

SDM

NEW DIRECTIONS FOR SECURITY SYSTEMS & INTEGRATION

Our 18th annual

100
SDM

The 100 largest security installation and monitoring companies, the **SDM 100**, attained **double-digit growth** in 2007 in both **recurring monthly revenue** and **total revenue**.

By **Laura E. Stepanek**, Editor



Double Digits

What do you remember about 1991? In May of that year, *SDM* marked publication of the first annual SDM 100, a ranking by revenue of the largest security installation companies in the United States. The SDM 100 proved to be a cornerstone of the security industry, as it heralded in a new era of public information about an industry that was — and still is — largely privately held.

Although some entities exist only in the memories of today's security dealers, it is encouraging that many of the companies ranked 18 years ago still rank among the largest today.

In May 1991, the first annual SDM 100 had total annual revenue of \$2.32 billion. This year's 18th annual SDM 100 brings the total to \$7.58 billion.

The primary objective of the SDM 100 is to measure consumer dollars gained by alarm companies, in order to present an account of the size of the market captured by the 100 largest security providers. SDM 100 firms are actually ranked, not by their total gross revenue, but by their recurring monthly revenue (RMR). RMR is the amount of contractually recurring revenues due from customers, for such services as monitoring, contracted service, system maintenance and leasing of security systems.

RMR is typically the basis for valuation of an alarm company. The amount of RMR, along with other factors, is assigned a multiple, such as 40 times RMR, to determine a firm's value in an acquisition. RMR is the language of alarm company executives and is meaningful in comparative analysis among industry peers.

Only 28 companies on the SDM 100 earned more than \$1 million in recurring monthly revenue in 2007. Overall, it appears that the 100 firms collectively grew RMR by less than 1 percent. However, that number is misleading due to an adjustment of ADT's recurring revenue. (In 2007 *SDM* provided an estimated figure for ADT of \$240 million; in 2008, ADT reported its own RMR of \$219 million, causing an effect on the total SDM 100 figures that appear to show flat growth.) If ADT is omitted from total figures, then growth in RMR for the other 99 companies proves to be a healthier 14 percent.

The health of the security installation and monitoring industry also was proven by the addition of nearly 5,000 more people employed by these 100 largest firms in 2007.

Notable Achievements

- No. 2, **Brink's Home Security**, achieved greater than 12 percent RMR growth in 2007. The firm added 300 full-time positions in 2007.
- No. 3, **Protection One** grew its RMR by 34 percent compared with the 2007 SDM 100 report, and added 600 employees.
- No. 6, **Slomins Inc.**, broke the \$10 million mark in RMR in 2007.
- No. 7, **Vector Security**, added 40 new full-time employees in 2007.
- No. 9, **Guardian Protection Services**, added 133 full-time positions.
- No. 10, **Bay Alarm Company**, operating since 1946, broke the 100,000 mark for total customers. It also added 40 full-time employees in 2007.
- No. 11, **Apx Alarm Security Solutions Inc.**, rose up from a ranking of No. 18 last year; the firm reached more than 100,000 subscribers.
- No. 12, **ASG Security**, gained more than 37,000 accounts through acquisition in 2007, helping to grow its RMR by 53 percent to \$3.8 million. The firm now employs nearly 600 people.



RANK 2008	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2007	SUBSCRIBERS 2007	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2007 (\$ MIL)	FULL TIME EMPLOYEES	NUMBER OF LOCATIONS
1	ADT Boca Raton, Fla.	\$219,000,000	6,000,000 (est.)	\$216,000,000 (est.)	\$1,357,000,000 (est.)	\$4,100.00	22,000	228
2	Brink's Home Security Inc. Irving, Texas	\$37,200,000	1,223,800	n/a	n/a	\$484.40	3,600	70
3	Protection One Lawrence, Kan.	\$26,700,000	1,745,425	n/a	n/a	\$347.87	3,100	64
4	Monitronics International Inc. Dallas, Texas	\$17,000,000	548,034	n/a	n/a	\$200.30	654	1
5	Stanley Convergent Security Solutions Inc. Naperville, Ill.	\$10,150,000	237,000	n/a	\$213,000,000	\$345.00	1,440	61
6	Slomin's Security Hicksville, N.Y.	\$10,049,760	252,953	\$34,110,283	\$26,872,698	\$174.98	1,180	9
7	Vector Security Inc. Pittsburgh, Pa.	\$6,765,000	181,105	\$15,600,000	\$62,000,000	\$169.15	891	28
8	Sonitrol Corp. Berwyn, Pa.	\$5,700,000	52,402	n/a	\$42,200,000	\$124.97	688	18

No. 1 – ADT – Subscribers, sales revenue (residential and non-residential), employees, and locations are estimated by SDM. ■ No. 3 – Protection One – \$3.6 million RMR is from non-owned accounts. ■ No. 4 – Monitronics International Inc. – \$300,000 RMR is from non-owned accounts. ■ No. 5 – Stanley Convergent Security Solutions Inc. – Formerly ranked as HSM Electronic Protection Services Inc.; SDM's 2005 Dealer of the Year. ■ No. 7 – Vector Security Inc. – \$53,000 RMR is from non-owned accounts. SDM's 2003 Dealer of the Year.

SDM 100: Growth in Action

	2007	2006	2005
Total recurring monthly revenue (RMR):	\$413.07 million*	\$409.64 million	\$385.12 million
Total annual revenue:	\$7.58 billion†	\$6.95 billion	\$6.68 billion
Total subscribers:	12.52 million**	11.29 million	10.87 million
Total installations/sales revenue:††			
Residential units sold	354,242	291,966	241,715
Residential sales revenue	\$410.1 million	\$186.6 million	\$207.1 million
Non-residential units sold	103,433	94,080	84,432
Non-residential sales revenue	\$2,025.4 million	\$471.4 million	\$452.8 million
Business locations operated:	885	954	892
People employed:	49,407***	44,542	44,548
Acquisitions in 2007	48		
Accounts gained	777,487		

* Total monthly recurring revenue, based on RMR of Dec. 31, 2007. Based on responses from 100 firms.

† Total annual (2007) revenue from electronic security system sales, installation, service, leasing, monitoring, and sales of subscriber accounts, as reported to or estimated by SDM.

** Based on responses from, or estimates of, 97 firms. Not included: Safeguard Security and Communications Inc.; SDA Security; and SSD Alarm Systems, Kern Security Systems & Alpha Burglar & Fire.

