

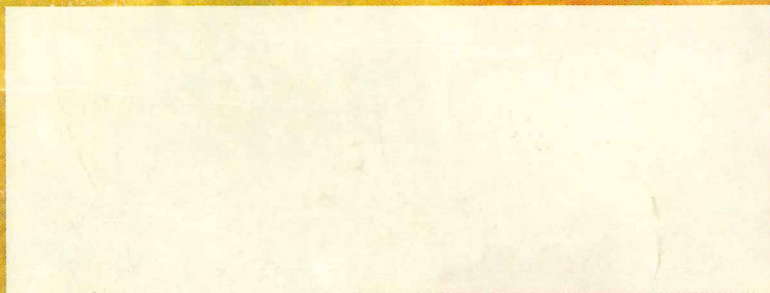
# SDM<sup>®</sup>

*NEW DIRECTIONS FOR SECURITY SYSTEMS & INTEGRATION*

12th Annual

**SDM**

# 100



[sdmmag.com](http://sdmmag.com)

**SPECIAL INSIDE:** Celebrating SDM's long-running Kinks & Hints department



# 1000

# SDM

## GAINING GROUND

At times last year it must have felt like running against the wind, but despite the challenges, the SDM 100 finished strong — adding subscribers, gaining RMR, and hiring staff.

By Laura E. Stepanek, Editor

**R**eaders of the 2002 SDM 100 will have two questions: 1) Have the top firms shifted since last year? and 2) How did the SDM 100 perform in 2001?

First, the top 25 have shifted dramatically, for two reasons. One is that the SDM editorial staff broadened the qualification criteria for ranking. The chief criterion for ranking on the SDM 100 has been that the firm is in the electronic security *installation* business. Over the past several years, dealer programs — firms that purchase subscriber contracts from independent dealers that do the selling and installing, then monitor those accounts — have grown in number and size. They receive revenue directly from the consumer market, and therefore, are considered “security providers.” Therefore, we felt it appropriate to invite dealer-program firms to participate in the SDM 100.

The second factor is the absence of three firms from among the top 20 in the 2001 SDM 100:

Edison Security, Smith Alarm Systems, and Cambridge Security Systems — all were purchased by ADT Security Services (Tyco Int'l) in 2001.

### PERFORMANCE

In 2001 the SDM 100 firms performed fairly well. Total SDM 100 revenue increased nearly 10 percent to \$4.58 billion. Major shifts among the top half of the list (both substantial gains and losses) made it initially difficult to measure overall performance of the SDM 100. (For example, ADT, the No. 1 firm, marked a 25 percent increase to \$2.5 billion in 2001.) Additionally, the SDM 100 suffered the losses of at least five large, previously ranked firms, which were purchased. However, that alone doesn't tell the whole story.

A more comprehensive way to view performance is to look at SDM 100 firms individually. Among firms with which two years of revenue could be compared, 81 percent experienced a rev-



enue increase, and 19 percent declined. The average gain was 12 percent, down slightly from 2000.

Some executives described 2001 as a "tough year," citing Sept. 11 as having a major impact on sales – at first negative, but then turning positive in certain markets.

Among firms for which two years of recurring monthly revenue (RMR) data were available, 95 percent recorded increases in RMR. This seems to account for most of the overall gains, because installation revenue was weak. Among firms for which two years of installation revenue could be compared: in the residential sector, 47 percent of firms advanced, 49 percent declined, and 4 percent stayed even. In the non-residential sector, 55 percent advanced, 44 percent declined, and 1 percent were even. For many firms, gains in the residential market seemed to result in losses in non-residential, and vice versa. Apparently 2001 was a year in which executives focused their energies into one or the other market.

SDM 100 firms reported that nearly 65,000 subscriber accounts changed hands in 2001, and they acquired at least 50 firms (excludes ADT acquisitions, which were not officially reported to SDM).

#### WHAT THE SDM 100 MEASURES

The 2002 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.

The main table, which begins on page 40, ranks 100 firms by their 2001 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:

- Current year rank, which is based on total 2001 gross revenues. (Note: If two firms have identical revenues, before rounding, 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 and headquarters location.
- Total gross revenue in millions of dollars. This number represents total revenue in calendar- or fiscal-year 2001 from security system sales/installation, service, leasing, and monitoring. An e indicates it is an SDM estimate.
- Percentage of growth or descent from 2000 to 2001.
- Amount of recurring monthly revenue (RMR) as reported to or estimated by SDM, recorded on Dec. 31, 2001.
- Number of subscribers at year-end 2001.
- Number of system installations in 2001, residential.
- Number of system installations in 2001, non-residential.
- Number of full-time employees.
- Number of business locations.

