

A **BNP** publication

May 2001

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REARRANGING THE FUTURE

What's ahead for the security industry's largest dealers? One thing is certain: it's not last year's model.

By Laura E. Stepanek, SDM Editor

All around the security industry last year, dealers were watching trends and making plans to reposition their businesses for the future. The changes they put into place are best illustrated by the 2001 SDM 100, SDM's 11th annual ranking of the largest U.S. electronic security installing firms by revenue.

While it's clear that subscriber contracts were king, many firms – which, over the past several years had been in acquisition-frenzy mode – now have pulled back to assess the outcome. The result: Fewer SDM 100 firms made acquisitions in 2000. There was a stronger focus on beefing up internal sales and installation, improving customer service, and even collections – overall attempts at minimizing attrition.

There was also consolidation: closing branch offices and selling unrelated divisions to focus on the core service.

Yet, simultaneously, new ventures sprang up; a trend towards offering diversified systems and services, such as structured wiring, home theater/audio, and home networks, which can be integrated into a single home system – or at least a single point of contact for the consumer. Also, these firms experienced substantial growth in the large-commercial market.

The diversification trend is best illustrated in the chart on page 54. Only 50 percent of SDM 100 revenue now comes from traditional burglar alarms, compared with 59 percent in 1998 – a

number that has been declining for several years. On the increase are integrated commercial systems and home systems.

The SDM 100 revenue for year 2000 reached \$4.17 billion, representing 23 percent of total industry revenue. (A slight decline from the previous year is due to the Jan. 2001 sale of SecurityLink from Ameritech—ranked No. 3 in 2000—and its omission from this year's ranking.)

Most importantly, it was a good year for most SDM 100 firms and a great year for several: Among firms with which two years of revenue could be compared, 81 percent experienced an increase, 6 percent were flat, and 13 percent declined.

Among the top 25, the most notable change was the exit of telecommunications giant Ameritech Corp. from the security industry, purchased by start-up Cambridge Security Systems earlier this year. This is a story with a twist of irony. Cambridge owner James Covert was the original SecurityLink owner. He sold SecurityLink to Ameritech Corp. in late 1994, then bought it back from Ameritech this year.

As in life, many things come full circle. The pendulum swings from one side to the other and back again: acquisitions versus internal growth, product focus versus diversification. In the end, a balance may be the best approach to success in the security industry. But for now, 2001 will be a fun year to watch. ■

Editor's note:

Questions about the SDM 100 should be sent in writing to Laura Stepanek, editor, *SDM Magazine*, Business News Publishing, 1050 IL Route 83, Suite 200, Bensenville, IL 60106. Send e-mail to stepanekl@bnp.com

Getting the Most from the SDM 100

The 2001 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 either provided to or 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 55, ranks 100 firms by their 2000 total gross revenue. The firm with the highest revenue 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 total 2000 gross revenues. (Note: If two firms have identical revenues, then the number of subscribers is the second determining factor for ranking.)

■ Previous year rank. If the firm was not previously ranked, then no number appears in this column.

■ Company name as used in the marketplace and headquarters location.

■ Total gross revenue in millions of dollars. This number represents total revenue in calendar- or fiscal-year 2000 from security system sales/installation, service, leasing, and monitoring. An **e** following the revenue indicates it is an *SDM* estimate.

■ Percentage of growth or descent from 1999 to 2000, where applicable.

■ Number of subscribers (customers) each firm counted year-end 2000. This number reflects contracts that are owned; it does not include additional subscribers that the firm may monitor but not own.

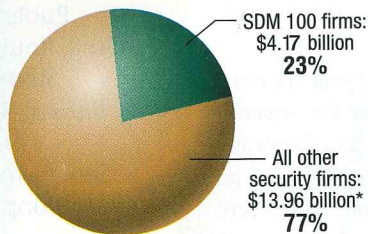
■ Recurring monthly revenue as reported to or estimated by *SDM*. The figure reflects RMR as of Dec. 31, 2000.

■ Number of new system installations in 2000, both residential and non-residential.

■ Number of full-time employees.

To locate a firm by name, use the alphabetical index (p. 66).

