

ISSUE 10 | JUNE 2024



Security Dealer DIGEST

OWNERS FORUM 2024

The EOS Panel Discussion



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Note FROM HQ



Dave Roberts, Vice President of Cybersecurity



Assume Breach

Let's face it. People are not perfect. This is especially true in the cybersecurity world.

According to the 2024 Verizon Data Breach Report 68% of all breaches involved the human element. People are going to get phished. People are going to use weak passwords. People are going to use the same login and password over, and over, and over again. An acquaintance of mine who does pen testing primarily for Fortune 10 companies told me that when password requirements went to 10 characters his team would breach systems in almost every engagement using some variant of the passwords spring202x, summer202x or winter202x, depending on when the last password change was required. I have another acquaintance, a PhD who created cybersecurity programs at two different universities nonetheless, who recently fell victim to his organization's phishing testing. Imagine his embarrassment at having to report for remedial cybersecurity training!

Zero Trust is an overused industry buzz word, but it sells a lot of products.

I wholeheartedly believe in one of the underlying concepts of Zero Trust. The assume breach paradigm. Assume a threat actor already has a username and password for whatever cyber asset you are trying to protect. This is a game changer. This changes your thinking from "How do I keep the bad guys out?" to "How do I detect and minimize the damage when the bad guys get in?". Not only does this change your mindset as to where you are spending your cybersecurity budget, but it also changes the way you think about your operations and handle workflows.

If you aren't familiar with the following two concepts, it would be worth your time to do some research on these areas.

The **principle of least privilege (PoLP)** refers to an information security concept in which a user is given the minimum levels of access — or permissions — needed to perform his/her job functions.

Here are five benefits of using PoLP:

- Decreases the spread of malware
- Minimizes the attack surface of compromised credentials
- Supports separation of duties
- Streamlines compliance efforts
- Demonstrates industry best practices

Data minimization is the principle of collecting, processing and storing only the necessary amount of personal information required for a specific purpose. Data minimization not only reduces the risk of data breaches, but it also mandates good data governance and enhances consumer trust.

People are not perfect. You can account for that and take steps to minimize the inevitable risk factors. Make sure your cybersecurity program is effective and efficient.

Dave Roberts, CISSP is the vice president of cybersecurity for DMP and is on our Executive Management Group. Dave has worked at DMP for almost 35 years and has been involved with all of the significant innovation around network communication, encryption, cellular communication and now cybersecurity operations.



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EVENTS RECAP



ISC West, April 10-12, 2024. Las Vegas, Nevada.

Owners Forum

April 9



The DMP Owners Forum is an annual event held the day before ISC West in Las Vegas.

Owners Forum is an exclusive opportunity for DMP's top dealers to come together for a day of networking with top security executives, presentations from dynamic speakers and the opportunity for dealers to grow their business and develop their leaders. This year had the highest attendance rate yet, with over 300 attendees.

ISC West

April 10-12



The International Security Conference and Exposition (ISC West) is one of the leading security trade show events in the US.

This year's show featured the latest technologies and trends regarding a variety of topics: access control, alarms and monitoring, video surveillance, drones, smart home solutions and more.

NetOne CEO & Marketing Meeting

May 6



NetOne CEO & Marketing Meeting in Charlotte, North Carolina.

Pictured (left to right): Brian Ciasnocha, Per Mar; Amanda Zupan, DMP; Marc Mills, DMP; Mathew Mowat, Guardian Alarm; Michal Moss Early, DMP; Anthony Sharp, Guardian Alarm

Technician Bootcamp

Class #0524



Technician Bootcamp is a four-day training event held at DMP headquarters in Springfield, Missouri.

It was designed to immerse technicians in DMP products and culture, and to provide hands-on training labs.

Entré Certification Training

May 14-16



A three-day online training that provides Entré certification.

Prerequisites are required before enrollment in an upcoming class. Certification requires full attendance in the three-day class and a passing score on all certification exams.

Sales Academy

May 14-17



Sales Academy is another four-day training event held in Springfield, Missouri at DMP headquarters.

The training was created for DMP dealer sales consultants who are new to the industry, sell in residential and/or small commercial space, want to improve their close rate on transactional selling and who want to sharpen their selling skills and DMP product feature knowledge.

CAA Spring Convention 2024

May 15-18



California Alarm Association's Annual Spring Conference, hosted in Palm Springs.

This year's gathering promised to be an extraordinary opportunity for learning, networking and growth.

Photo Credit: Gray Booth, Takex

UPCOMING



JULY 16 - 19



AUGUST 20 - 23



DMP EXECUTIVE
ROUNDTABLE

DEALER

SEPTEMBER 9 - 10

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and trainings here:



DMP.com/Events



Annual Owners Forum Highlights Key Industry Topics

In April, DMP hosted its annual Owners Forum. This event is designed to provide DMP dealers with salient information they can use immediately to grow their business. This year's theme focused on the concept of growing profitability. The event was held at The Conrad at Resorts World, emceed by Las Vegas headliner Jeff Civillico.

"The DMP Owners Forum this year was the largest ever, with almost 350 people in attendance. It has grown, over the last 11 years, into one of the 'can't miss' industry events of the year. We are thrilled to get to spend so much time with our dealers and bring them significant relevant speakers and information

to help them make their businesses better," says Vice President of Industry Relations Mark Hillenburg.

The Owners Forum began with keynote speaker Hermann Simon, founder and honorary chairman of Simon-Kucher. He is an expert in strategy, marketing and pricing

and an internationally sought-after consultant and speaker. He has published over 40 books in 30 languages, including world bestsellers on hidden champions, price management and profit orientation.

The Annual DMP Dealer Recognition Awards were presented by Rick Britton, CEO, to recognize top dealers, followed by a keynote address from Adam Echter. His career has focused on value-based sales. He is a regular speaker at the Professional Pricing Society, industry-specific events and lectures at several universities on the topic of pricing. He also co-authored *Beating Inflation* alongside Simon.

The afternoon programming included a panel discussion on

John Lindberg, DialOne Security talking to John Spooner, Alarm Detection Systems



Pam Petrow, Vector Security, Scott Elkins, Zeus Fire & Security & Rick Britton, DMP



Jenny White, Comtronics with John & Anne Campau, Comtronics



Jennifer Holloway, CIBC with Kevin Stone, Doyle Security



Dean Belisle, DMP talking to Shannon Woodman, Washington Alarm



Daniel Oppenheim, DGA & Tim Westphal, Bay Alarm at the Owners Forum Breakfast



the Entrepreneurial Operating System (EOS) moderated by Barry Barrett, a certified EOS implementer and owner of *Business With Purpose*.