†† Based on responses from or estimates of 85 firms. Note: Some firms reported unit sales or installation revenues only, while most reported both. Not included in either units or sales revenue: Brink's Home Security; Fire Protection Inc.; Global Technology Solutions; Guardian Alarm Co.; Haig Service Corp.; Monitronics Int'l.; Protection One; SDA Security; Security Networks; Sonitrol of Tallahassee Inc.; and SSD Alarm Systems, Kern Security Systems & Alpha Burglar & Fire. (Installation revenue, but not unit counts, are provided for ADT, Engineered Protection Systems Inc., Safe Systems Inc., and Stanley Convergent Security Solutions Inc. Installation unit counts, but not revenue, are provided for Kimberlite Corp., Power Home Technologies Inc., and Sonitrol of Southwest Ohio. Both are included in total figure.)

*** Based on responses from or estimates of 98 firms. Not included: Safeguard Security and Communications Inc.; and SSD Alarm Systems, Kern Security Systems & Alpha Burglar & Fire.

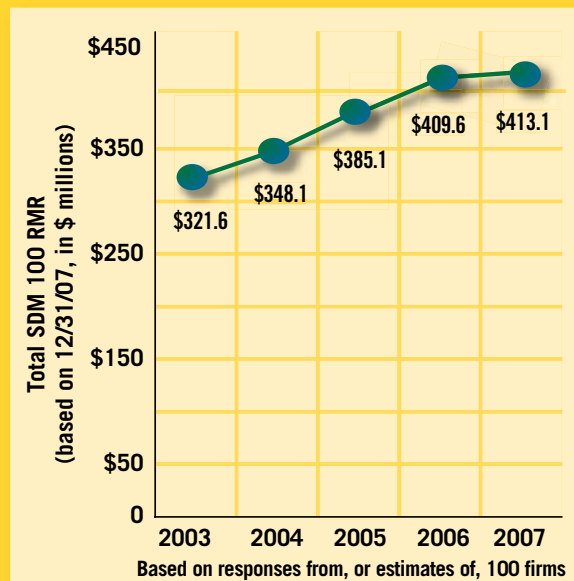
Source: 2008 SDM 100, SDM Magazine, May 2008

The table, above, presents aggregate figures for the SDM 100 group of companies, which are ranked by their recurring monthly revenue — an industry standard of valuation of a security monitoring business. Most of the SDM 100 firms are privately held. Submitting recurring monthly revenue is required for ranking; other figures are not required but mostly provided. Most firms — but not all — also reported their total annual revenue, number of subscribers, and installation volumes. Therefore, one should exercise caution in using this information to extrapolate industry totals or to benchmark. (See footnotes above for more detailed information.)

RANK 2008	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2007	SUBSCRIBERS 2007	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2007 (\$ MIL)	FULL TIME EMPLOYEES	NUMBER OF LOCATIONS
9	Guardian Protection Services Warrendale, Pa.	\$5,689,084	187,450	\$43,231,386	\$10,154,410	\$120.17	1,054	17
10	Bay Alarm Company Pacheco, Calif.	\$5,269,000	100,266	\$4,990,000	\$12,541,000	\$82.81	610	13
11	Apex Alarm Security Solutions Inc. Provo, Utah	\$4,446,155	107,221	\$8,773,024	n/a	\$144.64	3,988	1
12	ASG Security Beltsville, Md.	\$3,800,021	113,323	\$6,862,080	\$9,994,240	\$55.60	587	16
13	Protect America Inc. Round Rock, Texas	\$3,547,000	113,425	\$3,080,000	n/a	\$40.33	224	1
14	Devcon Security Services Corp. Hollywood, Fla.	\$3,400,000	146,000	\$3,000,000	\$3,000,000	\$62.00	514	13
15	Guardian Alarm Co. Southfield, Mich.	\$3,372,000	86,600	n/a	n/a	\$50.30	385	7
16	Interface Security Systems & The Greater Alarm Co. (in Calif.) Earth City, Mo.	\$3,086,259	93,883	\$4,486,000	\$26,532,000	\$69.80	592	25
17	Central Security Group Inc. Tulsa, Okla.	\$2,748,841	100,077	\$237,000	\$210,569	\$31.78	190	4
18	CPI Security Systems Inc. Charlotte, N.C.	\$2,350,000	67,223	\$4,093,000	\$934,000	\$36.27	340	4

No. 9 – Guardian Protection Services – SDM’s 1999 Dealer of the Year. ■ No. 10 – Bay Alarm Company – SDM’s 1998 Dealer of the Year. ■ No. 15 – Guardian Alarm Co. – \$1,100 RMR is from non-owned accounts. ■ No. 16 – Interface Security Systems & The Greater Alarm Co. – \$3,734 RMR is from non-owned accounts. ■ No. 18 – CPI Security Systems Inc. – SDM’s 2000 Dealer of the Year.

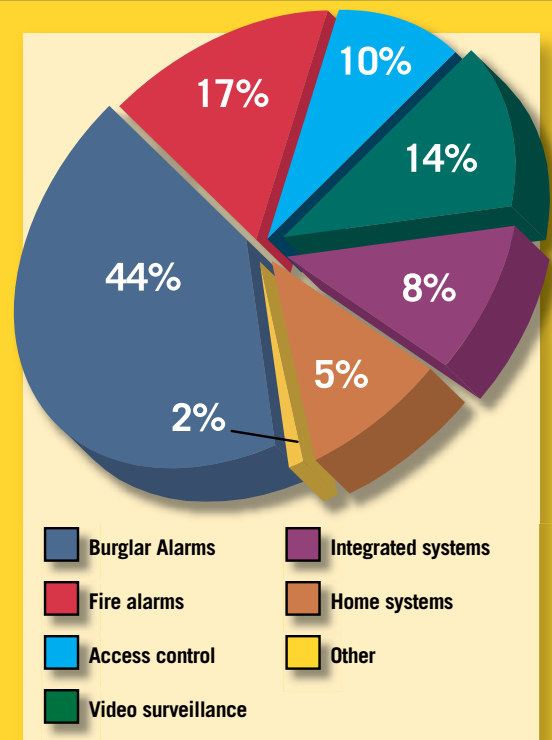
RMR Adjustment



Recurring monthly revenue (RMR) improved less than 1 percent in 2007; however, what appears to be flat growth is actually an adjustment made for one company, ADT, which reported significantly lower RMR in 2007 than SDM had estimated for ADT the prior year. If ADT’s recurring monthly revenue were removed from the growth calculation, then RMR improves by 14 percent for the remaining 99 companies. RMR is derived from customer billing for services such as monitoring, contracted maintenance, and leasing of security systems.