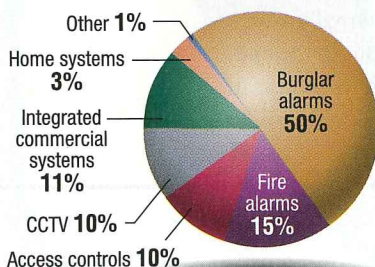
TOP FIRMS: ALMOST A FOURTH OF INDUSTRY



*Based on SDM's 2001 Forecast Survey
Source: 2001 SDM 100, SDM Magazine, May 2001

Revenue in 2000 for SDM 100 firms was \$4.17 billion, or 23 percent of total industry revenue. The slight decline from the previous year is due to the Jan. 2001 sale of SecurityLink from Ameritech to Cambridge Security.

SALES REVENUE BY PRODUCT CATEGORY



Source: 2001 SDM 100, SDM Magazine, May 2001

A continuing trend: Decreased dependence on traditional burglar alarms as a primary source of revenue. In 1998, 59 percent of revenue came from alarms; in 2000, only 50 percent. Integrated residential and integrated commercial systems are taking its place.

Vital Stats presents aggregate figures for the SDM 100 group of companies. In a \$18.1 billion industry, these top 100 firms captured \$4.17 billion in revenue and counted 7.3 million subscribers in year 2000. Most of the SDM 100 firms are privately held, and therefore, aren't re-quired to release financial information. Most firms — but not all — reported recurring revenue, subscriber accounts, and installation volume. Therefore, one should exercise caution in using this information to extrapolate industry totals or to benchmark



SDM 100 Vital Stats

Total 2000 annual revenue: \$4.17 billion*

Recurring monthly revenue (RMR): \$215.4 million[†]

Total subscribers (year-end 2000): 7.3 million**

Residential: 79%

Non-residential: 21%

Total installations/sales revenue^{††}

Residential units: 307,683

Residential sales revenue: \$156 million

Non-residential units: 69,339

Non-residential sales revenue: \$246.1 million

Business locations: 766

People employed: 35,928 full-time; 990 part-time***

Number of firms acquired in 2000

by SDM 100 companies: 45

Footnotes:

*Total annual (2000) revenue from security system sales, installation, service, leasing and monitoring as reported to or estimated by SDM.

†Total monthly recurring revenue, based on reported (or estimated) RMR of Dec. 31, 2000. Based on responses (or estimates) from 90 firms. Not included: Atlantic Home Security, Custom Alarm, Edison Security, Greater Alarm, Honeywell Security Products, Post Alarm Systems, Safeguard Security Services, SDA Security Systems, Sonitrol Pacific, SSD Systems/Kern Security Systems.

**Based on responses (or estimates) from 90 firms. Not included: Atlantic Home Security, DGA Security Systems, Greater Alarm, Post Alarm Systems, Safeguard Security Services, Safe Systems, SDA Security Systems, Sonitrol Mid-Atlantic, Sonitrol of Silicon Valley, SSD Systems/Kern Security Systems.

††Based on responses (or estimates) from 88 firms. (Note: Some firms reported unit sales or installation revenues only, while most reported both.) Not included in either units or sales revenue: ADT Security Services, Custom Alarm, DGA Security Systems, Edison Security, Greater Alarm, Honeywell Security Products, Koorsen Protection Services, Post Alarm Systems, Protection Service Industries, SDA Security Systems, SSD Systems/Kern Security Systems, Sonitrol of Tallahassee. These firms reported (or SDM estimated) units only: A-Com Protection Services, Brink's Home Security, Priority One Security, Safe Systems, Tri-State Alarm Co. These firms reported (or SDM estimated) sales revenue only: Sonitrol Tri-County, Protection One Alarm Monitoring.

***Based on responses from 93 firms. Not included: DGA Security Systems, Edison Security, Honeywell Security Products, JMG Security Systems, Koorsen Protection Services, Post Alarm Systems Inc., SSD Systems/Kern Security Systems.