To find a firm by name, use the alphabetical index on page 50.



### SDM 100: Group Power

**Total 2001 annual revenue: \$4.58 billion\***

**Recurring monthly revenue (RMR): \$281.6 million<sup>†</sup>**

**Total subscribers (year-end 2001): 8.35 million\*\***

**Residential: 67%**

**Non-residential: 33%**

**Total installations/sales revenue<sup>††</sup>**

**Residential units: 412,616**

**Residential sales revenue: \$241.8 million**

**Non-residential units: 209,349**

**Non-residential sales revenue: \$228.1 million**

**Business locations: 703**

**People employed: 44,190 full-time; 925 part-time\*\*\***

**Number of firms acquired in 2001 by SDM 100**

**companies: 47**

#### Footnotes:

\* Total annual (2001) 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, 2001. Based on responses (or estimates) from 92 firms. Not included: American Home Security, Custom Alarm, Greater Alarm, Monitronics Int'l, Nightwatch Security Systems Inc., Safeguard Security and Communications, SDA Security Systems, and Sonitrol of Indianapolis.

\*\* Based on responses (or estimates) from 89 firms. Not included: Honeywell, Greater Alarm, First Alarm, DGA Security Systems, Sonitrol of Silicon Valley, SDA Security Systems, Atlantic Home Security, Custom Alarm, Richmond Alarm Co., Sonitrol of Indianapolis, Sonitrol Mid-Atlantic.

†† Based on responses (or estimates) from 86 firms. Note: Some firms reported unit sales or installation revenues only, while most reported both. Not included in units and/or sales revenue: Brink's Home Security, Custom Alarm, DGA Security Systems, Greater Alarm, Guardian Int'l, Honeywell Security Products, Koorsen Protection Services, Monitronics Int'l, Protection One, Protection Service Industries, SDA Security Systems, SecureNet Alarm Systems, Sonitrol of Indianapolis, Sonitrol of Tallahassee.

\*\*\* Based on responses from 96 firms. Not included: American Response, DGA Security Systems, Honeywell Security Products, Koorsen Protection Services.

Source: 2002 SDM 100, SDM Magazine, May 2002

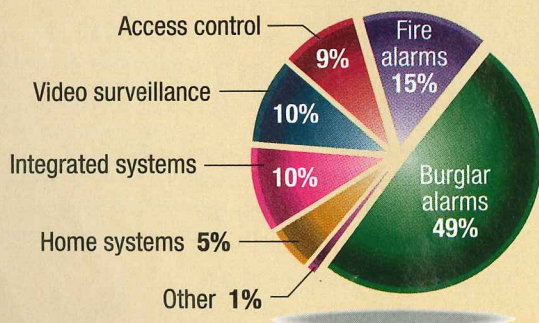
*Group Power presents aggregate figures for the SDM 100 group of companies. In a \$19.2 billion industry, these top 100 firms captured nearly \$4.6 billion in revenue and counted at least 8.35 million subscribers in 2001. Most of the SDM 100 firms are privately held. Submitting total revenue is required for ranking, but providing additional data is not required. Most firms – but not all – also reported recurring monthly revenue, subscriber accounts, and installation volume. Therefore, one should exercise caution in using this information to extrapolate industry totals or to benchmark.*