Source: 2008 SDM 100, SDM Magazine, May 2008

Dealers’ Eggs in Several Baskets



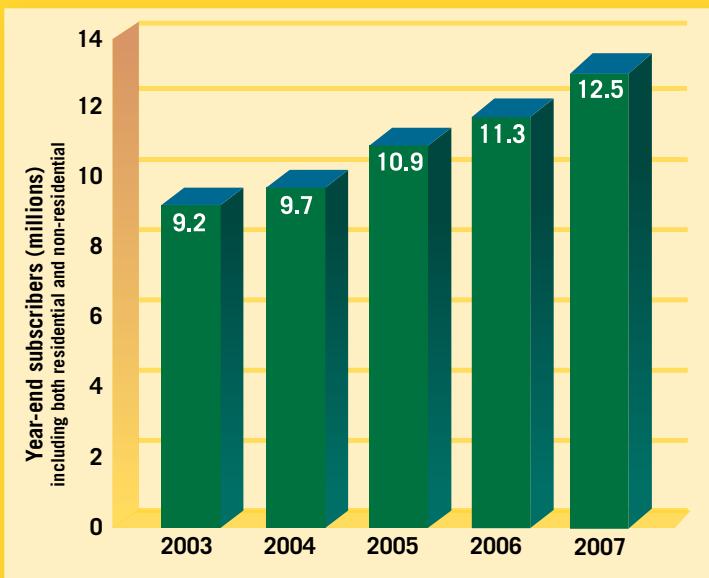
Security alarm companies derive their revenue from a wide variety of product categories, including the most sizeable, burglar alarm systems, which comprised 44 percent of dealers’ revenue in 2007 — the same as in 2006.

Source: 2008 SDM 100, SDM Magazine, May 2008

RANK 2008	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2007	SUBSCRIBERS 2007	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2007 (\$ MIL)	FULL TIME EMPLOYEES	NUMBER OF LOCATIONS
19	AFA Protective Systems Inc. Syosset, N.Y.	\$2,215,000	45,600	\$2,200,000	\$38,400,000	\$76.60	475	19
20	Alarm Detection Systems Inc. Aurora, Ill.	\$2,018,799	27,594	\$619,000	\$7,199,240	\$33.24	231	1
21	Safe Home Security Inc. Cromwell, Conn.	\$1,848,023	53,796	\$1,063,049	\$55,950	\$20.10	125	4
22	ACA Security Systems Media, Pa.	\$1,804,102	62,464	\$20,000	\$3,000	\$21.56	67	1
23	Security Networks West Palm Beach, Fla.	\$1,530,000	43,000	n/a	n/a	\$17.00	110	5
24	SAFE Security Companies San Ramon, Calif.	\$1,521,500	56,985	\$507,320	\$126,500	\$18.00 (est.)	59	1
25	ADS Security Nashville, Tenn.	\$1,516,135	59,373	\$2,977,000	\$4,858,595	\$27.72	263	14
26	SSD Alarm Systems, Kern Security Systems & Alpha Burglar & Fire Anaheim, Calif.	\$1,201,035	n/a	n/a	n/a	\$30.53	n/a	12
27	Per Mar Security Services Davenport, Iowa	\$1,091,642	48,153	\$1,164,937	\$18,958,500	\$35.57	331	22
28	General Security Inc. Plainview, N.Y.	\$1,025,637	40,546	\$1,900,000	\$3,400,000	\$17.19	166	9
29	Engineered Protection Systems Inc. Grand Rapids, Mich.	\$929,605	15,077	\$1,078,000	\$5,254,757	\$18.54	164	6
30	Kimberlite Corp. Fresno, Calif.	\$927,422	7,001	n/a	n/a	\$17.35	115	6
31	Ackerman Security Systems Atlanta, Ga.	\$858,843	42,058	\$3,458,394	\$4,605,072	\$19.25	147	1
32	Mountain Alarm Ogden, Utah	\$810,000	15,791	\$1,692,198	\$8,546,300	\$22.95	194	6
33	New York Merchants Protective Co. Inc. Freeport, N.Y.	\$767,102	14,537	\$162,150	\$1,657,849	\$9.10	78	1

No. 19 – AFA Protective Systems Inc. – \$25,000 RMR is from non-owned accounts. ■ No. 20 – Alarm Detection Systems Inc. – \$39,735 RMR is from non-owned accounts. SDM’s 1984 Dealer of the Year. ■ No. 22 – ACA Security is operated by Alarm Capital Alliance II LLC. ■ No. 25 – ADS Security – \$46,505 RMR is from non-owned accounts. ■ No. 27 – Per Mar Security Services – \$18,902 RMR is from non-owned accounts. ■ No. 28 – General Security Inc. – \$127,572 RMR is from non-owned accounts. ■ No. 30 – Kimberlite Corp. – doing business as Sonitrol of Fresno, Sonitrol of Stockton, Sonitrol of Modesto, Sonitrol of Bakersfield, Sonitrol of NW Los Angeles/Ventura Co., Sonitrol of San Francisco, Sonitrol of Marin/Sonoma Cos., Sonitrol of Napa/Solano Cos., Sonitrol of Oakland, Sonitrol of So. Alameda Co., Sonitrol of Contra Costa Co., Sonitrol of Berkeley/Richmond. ■ No. 31 – Ackerman Security Systems – SDM’s 2007 Dealer of the Year. ■ No. 32 – Mountain Alarm – \$205,000 RMR is from non-owned accounts. SDM’s 1996 Dealer of the Year. ■ No. 33 – New York Merchants Protective Co. Inc. – \$59,251 RMR is from non-owned accounts.

12 Million Customers Served by SDM 100



SDM 100 firms in aggregate have 12.5 million customers under contract, an improvement of nearly 11 percent from 2006 to 2007. The No. 1 firm, ADT Security Services, stands at approximately 6 million subscribers (estimated), while No. 2, Brink’s Home Security, reported 1.2 million, and No. 3, Protection One, reported 1.7 million customers.

Based on responses from, or estimates of, 97 firms. Not included: Safeguard Security and Communications Inc.; SDA Security; and SSD Alarm Systems, Kern Security Systems & Alpha Burglar & Fire.