Source: 2001 SDM 100, SDM Magazine, May 2001

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Ranking 2001	Ranking 2000	Company Headquarters location	Gross revenue 2000 (\$ mil)	+/- from prior year	Subscribers 2000	RMR 12/00 (\$ mil)	Installs, 2000 Res. Comm.	FT Emp.
1	1	ADT Security Services Inc. Boca Raton, Fla.	\$2,000.0	17.6%	3,016,764	\$111.7e	n/a n/a	17,779
2	2	Protection One Alarm Monitoring Inc. Topeka, Kansas	\$432.0	-28.6%	1,400,000	\$30	n/a n/a	3,300
3	4	Brink's Home Security Inc. Irving, Texas	\$238.1	4.1%	675,278	\$18	77,000 5,000	2,200
4	5	Honeywell Security Products Minneapolis	\$220.8e	0.0%	190,000e	n/a	n/a n/a	n/a
5	7	Slovin's Security Hicksville, N.Y.	\$90.4	12.7%	147,000	\$3.3	27,100 900	1,340
6	6	Edison Security Inc. San Dimas, Calif.	\$90.0e	0.0%	250,000e	n/a	n/a n/a	n/a
7	8	Vector Security Inc. Pittsburgh	\$77.0	13.8%	113,628	\$3.2	6,393 1,686	610
8	9	Bay Alarm Co. Walnut Creek, Calif.	\$55.0	10.1%	68,510	\$3.2	6,396 5,472	462
9	12	Sonitrol Management Corp. Westlake, Texas	\$48.6	27.9%	31,109	\$2.9	99 4,378	424
10	10	Guardian Alarm Co. Southfield, Mich.	\$48.0	6.7%	70,489	\$3	4,980 1,940	387
11	11	Guardian Protection Services Inc. Pittsburgh	\$46.6	11.5%	104,510	\$2.9	14,814 1,280	499
12	13	AFA Protective Systems Syosset, N.Y.	\$42.6	14.3%	35,400	\$2	2,000 4,000	350
13	14	Smith Alarm Systems Dallas	\$42.2	24.6%	60,000	\$2.2	21,000 1,500	600
14	15	Interface Security Systems St. Charles, Mo.	\$30.1	-8.7%	25,427	\$1	1,700 1,667	303
15	16	Protection Service Ind., L.P. Rancho Cucamonga, Calif.	\$29.4	0.0%	71,216	\$2	n/a n/a	300
16	20	Guardian International Inc. Hollywood, Fla.	\$20.7	13.3%	26,800	\$1.1	1,400 1,300	220
17		Cambridge Security Systems & SecurityLink Lisle, Ill.	\$20.0	n/a	185,000	\$1.8	15,000 2,000	347

KEY: e = SDM estimate n/a = not available or not applicable **2.** Sold European business; recently hired Richard Ginsburg as CEO. **8.** SDM's 1998 Dealer of the Year. **11.** SDM's 1999 Dealer of the Year. **16.** \$20.7 million of revenue was billed; revenue that will be recognized for 2000 was not finalized by SDM 100 deadline date. **17.** Full-year run rate of \$40 million, based on results of companies acquired in 2000 as if owned for full year. In Jan. 2001, Cambridge Protection Ind., LLC purchased \$33 million in RMR from SecurityLink Inc.; now have 75 branches, approx. 6,000 employees, approx. \$575 million total revenue, approx. 1.5 million subscribers.

Ranking 2001	Ranking 2000	Company Headquarters location	Gross revenue 2000 (\$ mil)	+/- from prior year	Subscribers 2000	RMR 12/00 (\$ mil)	Installs, 2000 Res. Comm.	FT Emp.
18	30	Greater Alarm Irvine, Calif.	\$19.4	66.0%	n/a	n/a	n/a n/a	165
19	24	Per Mar Security Services Davenport, Iowa	\$19.3	20.5%	27,254	\$0.8	1,419 3,431	204
20	21	Alarm Detection Systems Inc. Aurora, Ill.	\$19.0	6.5%	19,172	\$1.1	170 1,492	162
21	25	Checkpoint Ltd./ Adelphia Security Naples, Fla.	\$16.7	19.6%	67,691	\$1.4	6,900 770	273
22	26	SSD Systems/ Kern Security Systems Anaheim, Calif.	\$15.0	8.4%	n/a	n/a	n/a n/a	n/a
23	28	ADS Security Nashville, Tenn.	\$14.9	15.6%	34,694	\$0.8	2,947 1,658	186
24	37	Mountain Alarm Ogden, Utah	\$14.0	41.2%	21,413	\$0.5	1,342 750	119
25	31	Dallas Security Systems Inc./ DSS Fire Inc. Dallas	\$13.4	17.8%	4,600	\$0.9	200 800	120
26	17	Centex HomeTeam Security Dallas	\$13.1	-44.5%	40,062	\$1.1	24,925 0	375
27	92	Sentry Detection Inc. Hicksville, N.Y.	\$13.0	315.7%	17,100	\$0.4	11,000 500	216
28	29	DDS/Protection Networks West Palm Beach, Fla.	\$12.7	4.1%	40,054	\$1.2	7,070 815	148
29	19	Security Solutions Inc. Raleigh, N.C.	\$12.7	-34.5%	1,955	\$0.01	6,300 360	146
30	32	Safeguard Security Services Inc. Scottsdale, Ariz.	\$12.6	13.3%	n/a	n/a	1,000 200	225
31	27	Security Corporation Novi, Mich.	\$12.6	-3.3%	2,200	\$0.2	n/a 800	103
32	33	DGA Security Systems Inc. New York	\$12.5	13.6%	n/a	\$0.9	n/a n/a	n/a
33	34	Kimberlite Corp. Concord, Calif.	\$12.2	12.5%	5,983	\$0.7	22 706	132