Panel members included:

- Jeremy Bates, Bates Security
- Gene Earhart, Wellington Security
- Daniel Oppenheim, Affiliated Monitoring
- Alexandra Curtiss Thompson, Alarm New England
- Neil Atha, Atronic Alarms

The afternoon keynote presentation was from industry icon and former ADT CEO Tim Whall. Whall shared insights from his extensive career in the security industry. He has held positions at every level including installer, call center operator, general manager, chief operating officer and CEO. Decades of experience span from his family-run security business to leading some of the largest security companies in the world, while always keeping his focus on the customer and ensuring their experience is second-to-none.

DMP Recognizes Top Dealers of 2023

DMP recognized top dealers at the DMP Owners Forum. Special recognition was given to dealers in Silver, Gold, Platinum and Diamond level categories for their accomplishments in 2023. Dealer of the Year awards were presented in several different categories.

2023 Dealer of the Year Awards
The **Small Market Dealer of the Year** was presented to **Martin Systems** of Green Bay, Wisconsin.

The **Mid-Market Dealer of the Year** was awarded to **Habitec Security** of Toledo, Ohio.

San Marino Security of San Marino, California, received the **Large Market Dealer of the Year**.

Top 10% of Dealers	Top 5% of Dealers	Top 2.5% of Dealers	Top 1% of Dealers
Silver Award Winners	Gold Award Winners	Platinum Award Winners	Diamond Award Winners

Bay Alarm Company of Concord, California, was awarded the **Super Regional Dealer of the Year**.

International Dealer of the Year was presented to **Tecnoseguridad Privada** of Mexico City, Mexico.

DMP also recognized Dealers of the Year for certain product categories, celebrating the use of these various products. This included the **Access Control Dealer of the Year** given to **Convergent**. The **Video Dealer of the Year** was awarded to **Secure Pacific** of Portland, Oregon.

Bay Alarm Company also collected awards for the **Commercial Fire Alarm Dealer of the Year** and **Residential Dealer of the Year** categories. **Everon** (formerly ADT Commercial) picked up honors as the **Commercial Dealer of the Year**.

DMP recognizes **Dealer of the Year Award** winners in certain vertical markets, including **Banking** going to **Convergent** and **Retail** going to **Scarsdale Security** of Scarsdale, New York.

Each year, the **New Dealer of the Year** is celebrated and this year **Petitbon Alarm Company** of Crofton, Maryland was awarded that distinction. Richie Petitbon shared a few words about what receiving this award meant to him.

"Petitbon Alarm is extremely grateful and excited to receive this award. Partnering with DMP has given us an unbelievable support team and the best products for our clients. It's not about the

wins, losses or awards. It's about the process that gets you there. We try to strive to win with our employees and win with our clients. That being said, the best part about winning is it never gets old!" –Richie Petitbon, President, Petitbon Alarm Company

This year DMP added two new categories, the **Community Service** and **Life Saving Moment** awards, to celebrate dealer involvement in their communities and the difference an alarm company can make as our industry saves lives and property every day.

The **Life Saving Moment of the Year** went to **Wayne Alarm** of Lynn, Massachusetts. The **Community Service Dealer of the Year** was **Security Central** of Denver, Colorado.

"I believe we are all created and called to serve others using the gifts, abilities and resources that we have been entrusted with. As business owners and leaders, we have a responsibility to use our resources and influence to serve our employees, customers, community and neighbors worldwide." –Jordan Jackson, President, Security Central

Additional recognition goes to dealers that have achieved outstanding sales volume and demonstrate exceptional partnership with DMP.

Dealer Awards are presented annually by DMP to recognize the success of their dealers. ●

Rick Britton, DMP & Lisa Ciapetta, Everon



The Gold Dealer Award Recipients



Eric Taylor, Bay Alarm, Tim Westphal, Bay Alarm, Rick Britton, DMP, Andrew Conrad, Bay Alarm & Shawn MacCallister, Bay Alarm



Rick Britton, DMP & Jim Mahoney, Scarsdale Security



Ritchie Petitbon III, Petitbon Alarm, Rick Britton, DMP & Ritchie Petitbon II

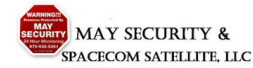


The Platinum Dealer Award Recipients



 **SILVER**
DEALER

TOP 10% OF DMP DEALERS



GOLD
DEALER

TOP 5% OF DMP DEALERS



PLATINUM
DEALER

TOP 2.5% OF DMP DEALERS



DIAMOND
DEALER

TOP 1% OF DMP DEALERS



Second and Third Generation Leadership of Your Family Business

A Panel Discussion by George De Marco



FOUR C'S OF FAMILY SUCCESS

- **Continuity** - *commitment, excellence and sustainability*
- **Community** - *unity, values and collaboration*
- **Connections** - *shared experiences and partnerships*
- **Command** - *independence, adaptability and empowerment*

This article is adapted from a live panel at the DMP Dealer Roundtable in Huntington Beach, CA, February 2024.

Today our second panel on this “generational” topic will be talking about some of these lessons learned and they are going to give you some insight on what has made them successful.

In this second session, we’re going to hear from the younger leaders’ generation. We’re going to talk a little bit about business of family, second generation leadership. These are the people who have already overthrown the founders of their companies.

The companies that are the most successful work on these items within their organization. They focus on these items intentionally and sometimes unconsciously.

Let’s meet our panelists.



Melissa Brinkmann with Custom Alarm. My dad started the company in 1968, so I’m second generation. I actually had no interest in the family business. I went into the hotel and restaurant industry with my degree and was in the hotel industry for about seven years. Then I decided to

move back to Minnesota and try my hand at the family business. I worked in a lot of different areas of the business, then became CEO ten years ago, and my dad at that time retired. I’ve been there 25 years now.



Tim Westphal with Bay Alarm Company. My grandfather Everett started Bay Alarm back in 1946. My dad and uncle ran it for many years and did a great job with the transition plan to myself and my four siblings, my sister and four cousins. From about 1999 on we’ve run the company with some recent transitions and changes, although my dad and uncle have not been involved in day-to-day for a while.



John Bazyk from Command Corporation. My father started our company in 1991. I began working for Command when I was around 10 years old, working on and off during my teenage years. In August 2012, I began working for Command full time, and on January 1, 2020, I purchased 100% of the company stock from my father and took

over the family business. You can imagine how exciting my first year of business ownership was!