Ranking 2002	Ranking 2001	Company Headquarters location	Gross revenue 2001 (\$ mil)	+ / - from prior yr.	RMR 12/01 (\$ mil)	Subscribers 2001	Installs, 2001 Res. Comm.	Full-time Emp.	# of Loc.
1	1	ADT Security Services Inc. Boca Raton, Fla.	\$2,500.0	25.0%	\$175.00e	4,587,416	238,556 150,000	27,000	250
2	2	Protection One Topeka, Kansas	\$341.0	-21.1%	\$23.40	1,174,715	n/a	n/a	2,639 63
3	3	Brink's Home Security Inc. Irving, Texas	\$257.6	8.2%	\$19.20	713,500	n/a	n/a	2,400 73
4	4	Honeywell Security Products Minneapolis, Minn.	\$220.0e	-0.3%	\$10.00e	n/a	n/a	n/a	n/a n/a
5		Monitronics International Inc. Dallas, Texas	\$106.0	n/a	\$9.15*	323,000	n/a	n/a	450 1
6	5	Slomin's Security Hicksville, N.Y.	\$98.4	8.8%	\$3.76	165,200	27,000	1,500	1,400 9
7	7	Vector Security Inc. Pittsburgh, Pa.	\$87.0	13.0%	\$3.78	131,312	6,730	1,291	666 21
8	8	Bay Alarm Co. Walnut Creek, Calif.	\$56.5	2.7%	\$3.54	70,656	5,309	6,462	472 10
9	9	Sonitrol Management Corp. Westlake, Texas	\$54.2	11.6%	\$3.61	40,225	n/a	4,345	321 17
10	10	Guardian Alarm Co. Southfield, Mich.	\$48.5	1.0%	\$3.01	79,850	3,980	2,060	386 6
11	11	Guardian Protection Svcs. Inc. Pittsburgh, Pa.	\$48.2	3.5%	\$3.02	106,629	10,677	1,023	495 9

KEY: e = SDM estimate n/a = not available or not applicable \*data not submitted in time for ranking on RMR table (p. 48)

SALES REVENUE BY PRODUCT CATEGORY



Source: 2002 SDM 100, SDM Magazine, May 2002

Examining sales revenue-only shows that much less comes from traditional security systems (burglar alarms) than in past years. For example, in 1995, burglar alarms comprised 65 percent of total sales revenue, and in 2001 it comprised just 49 percent. Growth categories are integrated residential and integrated commercial systems. To identify companies that are strong in the residential or commercial markets, check the installation volume columns in the main table.

SOME UPS, SOME DOWNS . . . BUT REVENUE RISES 9.5%



Source: 2002 SDM 100, SDM Magazine, May 2002

The largest 100 U.S. electronic security firms reported annual revenue of \$4.58 billion in 2001. This represents 24 percent of industry dollars. (Total industry revenue in 2001 was \$19.2 billion.) SDM 100 2001 revenue is back to just above the 1999 level, after a dip in 2000 – the result of an acquisition not counted in 2000 totals. While much of the gain in 2001 is attributable to a 25 percent increase for the No. 1 firm, ADT Security Services (which acquired Edison Security, Smith Alarm Systems, and Cambridge Security Systems), 81 percent of firms showed gains.



# 12th Annual SDM 100

Ranking 2002	Ranking 2001	Company Headquarters location	Gross revenue 2001 (\$ mil)	+ / - from prior yr.	RMR 12/01 (\$ mil)	Subscribers 2001	Installs, 2001 Res. Comm.	Full-time Emp.	# of Loc.
12	12	AFA Protective Systems Syosset, N.Y.	\$45.1	5.9%	\$1.93	36,500	3,500 5,000	403	14
13	15	Protection Service Ind., L.P. Rancho Cucamonga, Calif.	\$30.2	2.5%	\$2.13	72,556	n/a n/a	323	13
14	14	Interface Security Systems St. Charles, Mo.	\$27.5	-8.5%	\$1.05	26,109	1,250 1,418	299	14
15	21	Adelphia Security Naples, Fla.	\$22.1	32.8%	\$1.35	72,395	5,900 2,131	257	8
16	20	Alarm Detection Systems Inc. Aurora, Ill.	\$21.0	10.9%	\$1.24	19,574	240 1,112	175	2
17	16	Guardian International Inc. Hollywood, Fla.	\$20.9	1.2%	\$1.20	27,000	1,800 1,600	246	5
18	18	Greater Alarm Irvine, Calif.	\$20.9	7.6%	n/a	n/a	n/a n/a	182	6
19	19	Per Mar Security Services Davenport, Iowa	\$19.4	0.9%	\$0.80	28,272	1,824 4,412	215	13
20	24	Mountain Alarm Ogden, Utah	\$17.6	26.0%	\$0.71	26,427	1,282 818	151	8
21	23	ADS Security Nashville, Tenn.	\$17.4	16.9%	\$0.88	34,508	2,706 1,461	182	12
22	46	Protect America Inc. Round Rock, Texas	\$16.7	87.3%	\$1.76	55,800	28,600 n/a	333	20
23	29	Security Solutions Inc. Raleigh, N.C.	\$15.1	19.4%	\$0.12	2,369	7,575 276	165	12
24	34	CPI Security Systems Charlotte, N.C.	\$14.2	18.1%	\$1.00	31,687	6,365 630	206	5
25	30	Safeguard Security & Comm. Inc. Scottsdale, Ariz.	\$13.8	9.2%	n/a	11,000	1,100 225	278	3
26	25	Dallas Security Systems Inc. /DSS Fire Inc. Dallas, Texas	\$13.6	1.1%	\$0.09	5,000	28 500	138	1
27	35	First Alarm Aptos, Calif.	\$12.8	7.6%	\$0.54	n/a	400 800	115	9
28	36	Engineered Protection Systems Inc. Grand Rapids, Mich.	\$12.5	6.2%	\$0.52	9,388	531 776	122	6
29	33	Kimberlite Corp. Fresno, Calif.	\$12.3	0.4%	\$0.71	5,916	34 649	124	6
30	27	Sentry Detection Inc. Hicksville, N.Y.	\$12.0	-7.7%	\$0.61	18,781	6,200 500	150	6
31	39	Central One Boca Raton, Fla.	\$11.0	8.9%	\$0.74	21,725	500 125	106	2
32	42	American Alarm & Comm. Inc. Arlington, Mass.	\$10.6	14.9%	\$0.39	13,741	662 960	80	2