KEY: e = SDM estimate n/a = not available or not applicable

23. ADS Security was formerly known as Electronic Security Services. **26.** Centex HomeTeam Security 1999 revenue was restated to reflect discontinuance of certain operations. Centex also provides wholesale monitoring for 40,000 subscribers (not included in these figures). **28.** Digital Detection Systems (formerly ranked as SLP Ventures, No. 23 in 2000) and Protection Networks (ranked No. 29 in 2000) merged in Jan. 2001. **33.** Kimberlite Corp. owns and operates 11 Sonitrol franchise dealerships in northern and central California.

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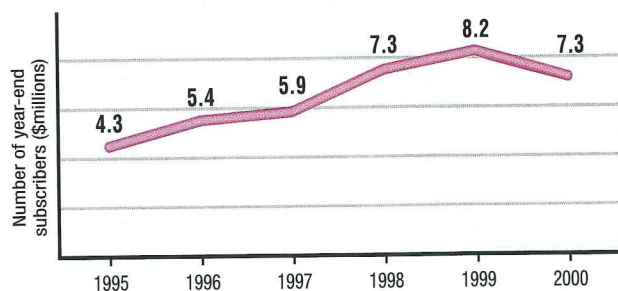
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Ranking 2001	Ranking 2000	Company Headquarters location	Gross revenue 2000 (\$ mil)	+/- from prior year	Subscribers 2000	RMR 12/00 (\$ mil)	Installs, 2000 Res. Comm.	FT Emp.
34	39	CPI Security Systems Charlotte, N.C.	\$12.0	36.6%	26,534	\$0.8	6,500 711	184
35	36	First Alarm Aptos, Calif.	\$11.9	16.2%	10,000	\$0.5	400 1,100	117
36	35	Engineered Protection Sys. Inc. Grand Rapids, Mich.	\$11.8	14.1%	8,635	\$0.5	557 653	116
37	38	Security One Systems Inc. Ft. Lauderdale, Fla.	\$11.7	27.2%	2,800	\$0.08	50 550	80
38	49	Sonitrol of Silicon Valley San Jose, Calif.	\$10.1	29.0%	n/a	\$0.4	50 488	78
39	40	Central One Boca Raton, Fla.	\$10.1	14.8%	20,525	\$0.7	800 300	115
40	48	Koorsen Protection Services Inc. Indianapolis	\$9.9	26.4%	1,883	\$0.5	n/a n/a	n/a
41	41	General Security Plainview, N.Y.	\$9.5	8.6%	26,672	\$0.6	2,472 687	116
42	50	American Alarm & Comm. Inc. Arlington, Mass.	\$9.2	21.5%	13,463	\$0.3	630 800	78
43	47	Supreme Security Systems Inc. Union, N.J.	\$9.2	13.9%	11,217	\$0.5	343 581	83
44	56	Trans-Alarm Inc. Burnsville, Minn.	\$9.0	32.4%	3,978	\$0.1	30 798	78
45	42	Alert Alarm of Hawaii Honolulu	\$9.0	4.9%	14,017	\$0.5	962 1,030	73

KEY: e = SDM estimate n/a = not available or not applicable **34.** SDM's 2000 Dealer of the Year.