Source: 2008 SDM 100, SDM Magazine, May 2008

RANK 2008	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2007	SUBSCRIBERS 2007	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2007 (\$ MIL)	FULL TIME EMPLOYEES	NUMBER OF LOCATIONS
34	First Alarm Security Services Aptos, Calif.	\$765,584	12,900	\$943,870	\$4,596,140	\$13.95	121	4
35	Sound Security Inc. Portland, Ore.	\$759,092	4,843	\$59,260	\$4,272,640	\$12.99	87	5
36	Safeguard Security and Communications Inc. Scottsdale, Ariz.	\$709,866	n/a	\$2,963,338	\$14,401,123	\$27.64	n/a	3
37	Alert Alarm of Hawaii Honolulu, Hawaii	\$709,727	16,963	\$1,974,690	\$2,011,100	\$12.63	93	4
38	American Alarm & Communications Inc. Arlington, Mass.	\$693,833	17,604	\$1,914,986	\$6,772,000	\$17.15	150	4
39	Sonitrol of Sacramento & Sonitrol Orange County Roseville, Calif.	\$641,834	4,048	\$14,000	\$4,565,494	\$12.55	61	2
40	Supreme Security Systems Inc. Union, N.J.	\$622,147	10,319	\$427,298	\$3,631,091	\$11.68	100	1
41	SecureNet Alarm Systems Inc. Maize, Kan.	\$614,113	26,246	\$586,873	\$944,242	\$9.54	95	5
42	Sonitrol Cascades Eugene, Ore.	\$553,866	17,768	\$637,060	\$2,258,662	\$9.83	50	6
43	Security Equipment Inc. Omaha, Neb.	\$531,997	13,110	\$980,420	\$8,637,820	\$16.55	124	4
44	Doyle Security Systems Inc. Rochester, N.Y.	\$506,253	18,117	\$518,964	\$1,839,001	\$9.37	80	4
45	Sonitrol Security Systems of Hartford Inc. & Sonitrol Security Systems of Rhode Island Rocky Hill, Conn.	\$501,076	12,668	\$158,050	\$3,793,199	\$10.63	58	2
46	Custom Security Systems Lacey, Wash.	\$492,061	9,965	\$417,483	\$2,416,000	\$9.86	108	3
47	Sonitrol Security Systems of Buffalo, Rochester, Toronto Buffalo, N.Y.	\$480,764	5,364	\$35,000	\$3,748,820	\$9.96	93	3
48	All-Guard Alarm Systems Inc. Hayward, Calif.	\$479,500	8,028	\$265,000	\$1,400,000	\$7.92	49	2

No. 34 – First Alarm Security Services – Less than \$5,000 RMR is from non-owned accounts. ■ No. 36 – Safeguard Security and Communications Inc. – SDM’s 2002 Dealer of the Year. ■ No. 37 – Alert Alarm of Hawaii – \$1,530 RMR is from non-owned accounts. SDM’s 2006 Dealer of the Year. ■ No. 40 – Supreme Security Systems Inc. – \$1,054 RMR is from non-owned accounts. ■ No. 42 – Sonitrol Cascades – \$111,000 RMR is from non-owned accounts. ■ No. 43 – Security Equipment Inc. – \$2,520 RMR is from non-owned accounts. ■ No. 44 – Doyle Security Systems Inc. – \$29,251 RMR is from non-owned accounts. SDM’s 1997 Dealer of the Year. ■ No. 46 – Custom Security Systems – Monitors an additional 25,445 subscriber accounts owned by other dealers, resulting in \$190,831 RMR. ■ No. 47 – Sonitrol Security Systems of Buffalo, Rochester, Toronto – \$8,000 RMR is from non-owned accounts.

Total Revenue Surges 10 Percent



The SDM 100 grew their total annual revenue by 10 percent in 2007 to reach \$7.58 billion. One-by-one, the SDM 100 firms illustrated their remarkable ability to top their prior-year results. Among 96 out of 100 firms for which year-to-year revenue could be compared, 87 companies improved their total revenues, many by double-digits.

Source: 2008 SDM 100, SDM Magazine, May 2008



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49	Alarmco Inc. Las Vegas, Nev.	\$473,800	14,326	\$342,559	\$1,277,067	\$7.63	93	1
50	Post Alarm Systems Inc. Arcadia, Calif.	\$450,000	12,512	\$750,000	\$2,300,000	\$8.90	121	2
51	Matson Alarm Co. Inc. Fresno, Calif.	\$433,284	16,615	\$300,000	\$2,062,686	\$7.89	61	5
52	EMC Security Lawrenceville, Ga.	\$424,106	24,071	\$4,500,000	\$1,200,000	\$9.93	56	2
53	SDA Security San Diego, Calif.	\$423,595	n/a	n/a	n/a	\$9.60	88	2
54	Custom Security Systems Inc. Baton Rouge, La.	\$421,552	20,064	\$1,877,188	\$871,822	\$8.22	49	1
55	Power Home Technologies Inc. Raleigh, N.C.	\$383,773	11,148	n/a	n/a	\$10.55	122	9
56	Sonitrol of Tallahassee Inc. Tallahassee, Fla.	\$355,776	4,706	n/a	n/a	\$7.27	51	3
57	F.E. Moran Inc. Alarm and Monitoring Services Champaign, Ill.	\$349,478	15,695	\$823,510	\$9,031,500	\$15.46	126	7
58	JMG Security Systems Inc. Fountain Valley, Calif.	\$338,137	5,354	\$33,955	\$9,524,050	\$14.28	52	1
59	Sonitrol Tri-County Farmington Hills, Mich.	\$336,115	5,052	\$13,070	\$3,388,631	\$7.73	52	3
60	Electronix Systems Central Station Alarms Inc. Huntington Station, N.Y.	\$329,758	11,969	\$485,000	\$3,410,000	\$7.90	74	1
61	American Security Systems Inc. Long Island City, N.Y.	\$323,000	6,104	\$1,000,000	\$1,000,000	\$7.54	57	1
62	National Guardian Security Services Inc. Norwalk, Conn.	\$315,000	29,900	\$100,000	\$9,000,000	\$14.60	126	8

No. 57 – F.E. Moran Inc. Alarm and Monitoring Services – \$3,440 RMR is from non-owned accounts. ■ No. 60 – Electronix Systems Central Station Alarms Inc. – \$82,000 RMR is from non-owned accounts. ■ No. 62 – National Guardian Security Services Inc. – \$50,591 RMR is from non-owned accounts.