Chris Hill from Sentry Alarm. My dad started Sentry in December of 1970. He was a police officer at the time and realized there was a better way to receive and better interpret alarm signals, so the reporting agencies had a better chance of knowing ahead of time what they were responding to, keeping their own safety in mind as well the safety of those they are serving.

Fifty-three years and three generations later, Sentry continues to strive to meet all their clients’ security and fire life safety needs while still giving that familiar personal family feel. And with Josh (30) and myself (53) as our leadership team, we are blessed to have a healthy mix of older versus younger Hills driving our family’s company until our next generation of Hill family members continue to grow our company, while serving our clients for the many decades to come.

Josh and I are a perfect pair in leading our family’s business in that we are truly opposites in so many ways with our own



unique experiences and abilities and trusting each other to have each other's back as we give of ourselves as stewards of our father's legacy. Josh, being younger, tends to be more electronically sophisticated and forward thinking as well tough on me with the numbers as our CFO. And I bring over 38 years of working every job within the company at one point or another, making me very experienced (aka "dangerous") and calming when faced with daily challenges due to the ongoing uncertain future and ever-changing industry landscape we find ourselves talking about every day.

Q. How was it handled in your family business? Can you provide specific examples that ensured a smooth succession?

MELISSA BRINKMANN: I was in the business and my sister was also working in the business. She's a couple years younger than me, and she and I had kind of different ways of thinking about business, which also affected the way my dad saw the business.

It was not really a great time. For the sake of our family and the sake of the business, I took a stand and said we needed some outside help with some business advisors.

We started an advisory board that was recommended to us. We had done a nine-month business succession planning with a college up in the Minneapolis area, which we attended on a monthly basis. That was very helpful for us and it helped us get to where we brought in outside advisors. There are some trusted people, friends of my parents and my sister and me, who helped us start those conversations of what succession planning looked like. My dad had identified at some point that I would most likely take over as CEO. But then there were still a lot of unanswered questions in the dynamics of the direction of the company.

We then had some hard conversations and basically ended up giving my parents a couple options of what I thought would be best for us as a company. (Not just looking at what's best for the company, but also for the family).

My dad named me CEO of the alarm company and we also we had a separate side of our business, which was background music and sound. He sold that part of the business to my sister. It's hard because the first generation, they built this business and it's hard for them to let go.

Q. What were one or two challenges you had? How did you overcome those challenges in this transition transaction?

MELISSA BRINKMANN: The challenge was just that there is a lot of emotion involved because each of you have a vision. The challenge of having to stand my ground and have hard conversations, those were difficult times.

Q. Did you have an outside person to help in that?

MELISSA BRINKMANN: Yes, we had an outside attorney and then we had a board of directors that were trusted people of our family. They were able to listen with more objectivity. I definitely recommend having some people you can trust advise you on difficult things.

Q. Tim, what went smooth and what were the challenges you faced?

TIM WESTPHAL: I think the business transition to my dad and uncle, when my grandfather unexpectedly died in 1984, it did not go very smooth and they kind of scrambled to determine ownership. Ultimately it went to my dad and uncle. When they were in their late fifties, they made a conscious decision to transition the business to the third generation. They worked really hard to establish guidelines. I'm glad they put a game plan together to do that. They had a forward-thinking tax attorney who put the company into a trust and they formed a board.

They established a management training plan with rules for entry. You had to get a college degree, and then when you came to work at Bay Alarm, you had to start at the bottom as an installer and level one installation class. All my siblings and I did that. I thought that was one of the most difficult things to do. You finish

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college and spend some time in the outside world, then come into your family's business as an installer, it was a bit of an ego check. But it worked really well.

The group that built the transition plan did a great job. It worked really well. My cousins and I ran the business for a long time. One part of that plan was having an exit strategy in place. There was a buy-sell agreement. So, if someone didn't want to work there anymore, you could execute that option to sell. One of my cousins did that at one point a few years ago, and then more recently some others did.

Q. John, what was your transition like?

JOHN BAZYK: That's a challenging question to answer; my first year of business ownership was in 2020, during the COVID-19 pandemic. I was faced with the normal challenges of a transition like this, in addition to navigating the global pandemic and the additional challenges that went along with it. One thing we had done well to prepare was attending industry events like the DMP Executive Roundtable. This allowed me to connect with many professionals and be more prepared to handle the unexpected challenges of that first year.

Q. Chris, what was your transition like?

CHRIS HILL: I grew up in the business and I was captive labor. I just did what I was supposed to do.

I did it because it's a family obligation and I was the only kid at the time, so I just served my family. I went into the Army and was there for eight years, and I had the GI Bill. When I graduated, I had the chance to work for a very large national paper company.

I read a book by Sam Walton before he passed away. I'm not a big Walmart fan, but I loved this book. He said something in there about this family feel. If you know his story, he set up everyone who first started Walmart and they all became millionaires. The truck drivers, the stockers, everybody. I thought to myself, you know, my family has provided me an amazing opportunity and I'd be silly not to give it a shot. I called my dad and of course, it made his life because he really wanted me to be the business.

He dragged me to every association meeting, every accounting meeting. You learn the good stuff, the bad stuff. This isn't for the faint of heart. This is a 24/7 business. You could be on vacation. Something goes on, phone rings. You got to take care of it. But I love it.

We didn't have a formal transition. What happened was about eight years ago, we just made my dad retire for health. I think the reason why our transition works is because my dad trusted that I would just take care of the family asset. Hopefully in time, a third or fourth generation would come and help take it to the next level. And that's really all I've done. I've been a bridge in my family's business, but we have set ourselves up. We're an S corporation under a family trust. My brother and I own the company outright, but it's still under the family trust. We have nine family members, then we have an outside person in the trust who makes sure we get along.

Q. Let's talk about financial. It can be very complicated, so I want you guys to provide some insights on the various challenges of properly structuring the family financial sustainability from one generation to another. And what are some of the things to avoid in the process?

JOHN BAZYK: When the time came to determine the purchase price and value the company shares, we made a couple of critical missteps. We engaged an accountant and an attorney who, despite their credentials, lacked familiarity with our specific industry. This oversight led to me significantly overpaying for the business. The repercussions were immediate and far-reaching, not only exacerbating financial strain through an inflated tax liability for both my father and myself but also straining our family relationships.