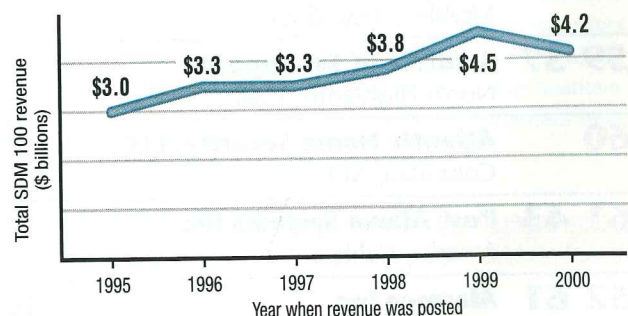
LIST CHANGES CAUSE SUBSCRIBER BASE TO DIP



Based on responses (or estimates) from 90 firms.
Source: 2001 SDM 100, SDM Magazine, May 2001

While 7.3 million subscribers for 2000 appears to be a declining figure, it is not in reality. Accounts owned by SecurityLink in 2000 are not included because of the company's sale.

M&A CAUSES REVENUE TO FLUCTUATE



Source: 2001 SDM 100, SDM Magazine, May 2001

On the surface, it appears that SDM 100 revenue is declining. However, the dipping line is actually a reflection of a major industry sell-off not recorded here.

Ranking 2001	Ranking 2000	Company Headquarters location	Gross revenue 2000 (\$ mil)	+/- from prior year	Subscribers 2000	RMR 12/00 (\$ mil)	Installs, 2000 Res. Comm.	FT Emp.
46	22	Protect America Inc. Round Rock, Texas	\$8.9	-47.6%	31,150	\$1	19,450 0	274
47	46	Sonitrol Security Systems . of Hartford Inc Hartford, Conn.	\$8.8	8.9%	12,715	\$0.4	66 409	64
48	51	Ackerman Security Systems Atlanta	\$8.7	19.1%	18,677	\$0.3	2,545 637	75
49	45	SDA Security Systems Inc. San Diego	\$8.4	2.5%	n/a	n/a	n/a n/a	91
50	53	Sonitrol Pacific Portland, Ore.	\$8.1	11.9%	4,138	n/a	30 418	77
51	44	Doyle Security Systems Inc. Rochester, N.Y.	\$7.9	-4.9%	13,646	\$0.3	600 410	86
52	58	Security Equipment Inc. Omaha, Neb.	\$7.6	15.6%	8,653	\$0.2	556 602	80
53	59	Sonitrol Security Systems of Buffalo Inc. Buffalo, N.Y.	\$7.5	16.4%	5,998	\$0.3	45 338	71
54	55	Custom Security Systems Lacey, Wash.	\$7.4	7.7%	8,553	\$0.3	428 935	107
55	67	All-Guard Systems Inc. Hayward, Calif.	\$7.4	37.9%	7,737	\$0.3	439 396	61
56	65	National Protective Services/ Security Systems Inc. Rocky Hill, Conn.	\$7.2	30.0%	16,766	\$0.5	3,259 288	80
57	68	JMG Security Systems Inc. Fountain Valley, Calif.	\$7.1	42.6%	2,689	\$0.2	20 570	n/a
58	62	Argus Security Systems Inc. McAllen, Texas\$0.1	\$7.1	17.7%	6,883	\$0.1	1,000 500	102
59	57	Sonitrol of Sacramento North Highlands, Calif.	\$7.1	6.3%	2,575	\$0.3	19 373	41
60		Atlantic Home Security, LLC Columbia, Md.	\$7.0	n/a	n/a	n/a	4,412 100	119
61	43	Post Alarm Systems Inc. Arcadia, Calif.	\$7.0	-16.7%	12,900	n/a	n/a n/a	n/a
62	61	Alarmco Inc. Las Vegas	\$6.8	11.3%	17,012	\$0.4	354 1,063	82

KEY: e = SDM estimate n/a = not available or not applicable **46.** Protect America is now retaining all of its installed customers' subscriber contracts.
51. First complete year for Doyle after the sale of its industrial division.