TOP COMPANIES RANKED BY RESIDENTIAL CUSTOMERS

1	Brink's Home Security Inc.	1,162,610	25	Blue Ridge Security Systems Inc.	16,572
2	Monitronics International Inc.	493,231	26	Custom Security Systems Inc.	15,048
3	Protection One	488,719	27	AFA Protective Systems Inc.	15,000
4	Slomin's Security	234,823	28	Alarm Detection Systems Inc.	12,315
5	Guardian Protection Services	168,705	29	Amherst Alarm Inc.	11,500
6	Vector Security Inc.	138,691	30	Doyle Security Systems Inc.	10,689
7	Protect America Inc.	113,425	31	American Alarm & Communications Inc.	10,562
8	Apx Alarm Security Solutions Inc.	107,221	32	Alert Alarm of Hawaii	8,990
9	Central Security Group Inc.	92,071	33	F.E. Moran Inc. Alarm and Monitoring Services	8,910
10	Devcon Security Services Corp.	87,600	34	Post Alarm Systems Inc.	8,133
11	ASG Security	82,185	35	Matson Alarm Co. Inc.	7,815
12	Stanley Convergent Security Solutions Inc. (formerly ranked as HSM Electronic Protection Services Inc.)	69,750	36	Century Tel Security Systems Inc.	7,450
13	CPI Security Systems Inc.	60,523	37	Icon Security Inc.	7,400
14	Bay Alarm Company	51,809	38	Engineered Protection Systems Inc.	7,331
15	Safe Home Security Inc.	51,106	39	Sonitrol Cascades	7,215
16	SAFE Security Companies	45,588	40	Quantum Alarm Inc.	6,905
17	Security Networks	39,500	41	Acadiana Security Plus	6,667
18	ADS Security	38,592	42	Security Equipment Inc.	6,534
19	Ackerman Security Systems	35,428	43	Mountain Alarm	6,316
20	Interface Security Systems & The Greater Alarm Co. (in Calif)	32,859	44	A-Com Protection Services Inc.	6,299
21	General Security Inc.	27,166	45	Dehart Alarm Systems Inc.	6,005
22	EMC Security	22,000	46	Advent Security Corp.	5,772
23	SecureNet Alarm Systems Inc.	20,246	47	All-Guard Alarm Systems Inc.	5,620
24	Per Mar Security Services	19,261	48	Alarmco Inc.	5,491
			49	Security Systems of America	5,150



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63	Blue Ridge Security Systems Inc. Anderson, S.C.	\$312,701	30,091	\$387,000	\$7,498,000	\$7.89	63	3
64	Sonitrol of Southwest Ohio Mason, Ohio	\$309,281	3,786	n/a	n/a	\$6.45	38	2
65	A-Com Protection Services Inc. Columbus, Ga.	\$305,862	9,690	\$546,305	\$717,146	\$6.30	57	2
66	A-1 Security Ltd. Las Vegas, Nev.	\$302,115	7,736	\$1,400,000	\$1,700,000	\$7.99	60	2
67	Scarsdale Security Systems Inc. Scarsdale, N.Y.	\$301,387	11,015	\$917,875	\$5,451,516	\$11.92	79	2
68	Icon Security Inc. Provo, Utah	\$295,926	7,400	\$4,760,000	n/a	\$7.68	71	6
69	Peak Alarm Co. Inc. Salt Lake City, Utah	\$291,254	9,934	\$202,000	\$2,594,000	\$6.99	63	4
70	Richmond Alarm Co. Richmond, Va.	\$282,286	7,020	\$500,000	\$2,100,000	\$6.37	75	2

No. 63 – Blue Ridge Security Systems Inc. – \$69,886 RMR is from non-owned accounts. ■ No. 65 – A-Com Protection Services Inc. – \$40,833 RMR is from non-owned accounts. ■ No. 66 – A-1 Security Ltd. – On April 1, 2008, Stanley Convergent Security Solutions Inc. announced the acquisition of A-1 Security. ■ No. 67 – Scarsdale Security Systems Inc. – \$7,200 RMR is from non-owned accounts. ■ No. 70 – Richmond Alarm Co. – \$81,354 RMR is from non-owned accounts.

RANK BY NON-RESIDENTIAL INSTALLATION REVENUE

RANK BY INSTALLATION REVENUE	COMPANY	NON-RESIDENTIAL INSTALLATIONS 2007	NON-RESIDENTIAL REVENUE	SDM 100 RANK	RANK BY INSTALLATION REVENUE	COMPANY	NON-RESIDENTIAL INSTALLATIONS 2007	NON-RESIDENTIAL REVENUE	SDM 100 RANK
1	ADT	n/a	\$1,357,000,000*	1	31	Supreme Security Systems Inc.	826	\$3,631,091	40
2	Stanley Convergent Security Solutions Inc.	n/a	\$213,000,000	5	32	Ultraguard Protective Systems Inc.	1,250	\$3,500,000	77
3	Vector Security Inc.	2,585	\$62,000,000	7	33	Electronix Systems Central Station Alarms Inc.	566	\$3,410,000	60
4	Sonitrol Corp.	10,050	\$42,200,000	8	34	General Security Inc.	1,500	\$3,400,000	28
5	AFA Protective Systems Inc.	6,200	\$38,400,000	19	35	Sonitrol Tri-County	545	\$3,388,631	59
6	Slomin's Security	3,290	\$26,872,698	6	36	Devcon Security Services Corp.	1,500	\$3,000,000	14
7	Interface Security Systems & The Greater Alarm Co. (in Calif)	10,300	\$26,532,000	16	37	Sonitrol & ADR Security Services	194	\$2,737,063	98
8	Per Mar Security Services	5,448	\$18,958,500	27	38	Peak Alarm Co. Inc.	933	\$2,594,000	69
9	Safeguard Security and Communications Inc.	300	\$14,401,123	36	39	Custom Security Systems	680	\$2,416,000	46
10	Bay Alarm Company	8,070	\$12,541,000	10	40	Post Alarm Systems Inc.	180	\$2,300,000	50
11	Guardian Protection Services	3,922	\$10,154,410	9	41	Sonitrol Cascades	576	\$2,258,662	42
12	ASG Security	7,048	\$9,994,240	12	42	Richmond Alarm Co.	100	\$2,100,000	70
13	JMG Security Systems Inc.	654	\$9,524,050	58	43	Matson Alarm Co. Inc.	882	\$2,062,686	51
14	F.E. Moran Inc. Alarm and Monitoring Services	586	\$9,031,500	57	44	Alert Alarm of Hawaii	990	\$2,011,100	37
15	National Guardian Security Services Inc.	3,300	\$9,000,000	62	45	Secure US Inc.	562	\$2,000,000	99
16	Security Equipment Inc.	860	\$8,637,820	43	46	Moon Security Services Inc.	106	\$1,970,899	86
17	Mountain Alarm	1,168	\$8,546,300	32	47	Sonitrol of Indianapolis Inc.	255	\$1,903,876	80
18	Blue Ridge Security Systems Inc.	1,154	\$7,498,000	63	48	Doyle Security Systems Inc.	826	\$1,839,001	44
19	Alarm Detection Systems Inc.	1,197	\$7,199,240	20	49	Select Security	177	\$1,800,000	97
20	American Alarm & Communications Inc.	2,562	\$6,772,000	38	50	Safe Systems Inc.	n/a	\$1,754,778	75
21	Custom Alarm	520	\$6,421,907	90	51	A-1 Security Ltd.	800	\$1,700,000	66
22	Scarsdale Security Systems Inc.	1,032	\$5,451,516	67	52	New York Merchants Protective Co. Inc.	1,559	\$1,657,849	33
23	Engineered Protection Systems Inc.	n/a	\$5,254,757	29	53	World Wide Security & GC Alarm	235	\$1,500,000	73
24	ADS Security	1,849	\$4,858,595	25	54	All-Guard Alarm Systems Inc.	289	\$1,400,000	48
25	Ackerman Security Systems	1,282	\$4,605,072	31	55	Security Systems of America	500	\$1,400,000	76
26	First Alarm Security Services	1,413	\$4,596,140	34	56	Amherst Alarm Inc.	165	\$1,361,000	87
27	Sonitrol of Sacramento & Sonitrol Orange County	527	\$4,565,494	39	57	Audio Sentry Corp.	103	\$1,327,128	100
28	Sound Security Inc.	376	\$4,272,640	35	58	Alarmco Inc.	725	\$1,277,067	49
29	Sonitrol Security Systems of Hartford Inc. & Sonitrol Security Systems of Rhode Island	439	\$3,793,199	45	59	EMC Security	n/a	\$1,200,000	52
30	Sonitrol Security Systems of Buffalo, Rochester, Toronto	206	\$3,748,820	47	60	Quantum Alarm Inc.	180	\$1,130,141	79
					61	Washington Alarm Inc.	240	\$1,010,000	71
					62	Bonds Alarm Co. Inc.	440	\$1,009,000	85
					63	American Security Systems Inc.	400	\$1,000,000	61