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



Ranking 2002	Ranking 2001	Company Headquarters location	Gross revenue 2001 (\$ mil)	+ / - from prior yr.	RMR 12/01 (\$ mil)	Subscribers 2001	Installs, 2001 Res. Comm.	Full-time Emp.	# of Loc.
33	40	Koorsen Protection Svcs. Inc. Indianapolis, Ind.	\$10.5	6.0%	\$0.71	2,691	400 600	n/a	17
34	41	General Security Inc. Plainview, N.Y.	\$9.8	3.9%	\$0.68	28,411	2,540 371	105	6
35	48	Ackerman Security Systems Atlanta, Ga.	\$9.8	12.4%	\$0.35	18,723	3,743 555	86	1
36	44	Trans-Alarm Inc. Burnsville, Minn.	\$9.3	3.2%	\$0.21	4,704	26 825	78	1
37	32	DGA Security Systems Inc. New York, N.Y.	\$9.3	-26.0%	\$0.60	n/a	n/a n/a	n/a	3
38	59	Sonitrol of Sacramento; Sonitrol Gold Coast North Highlands, Calif.	\$9.2	30.0%	\$0.42	3,629	15 894	45	2
39	45	Alert Alarm of Hawaii Honolulu, Hawaii	\$9.1	1.3%	\$0.53	15,332	628 767	75	4
40	43	Supreme Security Systems Inc. Union, N.J.	\$9.0	-2.1%	\$0.56	10,844	231 567	85	1
41	38	Sonitrol of Silicon Valley San Jose, Calif.	\$8.9	-11.9%	\$0.39	n/a	40 350	64	1
42	51	Doyle Security Systems Inc. Rochester, N.Y.	\$8.6	9.1%	\$0.36	13,867	826 371	84	4
43	49	SDA Security Systems Inc. San Diego, Calif.	\$8.6	2.6%	n/a	n/a	n/a n/a	85	2
44	57	JMG Security Systems Inc. Fountain Valley, Calif.	\$8.5	19.9%	\$0.20	3,022	30 522	42	1
45	47	Sonitrol Security Systems of Hartford Inc. Hartford, Conn.	\$8.4	-4.1%	\$0.41	12,352	85 360	62	2
46	52	Security Equipment Inc. Omaha, Neb.	\$8.3	10.1%	\$0.27	8,501	600 625	83	4
47	56	National Protective Services/ Security Systems Inc. Rocky Hill, Conn.	\$8.2	14.2%	\$0.57	18,452	2,900 288	78	3
48	54	Custom Security Systems Lacey, Wash.	\$7.8	6.0%	\$0.35	8,860	500 943	109	3
49	77	Defender Security Co. Indianapolis, Ind.	\$7.7	71.6%	\$0.04	9,000	3,441 259	126	7
50	60	Atlantic Home Security Baltimore, Md.	\$7.5	6.4%	\$0.02	n/a	4,396 n/a	69	6
51	63	World Wide Security/GC Alarm Garden City, N.Y.	\$7.3	9.0%	\$0.33	13,315	900 450	92	1
52	64	Electronix Systems Central Station Alarms Inc. Huntington Station, N.Y.	\$6.8	3.0%	\$0.29	10,163	421 581	81	2