Ranking 2001	Ranking 2000	Company Headquarters location	Gross revenue 2000 (\$ mil)	+/- from prior year	Subscribers 2000	RMR 12/00 (\$ mil)	Installs, 2000 Res. Comm.	FT Emp.
63	60	World Wide Security/GC Alarm Garden City, N.Y.	\$6.7	4.7%	11,249	\$0.3	850 424	75
64	63	Electronix Systems Central Station Alarms Inc. Huntington Station, N.Y.	\$6.6	11.9%	9,435	\$0.3	325 654	94
65	64	American Response Santa Ana, Calif.	\$5.8	5.1%	5,934	\$0.2	1,725 124	44
66		Commercial Fire & Comm., Inc. Largo, Fla.	\$5.6	n/a	700	\$0.02	3 2	63
67	70	Custom Alarm Rochester, Minn.	\$5.3	11.7%	4,800	n/a	n/a n/a	60
68	66	Sonitrol Security Services Inc. Charlotte, N.C.	\$5.2	-4.8%	2,805	\$0.3	59 292	45
69	77	Sonitrol of Tallahassee Inc. Tallahassee, Fla.	\$5.0	28.2%	3,939	\$0.2	n/a n/a	51
70	71	Peak Alarm Co. Inc. Salt Lake City	\$5.0	7.5%	8,470	\$0.2	390 541	63
71	76	Scarsdale Security Systems Inc Scarsdale, N.Y.	\$4.8	21.2%	5,933	\$0.2	100 341	49
72	75	Sylvester's Security Alarms Inc. Santa Maria, Calif.	\$4.7	13.2%	7,140	\$0.3	318 520	61
73	74	Matson Alarm Co. Inc. Fresno, Calif.	\$4.5	7.7%	12,229	\$0.3	369 860	48
74	78	A-Com Protection Services Inc. Columbus, Ga.	\$4.5	16.3%	8,684	\$0.2	1,021 208	57
75	73	Sonitrol Tri-County Farmington Hills, Mich.	\$4.5	2.4%	4,269	\$0.2	25 n/a	45
76	80	Priority One Security Greenville, S.C.	\$4.5	20.0%	8,400	\$0.3	1,770 212	50
77		Defender Security Co. Indianapolis	\$4.5	n/a	6,000	\$0.02	2,700 300	59
78	72	American Security Systems Inc. New York	\$4.5	-1.3%	4,700	\$0.2	300 600	40
79	96	Bolt Home Systems Inc Scottsdale, Ariz.	\$4.0	60.0%	1,270	\$0.05	285 2,200	70
80	79	Washington Alarm Inc. Seattle	\$3.8	1.6%	5,609	\$0.2	40 358	40

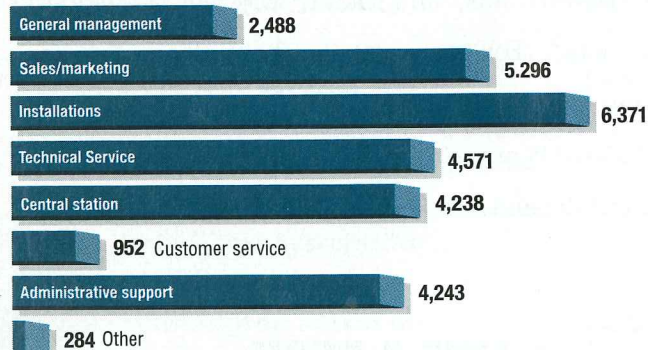
KEY: e = SDM estimate n/a = not available or not applicable

Ranking 2001	Ranking 2000	Company Headquarters location	Gross revenue 2000 (\$ mil)	+/- from prior year	Subscribers 2000	RMR 12/00 (\$ mil)	Installs, 2000 Res. Comm.	FT Emp.
81	87	Richmond Alarm Co. & Security Alliance Command Center Richmond, Va.	\$3.8	12.6%	6,150	\$0.2	250 250	54
82	88	Global Security & Comm. Inc. Vancouver, Wash.	\$3.7	14.1%	8,303	\$0.2	786 151	39
83		JM Resources Inc. King of Prussia, Pa.	\$3.6	n/a	5,030	\$0.1	740 12	33
84	84	Security Systems of America Pittsburgh	\$3.6	4.5%	11,200	\$0.2	295 185	47
85	81	Sievers Security Cleveland, Ohio	\$3.4	-6.8%	4,053	\$0.1	190 85	21
86	86	Pacific Alarm Systems Inc. Culver City, Calif.	\$3.4	0.0%	3,274	\$0.3	212 125	43
87	95	Central Security Group Inc. Tulsa, Okla.	\$3.3	23.6%	13,662	\$0.3	696 175	52
88		Tri-State Alarm Co. Inc. Broomall, Pa.	\$3.3	n/a	8,453	\$0.3	5,283 200	82
89	89	Associated Security Corp. East Hartford, Conn.	\$3.2	0.0%	8,550	\$0.1	200 200	31
90	91	Sonitrol Sec. Sys. of Pittsburgh Pittsburgh	\$3.2	1.6%	2,881	\$0.1	40 285	34
91		Intelli-Tec Security Services Inc. Westbury, N.Y.	\$3.2	n/a	1,600	\$0.1	200 200	33