From this experience, I learned the importance of involving industry-savvy professionals in such crucial transitions. It's essential to have advisors who not only understand the legal and financial intricacies but who are also deeply familiar with the industry to avoid costly mistakes and ensure a smoother transition.

TIM WESTPHAL: In terms of things not to do, I think we did a good job. We have five family members working in the business. How you get compensated can be tricky.

"Why is this guy getting paid more than that guy?" Have a board that is responsible for compensation and whatever position you're in, you get paid that position's market value right now. Maybe you can, as an owner, get a dividend or some other payment by being an owner. But when you're in a job doing that job, you get paid what that job is worth.

Once you start playing around with that structure or breaking that rule with siblings involved, it can get really slippery and create a lot more family drama than is needed. I was glad my folks set that up pretty firmly before we even joined the organization.

MELISSA BRINKMANN: For us, one element we had was my dad



retiring, trying to figure out if he was really ready not to receive any kind of compensation. We figured out a deferred compensation plan for him for a set number of years. So that helped with that.

Separately with regards to my sister, who still had ownership in the company, and she still does, and I have another sister (who's not in the business) and she has a little bit of ownership. Kind of like Tim (Westphal) was saying, making sure that the compensation is fair and then separate dividends for all the shareholders and what that looks like. We have had some things we've navigated through a little roughly over the years, with some of the shareholders who think they should be getting a percentage of profits.

It's good to get that straightened out before there's money involved. That often happens as the profits might be going up. Now all of a sudden everybody thinks they should be getting a little bit more.

"Where's my money?" When the business is worth a dollar, nobody argues then. But when it's worth \$100 million, they start arguing. If you don't have this all down in writing, you should.

When you get to a certain size, you need to expand your team. If you don't have the working capital to do it, you can get a line of credit to acquire companies, but it's not easy to try to expand your team within the budget.

You can only grow so far and eventually you have to have a really good team in place. You have to have what Jim Collins says, "The best people on the bus to take you somewhere." And if you can't afford to fill your bus, it's a challenge.

Q. I want to talk about the next generation that's going to take over from you. How are you preparing them? What should these folks out there be thinking about how to prepare them best to take over the company?

TIM WESTPHAL: I always appreciated that. My parents didn't put pressure on me to join the company. I knew it was always there. I attended meetings and we did a lot of things with the third generation. We would meet annually and do different tasks like a beach cleanup, something together so we got used to working with each other. Even when we were actually working together, we were still in college or doing whatever. So

those things were really good. I'm trying to do the same with my kids. I don't put pressure on them. I'm surprised they are talking about it more than I thought they would. The oldest one just started college, so I've got some years.

I certainly want to take some of those things I learned, like a structured entrance plan. And I want them to concentrate on finishing college and being gainfully employed with a leadership position somewhere else, so they can bring something they've learned on their own to the business when it's time for them to join.

When they do join, have some guidelines for them to join in a meaningful way where they can learn the business, not just as an owner coming in like, "You guys all work for me now!" but more like, "Hey, it's nice to meet you. Let me learn how this thing works," in a humble way, is what I hope to do.

Q. Do you have a length of time you expect them to work outside of the business, or does that really not matter with time?

TIM WESTPHAL: We had a three-year rule. You had to work outside the business for three years. Probably five years would be better. I think if you can get to a leadership position in the outside world in three years, that's pretty good at that time. Then it gets tricky because you're starting to earn your significant money and then if you want to come be an installer, how do you offset the difference and encourage the kids to come? So, you do have that challenge to overcome to make it interesting for them to join the business. When they come back in, do they come back in at the lowest level?

I think it's important to learn the business from the bottom. If you put them in a management training program, so that you

could maybe match the amount they were making outside (I want to encourage them to make as much money as they can in the outside world), but really, according to the department, they'd be getting whatever that position pays. But then they'd be in a management program with some other compensation to get them close to even.

JOHN BAZYK: It's a fantastic question, and though we're not quite there yet—my children are only 11 and 9—it really resonates with me. I want to introduce them to the business in a way that feels positive and suits their individuality. That's my current goal: to foster a welcoming introduction to the business environment.

I made a firm decision four years ago to end the family business aspect due to some negative impacts it had on the relationships I had in my family growing up and still today with my parents and siblings. Since buying the company from my father, we've significantly evolved the business, implementing a solid management structure and establishing comprehensive policies and procedures, which have dramatically improved our operations and growth, reducing the stress on my family.

In the past six months, my perspective has shifted. I see the potential for Command to become a third-generation family business. The challenge now is figuring out how to make that transition a positive experience, ensuring it's enriching and fulfilling for the next generation. I'm looking at this with a new lens, thinking about how we can blend the strength of our professional management structure with the unique values a family-owned business brings.

Q. How about you, Chris?

CHRIS HILL: I didn't want to force them into the business as my dad sort of did with me. I want my kids to be 4.0 kids and play sports, be in philanthropy and do what they want to do. But if they wanted to go to college and then work at Sentry, that means every summer they work in the company.

I have three kids: 24, 21 and 19. They all know the company. They've all worked in the company. My eldest acquires biotech companies and manages a billion-dollar fund. (This kid's ten times smarter than me). We talk frequently about business, and he says, "Dad, never sell Sentry. I buy and sell companies all day long from families, conglomerates that are 100 times your size. And I can tell you this one, you lose half the value the moment you sell." I would love to see the family legacy move on.

Q. How does your generation contribute to innovation within the family business and how do you balance tradition with the need for adaptation? You are taking the vision of a previous generation and you're trying to move it to where you need to be today. How do you do that once you take that?

TIM WESTPHAL: I think it's coming to events like this. It's working with all of our industry people out there. We are always looking at potential opportunities. We try to test things quickly, find out, "Does that work or not work?" and if it's not working, let's shut it down.

If it is working, let's invest more in it. The entrepreneurial spirit has been at our business forever, from my grandfather who made the equipment. He had some patents on some alarm devices back in the forties. My uncle was really entrepreneurial and always starting businesses. My dad was like a day-to-day business runner,

so the two of them together worked really well.

He would find it and buy it, and my dad would figure out how to run it. My cousins and I had similarly different skill sets. We've all been entrepreneurs and tried to drive the business forward with innovation and creativity. Obviously, we talk about that stuff in this room today with DMP and the new products they're releasing.

Typically, Bay Alarm is no longer creating products or developing things. We're seeing what our manufacturers are successful with out there and what other dealers are successful with. We jump on as quickly as we can and provide those things as well.