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

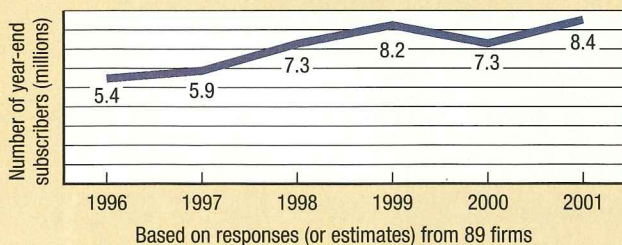


# 12th Annual SDM 100

Ranking 2002	Ranking 2001	Company Headquarters location	Gross revenue 2001 (\$ mil)	+ / - from prior yr.	RMR 12/01 (\$ mil)	Subscribers 2001	Installs, 2001 Res. Comm.	Full-time Emp.	# of Loc.
53	58	Argus Security Systems Inc. McAllen, Texas	\$6.6	-6.1%	\$0.15	7,531	270 177	115	2
54	53	Sonitrol Security Systems of Buffalo Inc. Buffalo, N.Y.	\$6.5	-13.6%	\$0.31	6,142	30 n/a	83	3
55	55	All-Guard Systems Inc. Hayward, Calif.	\$6.4	-12.7%	\$0.37	9,374	465 513	54	2
56	79	Bolt Home Systems Inc. Scottsdale, Ariz.	\$6.0	50.0%	\$0.04	1,625	700 40	57	3
57	66	Commercial Fire & Comm. Inc. Largo, Fla.	\$5.9	5.0%	\$0.02	800	0 250	55	1
58	87	Central Security Group Inc. Tulsa, Okla.	\$5.9	81.4%	\$0.57	21,841	829 276	67	1
59	65	American Response Inc. Santa Ana, Calif.	\$5.8	-0.1%	\$0.26	7,131	1,525 n/a	n/a	2
60	69	Sonitrol of Tallahassee Inc. Tallahassee, Fla.	\$5.6	11.3%	\$0.24	3,903	n/a n/a	50	3
61	67	Custom Alarm Rochester, Minn.	\$5.5	5.4%	n/a	n/a	n/a n/a	52	5
62	71	Scarsdale Security Systems Inc. Scarsdale, N.Y.	\$5.3	10.5%	\$0.20	6,921	143 59	60	1

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

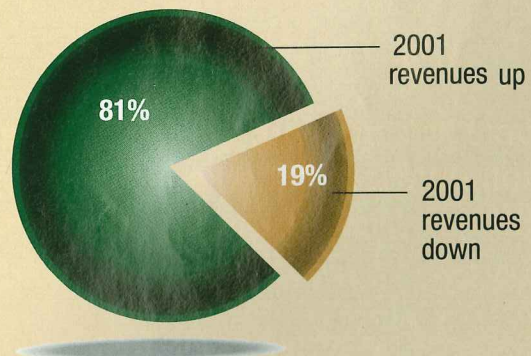
## SUBSCRIBER COUNT SPIKES AFTER PRIOR-YEAR DROP



Source: 2002 SDM 100, SDM Magazine, May 2002

The number of subscribers, or recurring revenue customers, of SDM 100 firms climbed back up, following a dip in 2000. (The dip was caused by a major sell-off—SecurityLink from Ameritech—which wasn't recorded in SDM 100 totals to its full extent due to the timing of the acquisition and this report.) Of note this year is ADT Security Services' reporting of 4.6 million subscribers, up from 3 million in the prior year. Among firms for which two years of subscriber numbers could be compared, 87 percent grew their subscriber bases, and 13 percent netted a loss.

## 8 IN 10 FIRMS HAD A POSITIVE YEAR



Source: 2002 SDM 100, SDM Magazine, May 2002

Eighty-one percent of firms (those for which two years of data were available) recorded revenue gains in 2001—the same number as in 2000. However, SDM 100 executives reported that it was tougher to achieve those gains: the average gain in 2001 was 12 percent, compared with 15 percent in 2000. One strong indicator of performance is that the number of full-time employees grew 23 percent, due to increases by ADT and many others.