* estimated



RANK 2008	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2007	SUBSCRIBERS 2007	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2007 (\$ MIL)	FULL TIME EMPLOYEES	NUMBER OF LOCATIONS
71	Washington Alarm Inc. Seattle, Wash.	\$271,496	4,890	\$56,000	\$1,010,000	\$4.85	40	1
72	Pacific Alarm Systems Inc. Culver City, Calif.	\$260,479	4,135	\$143,000	\$778,000	\$4.40	40	1
73	World Wide Security & GC Alarm Garden City, N.Y.	\$257,000	10,950	\$1,000,000	\$1,500,000	\$6.30	52	1
74	Acadiana Security Plus Broussard, La.	\$254,283	9,009	\$2,459,406	\$860,875	\$6.97	53	1
75	Safe Systems Inc. Louisville, Colo.	\$254,011	9,746	\$616,544	\$1,754,778	\$5.93	52	1
76	Security Systems of America Pittsburgh, Pa.	\$253,802	10,442	\$392,000	\$1,400,000	\$5.39	71	4
77	Ultraguard Protective Systems Inc. Woburn, Mass.	\$244,000	8,820	\$1,000,000	\$3,500,000	\$7.48	67	1
78	Advent Security Corp. Oreland, Pa.	\$239,186	7,143	\$776,168	\$715,122	\$4.56	34	1
79	Quantum Alarm Inc. Southlake, Texas	\$224,667	7,505	\$1,274,415	\$1,130,141	\$4.98	46	3
80	Sonitrol of Indianapolis Inc. Indianapolis, Ind.	\$224,474	1,967	\$19,000	\$1,903,876	\$4.83	30	1
81	Gillmore Security Systems Inc. Cleveland, Ohio	\$221,673	n/a	n/a	n/a	\$4.33	36	1
82	Valley Alarm Sun Valley, Calif.	\$205,100	6,105	n/a	\$950,000	\$3.59	22	1
83	Century Tel Security Systems Inc. Monroe, La.	\$196,437	10,499	\$874,950	\$796,212	\$4.84	48	2
84	CIA Security Fishkill, N.Y.	\$195,000	5,250	\$600,000	\$900,000	\$4.76	45	1
85	Bonds Alarm Co. Inc. Phoenix, Ariz.	\$189,431	6,115	\$560,000	\$1,009,000	\$4.11	28	2
86	Moon Security Services Inc. Pasco, Wash.	\$184,339	5,120	\$1,313,932	\$1,970,899	\$9.08	79	3
87	Amherst Alarm Inc. Amherst, N.Y.	\$180,263	15,437	\$1,200,000	\$1,361,000	\$4.86	49	1
88	Crime Prevention Security Systems LLC Gainesville, Fla.	\$176,753	6,773	\$1,957,646	\$534,577	\$5.27	49	3
89	Dehart Alarm Systems Inc. Sarasota, Fla.	\$175,967	7,507	\$1,038,064	\$181,644	\$3.67	34	1
90	Custom Alarm Rochester, Minn.	\$170,361	4,836	\$398,201	\$6,421,907	\$9.73	71	3
91	Briscoe Protective Systems Inc. Centereach, N.Y.	\$162,070	1,455	n/a	\$775,265	\$3.53	23	1
92	Fire Protection Inc. Everett, Wash.	\$161,000	4,494	n/a	n/a	\$8.80	50	5
93	Koorsen Fire & Security Inc. Indianapolis, Ind.	\$160,080	6,249	\$139,500	\$787,577	\$9.58	620	20
94	Marlarm Security Group Long Beach, N.Y.	\$157,600	5,688	\$255,000	\$460,000	\$2.99	23	1
95	Global Technology Solutions Vancouver, Wash.	\$154,063	5,105	n/a	n/a	\$4.61	40	4
96	Haig Service Corp. Green Brook, N.J.	\$152,396	1,273	n/a	n/a	\$4.20	34	3
97	Select Security Lancaster, Pa.	\$150,000	647	\$200,000	\$1,800,000	\$4.10	52	3
98	Sonitrol & ADR Security Services Lexington, Ky.	\$149,550	2,341	\$402,924	\$2,737,063	\$4.44	31	1
99	Secure US Inc. Morgantown, W.Va.	\$149,520	5,734	\$352,000	\$2,000,000	\$4.50	77	4
100	Audio Sentry Corp. Fraser, Mich.	\$138,217	5,788	\$263,846	\$1,327,128	\$3.71	46	1

No. 73 – World Wide Security & GC Alarm – \$40,000 RMR is from non-owned accounts. ■ No. 75 – Safe Systems Inc. – \$178,455 RMR is from non-owned accounts. ■ No. 76 – Security Systems of America – \$37,986 RMR is from non-owned accounts. ■ No. 83 – Century Tel Security Systems Inc. – \$1,954 RMR is from non-owned accounts. ■ No. 84 – CIA Security – \$6,000 RMR is from non-owned accounts. ■ No. 89 – Dehart Alarm Systems Inc. – \$1,200 RMR is from non-owned accounts. ■ No. 90 – Custom Alarm – SDM's 1995 Dealer of the Year. ■ No. 100 – Audio Sentry Corp. – \$3,421 RMR is from non-owned accounts.