KEY: e = SDM estimate n/a = not available or not applicable

PEOPLE POWER

TOTAL EMPLOYEES AT SDM 100 FIRMS



Note: Figures are substantially higher than prior year, due to reporting of employee totals by ADT in 2001.
Source: 2001 SDM 100, SDM Magazine, May 2001

Full-time employment totals nearly 36,000 people.

TOP BUSINESS CHALLENGES

SDM 100 executives rank the most important challenges they currently face in operating their businesses:

1. Finding/retaining employees
2. Protecting profit margins
3. Controlling costs
4. Meeting sales projections (tied with No. 5)
5. Keeping up with customer demand (tied with No. 4)

Source: 2001 SDM 100, SDM Magazine, May 2001

Skilled labor, better profits, and cost-control are top challenges faced not only by security dealers, but echoed throughout U.S. industry.

Ranking 2001	Ranking 2000	Company Headquarters location	Gross revenue 2000 (\$ mil)	+/- from prior year	Subscribers 2000	RMR 12/00 (\$ mil)	Installs, 2000 Res. Comm.	FT Emp.
92	90	Audio Sentry Corp. Fraser, Mich.	\$3.2	0.0%	6,950	\$0.1	132 138	35
93	83	UPS Security Systems Orange, Calif.	\$3.1	-8.9%	302	\$0.1	0 135	20
94		Seville Security & Sound Pensacola, Fla.	\$3.1	n/a	779	\$0.02	562 581	19
95	82	American Home Security Alexandria, Va.	\$3.0	-14.3%	2,836	\$0.1	245 80	24
96	97	Safe Systems Inc. Boulder, Colo.	\$2.9	17.9%	n/a	\$0.1	125 291	36
97	94	Sonitrol of New Orleans Inc. Metairie, La.	\$2.7	0.7%	1,591	\$0.2	0 145	36
98		Sonitrol Mid-Atlantic Philadelphia	\$2.3	n/a	n/a	\$0.1	n/a 200	15
99		Marlarm Security Group Long Beach, N.Y.	\$2.3	n/a	4,873	\$0.1	180 n/a	15
100		Sonitrol of Kalamazoo Inc. Kalamazoo, Mich.	\$2.2	n/a	3,269	\$0.1	73 123	22

KEY: e = SDM estimate n/a = not available or not applicable

'We had a very good year and did more high-end system integration.'—National Protective Services/Security Systems Inc. ■ *'We tripled our sales and installation with high-end systems.'*—Intelli-Tec Security Services. ■ *'Revenues grew dramatically due to increased marketing and sales effort.'*—Defender Security Co. ■ *'Created an authorized dealer program within our organization.'*—DDS/Protection Networks ■ *'Introduced Internet-based monitoring and management of access control systems using the www.GoAccessControl.com Web site.'*—Guardian International Inc. ■ *'Added new technology division—home theater and automation.'*—Ackerman Security Systems ■ *'We were the First Alert Professional Dealer of the Year, received their Medal of Honor, achieved significant acquisitions, and overall (in our 11th year) experienced our best year ever.'*—ADS Security ■ *'Provided security at Japan, UK, Germany. Installed integrated residential 3,000 sq. ft. - \$150,000 for one customer.'*—Seville Security & Sound ■ *'The easiest customer to get is the one you already have—control attrition.'*—Custom Security Systems ■ *'Dramatically improved sales department. Private sector was up 50%. Expect major growth in 2001.'*—American Security Systems Inc. ■ *'Operating 3 iHomes that will reflect our total integration.'*—Bolt Home Systems Inc. ■ *'Successfully launched an authorized dealer program, a key part of its strategy to build the thirty-year-old company into a high-quality regional monitoring operation.'*—Central Security Group Inc. ■ *'Our increase of 36.4% over 1999 is due to the continued growth generated by our internal sales and marketing efforts.'*—CPI Security Systems ■ *'More aggressive advertising and sales force.'*—Electronix Systems Central Station Alarms Inc. ■ *'We added remote video services via our central station; expanded our Silicon Valley operation dramatically.'*—First Alarm ■ *'Significant increase in installation revenues resulting from expanded operations including new branch locations.'*—The Greater Alarm Company Inc. ■ *'Our sales overall grew by 30%, which was an outstanding year. It was the result of a lot of hard work and a good economy.'*—Koorsen Protection Services Inc. ■ *'We now have a UL-listed central station.'*—Matson Alarm Co. Inc. ■ *'Great year! Top Sonitrol sales dealer—nothing purchased or sold.'*—Sonitrol of Silicon Valley