Ranking 2002	Ranking 2001	Company Headquarters location	Gross revenue 2001 (\$ mil)	+ / - from prior yr.	RMR 12/01 (\$ mil)	Subscribers 2001	Installs, 2001 Res. Comm.	Full-time Emp.	# of Loc.
63	91	Intelli-Tec Security Services Inc. Westbury, N.Y.	\$5.3	66.6%	\$0.06	1,832	158 214	40	1
64	68	Sonitrol Security Services Inc. Charlotte, N.C.	\$5.3	3.1%	\$0.27	3,564	16 166	42	2
65	78	American Security Systems Inc. New York, N.Y.	\$5.3	18.0%	\$0.22	4,725	400 800	50	1
66	88	Tri-State Alarm Co. Inc. Broomall, Pa.	\$5.2	61.5%	\$0.53	14,130	5,377 300	97	8
67	75	Sonitrol Tri-County Farmington Hills, Mich.	\$5.2	15.3%	\$0.24	4,260	13 262	46	3
68		SecureNet Alarm Systems Inc. Wichita, Kansas	\$5.2	n/a	\$0.42	18,070	n/a n/a	122	7
69		Rancho Santa Fe Security Systems Inc. Encinitas, Calif.	\$5.2	n/a	\$0.37	4,875	321 108	134	2
70		Nightwatch Security Systems Inc. Cincinnati, Ohio	\$5.1	n/a	n/a	10,370	4,679 234	64	5
71	76	Priority One Security Greenville, S.C.	\$5.1	13.3%	\$0.28	9,182	869 212	35	2
72		e house Jacksonville, Fla.	\$4.9	n/a	\$0.06	325	1,825 n/a	72	7
73	73	Matson Alarm Co. Inc. Fresno, Calif.	\$4.8	5.9%	\$0.28	12,898	485 484	47	5
74	70	Peak Alarm Co. Inc. Salt Lake City, Utah	\$4.7	-4.3%	\$0.23	8,581	269 486	58	3
75	72	Sylvester's Security Alarms Inc. Santa Maria, Calif.	\$4.7	0.2%	\$0.27	7,283	247 620	63	3
76		SecurityOne San Bernardino, Calif.	\$4.3	n/a	\$0.01	314	3,816 470	32	4
77	84	Security Systems of America Pittsburgh, Pa.	\$4.1	16.1%	\$0.20	11,504	400 240	48	4
78	83	JM Resources Inc. King of Prussia, Pa.	\$4.0	12.1%	\$0.11	5,338	1,278 65	35	1
79	81	Richmond Alarm Co. Richmond, Va.	\$3.8	0.4%	\$0.16	n/a	200 n/a	50	2
80	82	Global Security & Communication Inc. Vancouver, Wash.	\$3.8	1.3%	\$0.23	8,533	700 100	33	4
81	80	Washington Alarm Inc. Seattle, Wash.	\$3.7	-3.4%	\$0.25	5,593	45 289	41	1
82		Sonitrol of Eugene/Salem Eugene, Ore.	\$3.5	n/a	\$0.18	9,400	70 195	56	3