RANK BY TOTAL ANNUAL REVENUE

RANK BY TOTAL REVENUE	COMPANY	TOTAL GROSS REVENUE, 2006 (\$ MIL)	% GROWTH/CHANGE FROM 2007	SDM 100 RANK	RANK BY TOTAL REVENUE	COMPANY	TOTAL GROSS REVENUE, 2006 (\$ MIL)	% GROWTH/CHANGE FROM 2007	SDM 100 RANK
1	ADT	\$4,100.00	2.5%	1	57	Moon Security Services Inc.	\$9.08	39.7%	86
2	Brink's Home Security Inc.	\$484.40	10.3%	2	58	Post Alarm Systems Inc.	\$8.90	11.3%	50
3	Protection One	\$347.87	28.6%	3	59	Fire Protection Inc.	\$8.80	15.8%	92
4	Stanley Convergent Security Solutions Inc.	\$345.00	71.4%	5	60	Custom Security Systems Inc.	\$8.22	9.7%	54
5	Monitronics International Inc.	\$200.30	5.4%	4	61	A-1 Security Ltd.	\$7.99	-23.2%	66
6	Slomin's Security	\$174.98	14.3%	6	62	All-Guard Alarm Systems Inc.	\$7.92	0.5%	48
7	Vector Security Inc.	\$169.15	7.7%	7	63	Electronix Systems Central Station Alarms Inc.	\$7.90	6.8%	60
8	Apx Alarm Security Solutions Inc.	\$144.64	60.7%	11	64	Matson Alarm Co. Inc.	\$7.89	3.9%	51
9	Sonitrol Corp.	\$124.97	16.8%	8	65	Blue Ridge Security Systems Inc.	\$7.89	4.3%	63
10	Guardian Protection Services	\$120.17	12.7%	9	66	Sonitrol Tri-County	\$7.73	24.1%	59
11	Bay Alarm Company	\$82.81	10.0%	10	67	Icon Security Inc.	\$7.68	0.0%	68
12	AFA Protective Systems Inc.	\$76.60	14.0%	19	68	Alarmco Inc.	\$7.63	3.6%	49
13	Interface Security Systems & The Greater Alarm Co. (in Calif.)	\$69.80	-1.0%	16	69	American Security Systems Inc.	\$7.54	13.2%	61
14	Devcon Security Services Corp.	\$62.00	14.8%	14	70	Ultraguard Protective Systems Inc.	\$7.48	6.8%	77
15	ASG Security	\$55.60	37.1%	12	71	Sonitrol of Tallahassee Inc.	\$7.27	5.0%	56
16	Guardian Alarm Co.	\$50.30	1.6%	15	72	Peak Alarm Co. Inc.	\$6.99	5.8%	69
17	Protect America Inc.	\$40.33	3.7%	13	73	Acadiana Security Plus	\$6.97	15.0%	74
18	CPI Security Systems Inc.	\$36.27	17.3%	18	74	Sonitrol of Southwest Ohio	\$6.45	19.4%	64
19	Per Mar Security Services	\$35.57	5.6%	27	75	Richmond Alarm Co.	\$6.37	12.1%	70
20	Alarm Detection Systems Inc.	\$33.24	13.5%	20	76	A-Com Protection Services Inc.	\$6.30	0.6%	65
21	Central Security Group Inc.	\$31.78	20.0%	17	77	World Wide Security & GC Alarm	\$6.30	3.3%	73
22	SSD Alarm Systems, Kern Security Systems & Alpha Burglar & Fire	\$30.53	16.5%	26	78	Safe Systems Inc.	\$5.93	4.9%	75
23	ADS Security	\$27.72	5.2%	25	79	Security Systems of America	\$5.39	18.0%	76
24	Safeguard Security and Communications Inc.	\$27.64	18.9%	36	80	Crime Prevention Security Systems LLC	\$5.27	12.6%	88
25	Mountain Alarm	\$22.95	15.7%	32	81	Quantum Alarm Inc.	\$4.98	46.4%	79
26	ACA Security Systems	\$21.56	0.0%	22	82	Amherst Alarm Inc.	\$4.86	12.2%	87
27	Safe Home Security Inc.	\$20.10	14.3%	21	83	Washington Alarm Inc.	\$4.85	7.8%	71
28	Ackerman Security Systems	\$19.25	11.5%	31	84	Century Tel Security Systems Inc.	\$4.84	2.9%	83
29	Engineered Protection Systems Inc.	\$18.54	7.4%	29	85	Sonitrol of Indianapolis Inc.	\$4.83	1.8%	80
30	SAFE Security Companies	\$18.00 (est.)	-1.4%	24	86	CIA Security	\$4.76	3.4%	84
31	Kimberlite Corp.	\$17.35	5.1%	30	87	Global Technology Solutions	\$4.61	-3.7%	95
32	General Security Inc.	\$17.19	46.8%	28	88	Advent Security Corp.	\$4.56	6.4%	78
33	American Alarm & Communications Inc.	\$17.15	9.1%	38	89	Secure US Inc.	\$4.50	9.8%	99
34	Security Networks	\$17.00	30.8%	23	90	Sonitrol & ADR Security Services	\$4.44	0.0%	98
35	Security Equipment Inc.	\$16.55	6.7%	43	91	Pacific Alarm Systems Inc.	\$4.40	-0.9%	72
36	F.E. Moran Inc. Alarm and Monitoring Services	\$15.46	9.3%	57	92	Gillmore Security Systems Inc.	\$4.33	18.9%	81
37	National Guardian Security Services Inc.	\$14.60	45.7%	62	93	Haig Service Corp.	\$4.20	5.0%	96
38	JMG Security Systems Inc.	\$14.28	12.4%	58	94	Bonds Alarm Co. Inc.	\$4.11	16.5%	85
39	First Alarm Security Services	\$13.95	-16.1%	34	95	Select Security	\$4.10	0.0%	97
40	Sound Security Inc.	\$12.99	14.3%	35	96	Audio Sentry Corp.	\$3.71	-13.9%	100
41	Alert Alarm of Hawaii	\$12.63	3.5%	37	97	Dehart Alarm Systems Inc.	\$3.67	-4.2%	89
42	Sonitrol of Sacramento & Sonitrol Orange County	\$12.55	5.5%	39	98	Valley Alarm	\$3.59	12.4%	82
43	Scarsdale Security Systems Inc.	\$11.92	25.2%	67	99	Briscoe Protective Systems Inc.	\$3.53	10.7%	91
44	Supreme Security Systems Inc.	\$11.68	9.9%	40	100	Maralarm Security Group	\$2.99	5.3%	94
45	Sonitrol Security Systems of Hartford Inc. & Sonitrol Security Systems of Rhode Island	\$10.63	-1.1%	45					
46	Power Home Technologies Inc.	\$10.55	105.7%	55					
47	Sonitrol Security Systems of Buffalo, Rochester, Toronto	\$9.96	6.9%	47					
48	EMC Security	\$9.93	12.7%	52					
49	Custom Security Systems	\$9.86	4.2%	46					
50	Sonitrol Cascades	\$9.83	9.7%	42					
51	Custom Alarm	\$9.73	26.0%	90					
52	SDA Security	\$9.60	4.3%	53					
53	Koorsen Fire & Security Inc.	\$9.58	15.3%	93					
54	SecureNet Alarm Systems Inc.	\$9.54	1.1%	41					
55	Doyle Security Systems Inc.	\$9.37	4.8%	44					
56	New York Merchants Protective Co. Inc.	\$9.10	8.3%	33					