I'm open to encouraging anybody on my team to come up with ideas on how we can do things different or smarter. So, definitely maintaining the creative spirit is important.

JOHN BAZYK: My father was deeply committed to traditional security systems that communicated over POTS lines. When I rejoined the company full-time in 2012, our operations were entirely reliant on traditional telephone systems, paperwork orders, and outdated accounting software. There were no integrations, little access control, or video surveillance offerings, and no automation of systems for our clients or within our own organization. Around that time, I came across an advertisement from DMP about their advancements in network communication and their early version of the Virtual Keypad app. It immediately caught my interest. The idea of integrating modern technology with our services was compelling.

This exposure sparked my determination to transition our systems away from landlines

towards network and cellular communication, including introducing an app that would enhance our customer experience.

I am driven by a passion to continuously improve the user experience, striving to make it as seamless and efficient as possible. My goal is to maintain the mentality of highly reliable systems with modern-day innovation, ensuring that while we respect and build on the legacy of the past, we also meet the needs and expectations of today's and tomorrow's customers. This balance of honoring our roots while embracing change is how I contribute to the evolution of our family business.

CHRIS HILL: Virtual Keypad, I couldn't sell it to save my life. I thought to myself, okay, we're going to make this mandatory. Now we sell Virtual Keypad 99% of the time! We now have customers call and ask, "Can I have a virtual

keypad?" It's amazing because it makes your customer stickier. It brings your RMR up.

I'm a big proponent of fire alarms. I love fire alarms. I love sprinkler systems. They don't go out of style. I love the business that we're in. I love that we're mostly family businesses and I think a great future for fourth, fifth and maybe eighth generations.

Q. Knowing what you know today, what would you do differently today? What would you do differently when you first started?

JOHN BAZYK: Looking back with the knowledge I have today, one thing I would definitely change is the timing of hiring a business consultant who is also a licensed therapist, specializing in working with executives and business owners. Having her on board earlier, even before I took over the business, would have

been incredibly beneficial. She has been instrumental in guiding me through complex business decisions and has provided deep insights into my decision-making processes. Admittedly, not all my decisions were the best, but her expertise has been crucial in helping me recognize and rectify mistakes, ensuring we progress in a more positive and informed manner. If I could turn back time, I would have brought her expertise into my strategic planning much sooner to leverage her guidance during the critical transition period.

CHRIS HILL: Just to add to that, don't be afraid to hire family consultants. There are family tax planning consultants, lawyers, counselors and all kinds of different resources out there. And if you're trying to build your family business, don't be afraid to bring those people in and let them help you. ●

DMP EXECUTIVE ROUNDTABLE DEALER

SAVE THE DATE
SEPTEMBER 9-10, 2024

ATLANTA MARRIOTT NORTHWEST AT GALLERIA
IN ATLANTA, GA

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including Owner and President, Rick Britton. This event provides DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It is targeted to owners, senior management, and sales and marketing management personnel.

Space is limited! Please register before Friday, August 16, 2024 at DMP.com/Roundtable-Atlanta24.

DMP Training Opportunities



With our vast world-class training options, you and your employees can gain intensive product knowledge, sales insights and leadership training through online courses or in-person training at DMP Headquarters. Visit DMP.com/DMPUniversity for more information.

TECHNICIAN BOOTCAMP

Hosted at DMP Headquarters, this bootcamp is designed to immerse technicians in DMP products and culture. Hands-on training labs are geared to dealer technicians who have basic alarm installation experience, basic computer skills and mobile app exposure.

ADVANCED TECHNICIAN BOOTCAMP

For those who have a greater understanding of DMP's higher level programming. Technicians who passed our Technician Bootcamp are invited to take this course, hosted at DMP Headquarters.

CONTROL PANELS AND OTHER HARDWARE TRAINING

Instructor-led, on-site training for your team. Each course consists of interactive classroom training, combining traditional classroom-style teaching with hands-on training.

SOFTWARE TRAINING

Instructor-led, on-site training for your team. These courses provide an understanding of the basic features, how programming affects the systems and the correct way to program each software. Much of the software training can also be accessed online, still instructor-led.

END USER TRAINING

Instructor-led, on-site training for your team. These courses engage technicians, programmers and salespeople with end user training from a keypad and Virtual Keypad. Virtual Keypad webinar training for Access Control is also available.

UPSELLING TRAINING

Instructor-led, on-site training for your team. This class teaches a methodology to generate leads and self-generate sales through value, exceptional customer service, integrity and professionalism.

SALES ACADEMY

Solid sales strategies that will last a lifetime, taught at DMP Headquarters. Whether you're in commercial or residential sales, this class will teach you sales techniques to use when speaking to prospective customers.

SALES MANAGEMENT ACADEMY

Sales Management Academy provides the tools you need to be an effective sales leader. You will learn how to onboard and train and how to assess salespeople to promote their growth and development.

DMP UNIVERSITY

World-class training online. Gain intensive product knowledge, sales insights and leadership training through online courses. Become more competent and confident in your product knowledge with online, on-demand courses.

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Online training that provides Entré certification. Prerequisites required before enrollment in an upcoming class. Certification requires full attendance in the three-day class and a passing score on all certification exams.



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DMP Sales Training Workshop Options

If you would like us to bring sales training to you at your company, contact Angela Hudson at AHudson@DMP.com.



Upcoming Sales Training Opportunities



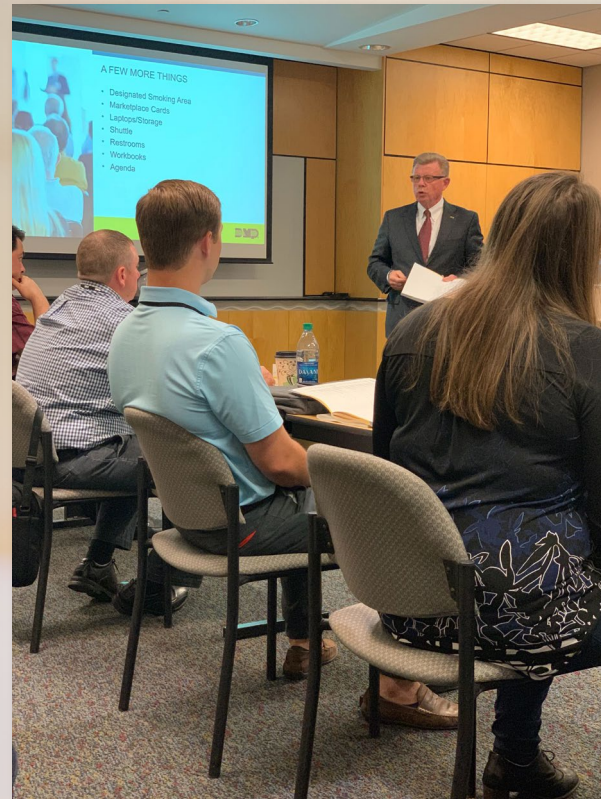
SEPTEMBER 10 - 13



SALES MANAGEMENT ACADEMY

AUGUST 13 - 14

OCTOBER 8 - 9



JOIN TMA!