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



Ranking 2002	Ranking 2001	Company Headquarters location	Gross revenue 2001 (\$ mil)	+ / - from prior yr.	RMR 12/01 (\$ mil)	Subscribers 2001	Installs, 2001 Res. Comm.	Full-time Emp.	# of Loc.
<b>83</b>	<b>92</b>	Audio Sentry Corp. Fraser, Mich.	\$3.4	9.1%	\$0.14	7,131	146 130	39	2
<b>84</b>		Sentry Alarm Systems of America Inc. Monterey, Calif.	\$3.4	n/a	\$0.21	11,224	213 211	28	3
<b>85</b>	<b>94</b>	Seville Security & Sound Pensacola, Fla.	\$3.3	6.6%	\$0.25	856	575 627	22	1
<b>86</b>	<b>90</b>	Sonitrol Security Systems of Pittsburgh Pittsburgh, Pa.	\$3.3	3.8%	\$0.14	3,069	52 258	34	1
<b>87</b>	<b>95</b>	American Home Security Alexandria, Va.	\$3.2	7.5%	\$0.12	2,841	120 n/a	32	1
<b>88</b>	<b>86</b>	Pacific Alarm Systems Inc. Culver City, Calif.	\$3.2	-5.8%	\$0.23	3,216	111 260	41	1
<b>89</b>	<b>96</b>	Safe Systems Inc. Boulder, Colo.	\$3.1	7.7%	\$0.13	5,180	223 263	39	1
<b>90</b>		Sonitrol of Indianapolis Inc. Indianapolis, Ind.	\$3.1	n/a	n/a	n/a	n/a n/a	28	1
<b>91</b>	<b>97</b>	Sonitrol of New Orleans Inc. Metairie, La.	\$2.9	7.7%	\$0.16	1,606	22 159	35	1
<b>92</b>		CIA Security Poughkeepsie, N.Y.	\$2.7	n/a	\$0.08	3,400	400 150	32	1
<b>93</b>		Simpson Security Systems Inc. Alexandria, La.	\$2.5	n/a	\$0.03	1,456	102 66	45	1
<b>94</b>	<b>99</b>	Marlarm Security Group Long Beach, N.Y.	\$2.5	9.8%	\$0.15	5,337	120 200	16	1
<b>95</b>		Fleenor Security Systems Knoxville, Tenn.	\$2.4	n/a	\$0.05	1,852	89 96	24	1
<b>96</b>	<b>98</b>	Sonitrol Mid-Atlantic Philadelphia, Pa.	\$2.3	-0.9%	\$0.11	n/a	10 200	14	1
<b>97</b>		Atronic Alarms Inc. Overland Park, Kansas	\$2.2	n/a	\$0.06	2,260	471 118	21	1
<b>98</b>		Fire Protection Inc. Seattle, Wash.	\$2.2	n/a	\$0.04	1,175	25 304	10	2
<b>99</b>		Sonitrol of Hawaii Inc. Honolulu, Hawaii	\$2.2	n/a	\$0.11	1,185	22 81	24	1
<b>100</b>		Bonds Alarm Co. Inc Phoenix, Ariz.	\$2.0	n/a	\$0.11	3,445	314 264	20	1

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

### Editor's Note:

Questions about the SDM 100 must be sent in writing. Note: SDM will consider suggestions of dealer program firms not currently ranked.

SDM Magazine  
Attn. Editor  
Business News Publishing Co. 1050  
IL Route 83, Suite 200, Bensenville,  
IL 60106.

Questions and comments also may be faxed to the Editor at (630)277-0214, or e-mailed to stepanekl@bnp.com.