100

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COMPANY	SDM 100 RANK	COMPANY	SDM 100 RANK
A-Com Protection Services Inc.	74	Koorsen Protection Services Inc.	40
Ackerman Security Systems	48	Marlarm Security Group	99
ADS Security	23	Matson Alarm Co. Inc.	73
ADT Security Services Inc.	1	Mountain Alarm	24
AFA Protective Systems	12	National Protective Services/ Security Systems Inc.	56
Alarm Detection Systems Inc.	20	Pacific Alarm Systems Inc.	86
Alarmco Inc.	62	Peak Alarm Co. Inc.	70
Alert Alarm of Hawaii	45	Per Mar Security Services	19
All-Guard Systems Inc.	55	Post Alarm Systems Inc.	61
American Alarm & Comm. Inc.	42	Priority One Security	76
American Home Security	95	Protect America Inc.	46
American Response	65	Protection One Alarm Monitoring Inc.	2
American Security Systems Inc.	78	Protection Service Industries, L.P.	15
Argus Security Systems Inc.	58	Richmond Alarm Co. and Security Alliance Command Center	81
Associated Security Corp.	89	Safe Systems Inc.	96
Atlantic Home Security, LLC	60	Safeguard Security Services Inc.	30
Audio Sentry Corp.	92	Scarsdale Security Systems Inc.	71
Bay Alarm Co.	8	SDA Security Systems Inc.	49
Bolt Home Systems Inc.	79	Security Corporation	31
Brink's Home Security Inc.	3	Security Equipment Inc.	52
Cambridge Security Systems & SecurityLink	17	Security One Systems Inc.	37
Centex HomeTeam Security	26	Security Solutions Inc.	29
Central One	39	Security Systems of America	84
Central Security Group Inc.	87	Sentry Detection Inc.	27
Checkpoint Ltd./Adelphia Security	21	Seville Security & Sound	94
Commercial Fire & Comm., Inc.	66	Sievers Security	85
CPI Security Systems	34	Slomin's Security	5
Custom Alarm	67	Smith Alarm Systems	13
Custom Security Systems	54	Sonitrol Management Corp.	9
Dallas Security Sys. Inc./DSS Fire Inc.	25	Sonitrol Mid-Atlantic	98
DDS/Protection Networks	28	Sonitrol of Kalamazoo Inc.	100
Defender Security Co.	77	Sonitrol of New Orleans Inc.	97
DGA Security Systems Inc.	32	Sonitrol of Sacramento	59
Doyle Security Systems Inc.	51	Sonitrol of Silicon Valley	38
Edison Security Inc.	6	Sonitrol of Tallahassee Inc.	69
Electronix Systems Central Station Alarms Inc.	64	Sonitrol Pacific	50
Engineered Protection Systems Inc.	36	Sonitrol Security Services Inc.	68
First Alarm	35	Sonitrol Security Sys. of Buffalo Inc.	53
General Security	41	Sonitrol Security Sys. of Hartford Inc.	47
Global Security & Comm. Inc.	82	Sonitrol Security Sys. of Pittsburgh	90
Greater Alarm	18	Sonitrol Tri-County	75
Guardian Alarm Co.	10	SSD Systems/Kern Security Systems	22
Guardian International Inc.	16	Supreme Security Systems Inc.	43
Guardian Protection Services Inc.	11	Sylvester's Security Alarms Inc.	72
Honeywell Security Products	4	Trans-Alarm Inc.	44
Intelli-Tec Security Services Inc.	91	Tri-State Alarm Co. Inc.	88
Interface Security Systems	14	UPS Security Systems	93
JM Resources Inc.	83	Vector Security Inc.	7
JMG Security Systems Inc.	57	Washington Alarm Inc.	80
Kimberlite Corp.	33	World Wide Security/GC Alarm	63