The Monitoring Association (TMA) is a thriving professional community of security integrators, monitoring centers, and third-party monitoring providers, as well as security manufacturers, service providers, and consultants. **Join TMA and give your company every advantage for success in today's competitive marketplace.**

A Network You Can Trust.

As a TMA member, your team is instantly part of a network of professionals with knowledge, experience, and expertise that spans security and monitoring operations and technology. Consultants and service providers who specialize in marketing, insurance, risk management, law, banking, and finance are also engaged within TMA. **Take your business to new levels of success with TMA.**

A Forum for Your Voice.

From groundbreaking ANSI standards to influential legislation, TMA members have the opportunity to be on the frontlines of decision-making that will impact the future of their business. **Make certain your business' priorities and interests are represented by TMA.**

A Resource for Competitive Distinction.

TMA offers credentials and programs designed specifically for monitoring centers. When prospects look to evaluate service providers in today's competitive landscape, TMA's Five Diamond and IQ credentials and ASAP-to-PSAP service convey a commitment to service excellence. TMATraining.org features an extensive portfolio of online courses for professionals in the security industry. TMA members receive discounted prices. **Distinguish your business in the marketplace with TMA.**

To apply, visit tma.us/membership/why-join/.



THE SALES SKINNY

We Must Ask Ourselves... What's My Story?

You know, a good story has a beginning, a middle and an end. So does a good sales presentation, although these parts are called:

- The Opening
- The Presentation
- The Close

The Opening

You see, in selling, we often find it's better to start with the ending of the story. That means we define the client's version of a "happy ending" as our starting point. Then the other elements fall into place. You begin with the results the client wants from the situation they are in.

So defined, what is the happy ending? When you keep the answers to the following two questions in mind, the sales presentation is merely an explanation of how the happy ending is achieved:

1. What do you want in a security system?
2. What would having that benefit do for you?

You need to focus on specific goals. Their desired results must be specifically incorporated into your story. Providing the prospect with a specific goal to be achieved allows their mind to focus on the positive end results they previously identified. Their goals become the target at which your solution/presentation is aimed.

The Presentation

Now we need to take a look at effective presentation features. There are three areas you must understand and be able to do:

1. **What you say** - The prospect will buy or not buy largely on the strength of what you say. Your content must relate to solving their identified problems and needs. If not, they will not be interested.



Jack Conard,
Director of Sales
Training

proven, safety, savings and involved. It is very important that you understand this and become very good at it.

3. **What you show** - This is crucial. Too many times salespeople ineffectively try to explain how or what a product

looks like. They say things like, "Well, Mr. Prospect, it's about this big, and we put it up in the corner..." Is that the way you describe a motion detector? The answer must be NO. Remember, a picture is worth a thousand words. Would you rather have someone try to describe something, or would you rather see a picture of it?

Get the prospect involved. Hand them something. Use demos or other types of equipment. I guarantee the prospect will take whatever you hand them. The more people are involved, the more they take ownership.

The Close

And finally, get the decision. This is why you are there. The definition of a close is getting a decision. If the answer is no, that is okay. Many salespeople think a no is a failure. They think if the customer says no, it is a rejection of them. And it is not. It just means the customer needs more information.

A true sales professional understands that their job is to get the customer to make a decision: yes, no or a continuation. What is a continuation? Well, in commercial, a continuation is an additional meeting. But take note, a date must be set and the prospect must be aware that you will be involved in the process. Without this involvement, you are giving the business to someone else after you put your hard work and effort into it.

If it is left hanging, that is not getting a decision. So, get over your thought process that if you try to close a sale it puts you in a position where you are not liked. Let me tell you now, you already are not liked. How many people do you know who like or trust salespeople? Why? Because there are so many people in sales who do not do their job right. Don't be one of them. You do it right and I will meet you at the finish line!

And always remember, if you don't make the sale, YOU work for free. ●



2. **How you say it** - Use glamour words. What are glamour words? Words that are commonly known but uncommonly used. Words like discovery. Tell your prospect you wish to share a discovery with them. Add words such as exciting, dynamic, challenging, opportunity, investment and complimentary. You also need to use words the prospect wants to hear, like...new,



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SUMMARY OF 2023 ACTIVITY

NATIONAL LAW ENFORCEMENT OUTREACH

IACP – International Association of Chiefs of Police – Attended the annual meeting & section zoom calls; Stan continues to chair the Alarm Sub-Group of the Private Sector Liaison Section where attendees are briefed on AVS-01, ASAP to PSAP status, SIAC Alarm Management Committee's activity and the Model Ordinance activity. We co-hosted a Board Reception along with ESA & TMA that was well-attended by the IACP Executive Director, President and many past-presidents and other key leaders.

NSA- National Sheriffs' Association – Attended the winter and annual meetings. Stan chairs Alarm Sub-group of their Outreach Committee and reports on all major industry topics (as stated above w/IACP). We co-hosted a board reception, meeting with key NSA leaders.

STATE LAW ENFORCEMENT OUTREACH

SACOP – IACP/State Association of Chiefs of Police – These are the state chapter associations where representatives from each state attend. We host a luncheon, update state chiefs on issues (same as IACP) and work to set up Alarm Management Committee's within each chapter.