## Rank by Recurring Monthly Revenue

Rank by Recurring Revenue	Company	Recurring monthly revenue 12/31/01(\$ mil)	Total Subscribers Year end 2001	SDM 100 Rank	Rank by Recurring Revenue	Company	Recurring monthly revenue 12/31/01(\$ mil)	Total Subscribers Year end 2001	SDM 100 Rank
1	ADT Security Services Inc.	\$175.00e	4,587,416	1	40	All-Guard Systems Inc.	\$0.37	9,374	55
2	Protection One	\$23.40	1,174,715	2	41	Rancho Santa Fe Security Systems Inc.	\$0.36	4,875	69
3	Brink's Home Security Inc.	\$19.20	713,500	3	42	Doyle Security Systems Inc.	\$0.36	13,867	42
4	Honeywell Security Products	\$10.00e	n/a	4	43	Custom Security Systems	\$0.35	8,860	48
5	Vector Security Inc.	\$3.78	131,312	7	44	Ackerman Security Systems	\$0.35	18,723	35
6	Slomin's Security	\$3.76	165,200	6	45	World Wide Security/GC Alarm	\$0.33	13,315	51
7	Sonitrol Management Corp.	\$3.61	40,225	9	46	Sonitrol Security Systems of Buffalo Inc.	\$0.31	6,142	54
8	Bay Alarm Co.	\$3.54	70,656	8	47	Priority One Security	\$0.28	9,182	71
9	Guardian Protection Services Inc.	\$3.02	106,629	11	48	Electronix Systems Central Station Alarms Inc.	\$0.28	10,163	52
10	Guardian Alarm Co.	\$3.01	79,850	10	49	Matson Alarm Co. Inc.	\$0.28	12,898	73
11	Protection Service Industries, L.P.	\$2.13	72,556	13	50	Sylvester's Security Alarms Inc.	\$0.27	7,283	75
12	AFA Protective Systems	\$1.93	36,500	12	51	Security Equipment Inc.	\$0.26	8,501	46
13	Protect America Inc.	\$1.76	55,800	22	52	Sonitrol Security Svcs. Inc.	\$0.26	3,564	64
14	Adelphia Security	\$1.35	72,395	15	53	American Response Inc.	\$0.26	7,131	59
15	Alarm Detection Sys. Inc.	\$1.24	19,574	16	54	Washington Alarm Inc.	\$0.25	5,593	81
16	Guardian International Inc.	\$1.20	27,000	17	55	Sonitrol of Tallahassee Inc.	\$0.24	3,903	60
17	Interface Security Systems	\$1.05	26,109	14	56	Sonitrol Tri-County	\$0.24	4,260	67
18	CPI Security Systems	\$1.00	31,687	24	57	Peak Alarm Co. Inc.	\$0.23	8,581	74
19	ADS Security	\$0.88	34,508	21	58	Global Security & Comm. Inc.	\$0.23	8,533	80
20	Per Mar Security Services	\$0.80	28,272	19	59	Pacific Alarm Systems Inc.	\$0.23	3,216	88
21	Central One	\$0.74	21,725	31	60	American Security Sys. Inc.	\$0.22	4,725	65
22	Mountain Alarm	\$0.71	26,427	20	61	Trans-Alarm Inc.	\$0.21	4,704	36
23	Koorsen Protection Services Inc.	\$0.71	2,691	33	62	Sentry Alarm Systems of America Inc.	\$0.21	11,224	84
24	Kimberlite Corp.	\$0.71	5,916	29	63	JMG Security Systems Inc.	\$0.20	3,022	44
25	General Security Inc.	\$0.68	28,411	34	64	Security Systems of America	\$0.20	11,504	77
26	Sentry Detection Inc.	\$0.61	18,781	30	65	Scarsdale Security Sys. Inc.	\$0.19	6,921	62
27	DGA Security Systems Inc.	\$0.60	n/a	37	66	Sonitrol of Eugene/Salem	\$0.18	9,400	82
28	National Protective Services/Security Systems Inc.	\$0.57	18,452	47	67	Sonitrol of New Orleans Inc.	\$0.16	1,606	91
29	Central Security Group Inc.	\$0.56	21,841	58	68	Richmond Alarm Co.	\$0.16	n/a	79
30	Supreme Security Sys. Inc.	\$0.56	10,844	40	69	Marlarm Security Group	\$0.15	5,337	94
31	First Alarm	\$0.54	n/a	27	70	Argus Security Systems Inc.	\$0.15	7,531	53
32	Tri-State Alarm Co. Inc.	\$0.53	14,130	66	71	Sonitrol Security Systems of Pittsburgh	\$0.14	3,069	86
33	Alert Alarm of Hawaii	\$0.53	15,332	39	72	Audio Sentry Corp.	\$0.14	7,131	83
34	Engineered Protection Systems Inc.	\$0.52	9,388	28	73	Safe Systems Inc.	\$0.13	5,180	89
35	Sonitrol of Sacramento; Sonitrol Gold Coast	\$0.42	3,629	38	74	American Home Security	\$0.12	2,841	87
36	SecureNet Alarm Sys. Inc.	\$0.42	18,070	68	75	Security Solutions Inc.	\$0.12	2,369	23
37	Sonitrol Security Systems of Hartford Inc.	\$0.41	12,352	45	76	JM Resources Inc.	\$0.11	5,338	78
38	American Alarm & Communications Inc.	\$0.39	13,741	32	77	Bonds Alarm Co. Inc.	\$0.11	3,445	100
39	Sonitrol of Silicon Valley	\$0.39	n/a	41	78	Sonitrol Mid-Atlantic	\$0.11	n/a	96
					79	Sonitrol of Hawaii Inc.	\$0.11	1,185	99

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

This table re-ranks 79 of the SDM 100 companies by recurring monthly revenue. Firms were asked to report RMR of Dec. 31, 2001. Firms with RMR less than \$100,000 were not included, nor were firms that did not provide this information, or an estimate was not derived.





**More Details in Hand**

Want more information about each of the 100 firms ranked here? The 2002 SDM 100 Report and Database includes contact names, mailing addresses, telephone and fax numbers, Web site URLs, branch office locations, buyer names, installation data, revenue sources, and more. The Report and Database is in Microsoft Excel (spreadsheet) format. Price: \$495.

To order, visit [www.sdmmag.com](http://www.sdmmag.com) or contact Jill DeVries at (248) 244-1726 or [devriesj@bnp.com](mailto:devriesj@bnp.com)

**Alphabetical Index**

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