How to Purchase the SDM 100 Directory

Wouldn't it be useful to have more information about each of the 100 firms ranked here? The 2008 SDM 100 Directory includes contact names, mailing addresses, telephone numbers, Web site URLs, branch office locations, product buyer names, installation data, revenue sources, and more. **The SDM 100 Directory** comes in Microsoft Excel format. To order the SDM 100 Directory, contact Heidi Fusaro at (630) 694-4026 or by e-mail to fusaroh@bnpmedia.com.



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Ackerman Security Systems	31	Moon Security Services Inc.	86
A-Com Protection Services Inc.	65	Mountain Alarm	32
ADS Security	25	National Guardian Security Services Inc.	62
ADT	1	New York Merchants Protective Co. Inc.	33
Advent Security Corp.	78	Pacific Alarm Systems Inc.	72
AFA Protective Systems Inc.	19	Peak Alarm Co. Inc.	69
Alarm Detection Systems Inc.	20	Per Mar Security Services	27
Alarmco Inc.	49	Post Alarm Systems Inc.	50
Alert Alarm of Hawaii	37	Power Home Technologies Inc.	55
All-Guard Alarm Systems Inc.	48	Protect America Inc.	13
American Alarm & Communications Inc.	38	Protection One	3
American Security Systems Inc.	61	Quantum Alarm Inc.	79
Amherst Alarm Inc.	87	Richmond Alarm Co.	70
Apex Alarm Security Solutions Inc.	11	Safe Home Security Inc.	21
ASG Security	12	SAFE Security Companies	24
Audio Sentry Corp.	100	Safe Systems Inc.	75
Bay Alarm Company	10	Safeguard Security and Communications Inc.	36
Blue Ridge Security Systems Inc.	63	Scarsdale Security Systems Inc.	67
Bonds Alarm Co. Inc.	85	SDA Security	53
Brink's Home Security Inc.	2	Secure US Inc.	98
Briscoe Protective Systems Inc.	91	SecureNet Alarm Systems Inc.	41
Central Security Group Inc.	17	Security Equipment Inc.	43
Century Tel Security Systems Inc.	83	Security Networks	23
CIA Security	84	Security Systems of America	76
CPI Security Systems Inc.	18	Select Security	97
Crime Prevention Security Systems LLC	88	Slomin's Security	6
Custom Alarm	90	Sonitrol & ADR Security Services	99
Custom Security Systems	46	Sonitrol Cascades	42
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Dehart Alarm Systems Inc.	89	Sonitrol of Indianapolis Inc.	80
Devcon Security Services Corp.	14	Sonitrol of Sacramento & Sonitrol Orange County	39
Doyle Security Systems Inc.	44	Sonitrol of Southwest Ohio	64
Electronix Systems Central Station Alarms Inc.	60	Sonitrol of Tallahassee Inc.	56
EMC Security	52	Sonitrol Security Systems of Buffalo, Rochester, Toronto	47
Engineered Protection Systems Inc.	29	Sonitrol Security Systems of Hartford Inc. & Sonitrol Security Systems of Rhode Island	45
F.E. Moran Inc. Alarm and Monitoring Services	57	Sonitrol Tri-County	59
Fire Protection Inc.	92	Sound Security Inc.	35
First Alarm Security Services	34	SSD Alarm Systems, Kern Security Systems & Alpha Burglar & Fire	26
General Security Inc.	28	Stanley Convergent Security Solutions Inc. (formerly HSM Electronic Protection Services Inc.)	5
Gillmore Security Systems Inc.	81	Supreme Security Systems Inc.	40
Global Technology Solutions	95	Ultraguard Protective Systems Inc.	77
Guardian Alarm Co.	15	Valley Alarm	82
Guardian Protection Services	9	Vector Security Inc.	7
Haig Service Corp.	96	Washington Alarm Inc.	71
Icon Security Inc.	68	World Wide Security & GC Alarm	73
Interface Security Systems & The Greater Alarm Co. (in Calif)	16		
JMG Security Systems Inc.	58		
Kimberlite Corp.	30		
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A Guide to Reading the SDM 100

The 2008 SDM 100 ranks U.S. companies that provide electronic security systems and services to both residential and non-residential customers. This ranking is based on information provided to or, in a few cases, estimated by *SDM*. Ranked companies were asked to submit either an audited or reviewed financial statement, or a copy of their income tax return showing total gross receipts for the stated period. A vast majority of the firms ranked are privately held.

The main table, which begins on page 42, ranks 100 firms by their recurring monthly revenue (RMR) of December 31, 2007. The firm with the highest RMR is ranked as No. 1, and so on. For each of the 100 companies, the following information is provided, from left to right:

- Current year rank, which is based on December 31, 2007 RMR. (If two firms have identical RMR, then the total gross revenue for 2007 is the second determining factor used for ranking.)
- Company name, as used in the marketplace, and headquarters location.
- Amount of recurring monthly revenue (RMR) billed on December 31, 2007. An (est.) following the figure indicates it is an *SDM* estimate.
- Number of subscribers (recurring-billable customers) that each firm counted at year-end 2007.
- Amount of sales revenue from residential system installations in 2007.
- Amount of sales revenue from non-residential system installations in 2007.
- Total gross revenue in millions of dollars. This number represents total revenue in calendar-year or (the company's) fiscal-year 2007 from security system sales/installation, service, leasing, and monitoring.
- Number of full-time employees.
- Number of business locations, including headquarters.
- n/a — not available, or not applicable

To find a firm by name, use the alphabetical index at left.

Questions about the *SDM* 100 must be sent in writing to: *SDM* Magazine, attention Editor, BNP Media, 1050 IL Route 83, Suite 200, Bensenville, Ill. 60106. Questions and comments also may be e-mailed to the Editor at stepanekl@bnpmedia.com.