We attended 15 annual state chiefs meetings and initiated or participated in 47 video calls. We organize/facilitate Alarm Management Committees (BOLD), yet maintain a strong presence in the others:

Arizona
California
Florida
Georgia

Maine
Michigan
Minnesota
North Carolina

Pennsylvania
South Carolina
Tennessee
Utah

Virginia
West Virginia
Wisconsin

LOCAL ORDINANCE INTERACTIONS

Agencies that we assisted in some form of ordinance review/edit:

Phoenix, AZ
Paradise, Valley, AZ
Scottsdale, AZ
Vallejo, CA
Hawthorne, CA
Los Angeles, CA
Monterey Park, CA
Riverside, CA
Sacramento, CA
Woodland, CA

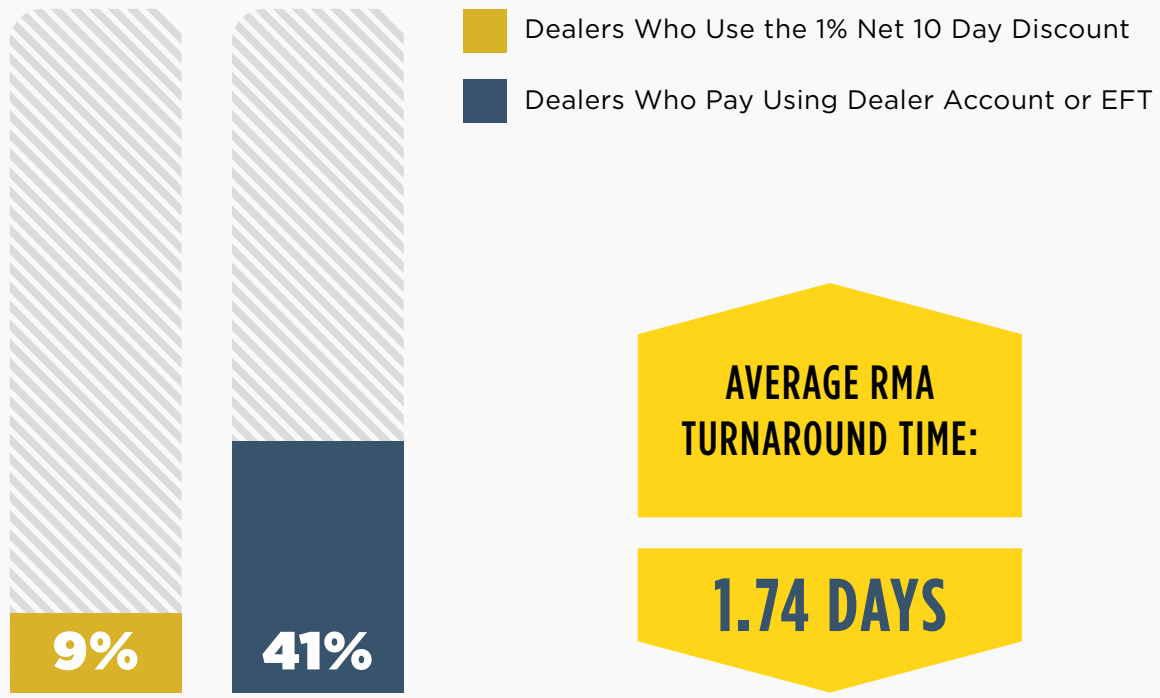
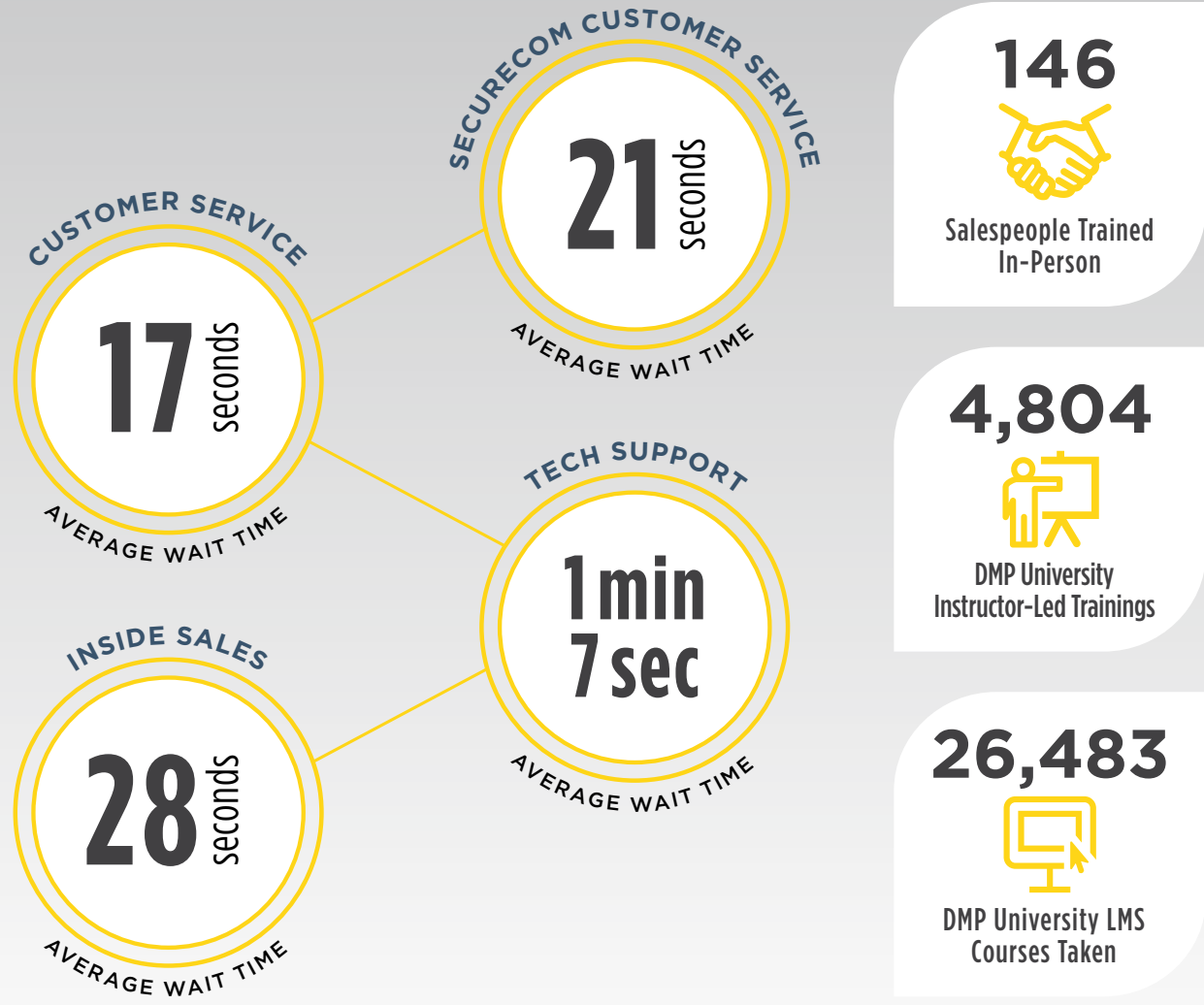
Oakland, CA
Oxnard, CA
Garden Grove, CA
Antioch, CA
Fort Walton Beach, FL
Palm Beach County, FL
Vero Beach, FL
Thomasville, GA
Brookhaven, GA
Kennesaw, GA

