluent in our lingo, better understand the marketplace, and become a more confident representative of your company and the industry as a whole



Teach them how to quote

Accurate, margin-conscious quoting is one of the hardest skills for outsiders to master. The fastest way to flatten that learning curve is with a dedicated sales platform designed for security sales that embeds best practices and repeatable processes. For example, the founder of AK Technologies in Austin, Texas, recently told me that he brought in a sales engineer with no industry background and "he was quoting by the end of his first week" – thanks to the right software.



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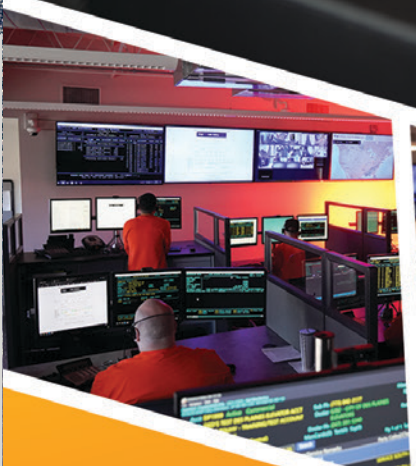
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