Marietta, GA
Bangor, ME
Bath, ME
Birch Run, MI
Dearborn Heights, MI
Duluth, MN
Asheville, NC
Gastonia, NC
Albuquerque, NM
Rock Hill, SC

Columbia, SC
Greenville, SC
Myrtle Beach, SC
White House, TN
Roy, UT
Ogden, UT
Centerville, UT
Prince William Cty, VA
Wheeling, WV

MAJOR ACTIVITY AND ACCOMPLISHMENTS

- **California ASAP to PSAP** – SIAC was able to facilitate meetings between key leaders and California Chiefs to petition the California DOJ to approve the use of ASAP in California, breaking several years of program denial.
- **Albuquerque, NM** – Numerous meetings, calls, trips and materials provided to help educate local dealers who opposed a Verified Response proposal by the PD. After months of effort the PD dropped the proposal.
- **Phoenix, AZ** – Opposed a city wide Verified Response proposal by educating senior law enforcement leadership on alternate, effective solutions. After providing documentation, making calls and meeting with the PD they elected not to pursue VR.
- **Gastonia, NC** – SIAC representative organized numerous calls and meetings, educated stakeholders with information and reached out to city leaders to provide alternatives to Verified Response. We also engaged our Public Relations firm to provide media support, customer letters and talking points for council meetings. VR so far, has not advanced.
- **Ogden, UT** – Verified Response proposal from PD, though they refused to communicate with SIAC representative, we were able to provide information to the media that provided local residents with the information which eventually led the police department to abandon Verified Response.
- **Oakland, CA** – years of outreach and communications to the PD, particularly intense this past year did not achieve the desired results as they did pass a city wide Verified Response ordinance in 2024.
- **Asheville & Greensboro NC** – Both cities were considering city-wide Verified Response. After SIAC made contact with senior law enforcement personnel, both cities have decided to abandon VR.



AVERAGE RMA TURNAROUND TIME:
1.74 DAYS

These metrics will be published each quarter.



Our business is building yours.

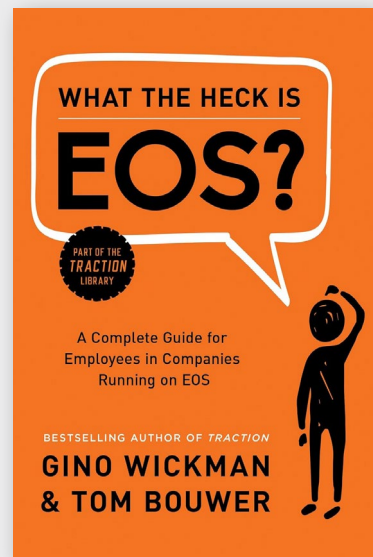
Join the electronic security and life safety industry's largest professional association of integrator and dealer companies.

- Training discounts on ESA's National Training School's online and virtual live courses ✓
- Exclusive rates on Security America's industry-specific insurance coverage ✓
- Discounts on sales training ✓
- ESA Member Savings Program with discounts on fuel, office supplies, shipping, credit card processing, tools/equipment and more ✓
- Lead generation through ESA's "find a professional" platform on Alarm.org ✓
- National networking and best practice sharing, free of competitive risks ✓
- Government advocacy and representation ✓
- Access to exclusive online resources for finding, hiring new talent, looking up licensing requirements, employee engagement surveys and more ✓
- Active PR efforts for enhancing your company exposure in local and national news outlets ✓
- Access to ESA's "Training as a Service" — concierge onboarding and personnel development program, including assessment testing and customized training paths ✓
- All NEW INTEGRATOR MEMBERS receive a \$250 online training gift card ✓



The Voice of the Electronic Security & Life Safety Industry

DMP BOOK CLUB:
**What the Heck
 is EOS?** by Gino
 Wickman and
 Tom Bouwer



What the Heck is EOS? is for the millions of employees in companies running their businesses on EOS (Entrepreneurial Operating System). An easy and fast read, this book answers the questions many employees have about EOS and their company:

- What is an operating system?
- What is EOS and why is my company using it?
- What are the EOS foundational tools and how do they impact me?
- What's in it for me?

Designed to engage employees in the EOS process and tools, *What the Heck is EOS?* uses simple, straightforward language and provides questions about each tool for managers and employees to discuss creating more ownership and buy-in at the staff level. After reading this book, employees will not only have a better understanding of EOS but they will be more engaged, taking an active role in helping achieve your company's vision.

THE EOS® PANEL DISCUSSION



Moderator: Barry Barrett, EOS Worldwide; Panelists: Neil Atha, Atronic Alarms; Gene Earhart, Wellington Security Systems; Alexandra Curtiss Thompson, Alarm New England; Jeremy Bates, Bates Security and Daniel Oppenheim, Affiliated Monitoring



The EOS Model provides a visual illustration of the Six Key Components™ of any business that must be managed and strengthened to be a great business. This model applies to big and small businesses alike in any industry.

THE SIX KEY COMPONENTS OF ANY BUSINESS

VISION ————
 Strengthening this component means getting everyone in the organization 100% on the same page with where you're going and how to get there.

PEOPLE ————
 Simply put, we can't do it without great people. This means surrounding yourself with great people, top to bottom, because you can't achieve a great vision without a great team.

DATA ————
 Cut through all the feelings, personalities, opinions and egos, and boil your organization down to a handful of objective numbers that give you an absolute pulse on where things are.

With the Vision, People and Data components strong, you start to create a lucid, transparent, open and honest organization where everything becomes more visible and you start to "smoke out all the issues," which leads to...

ISSUES ————
 Strengthening this component means becoming great at solving problems throughout the organization - setting them up, knocking them down and making them go away forever.

PROCESS ————
 This is the secret ingredient in your organization. This means "systemizing" your business by identifying and documenting the core processes that define the way to run your business. You'll need to get everyone on the same page with what the essential procedural steps are, then get everyone to follow them to create consistency and scalability in your organization.

TRACTION* ————
 This means bringing discipline and accountability into the organization, becoming great at execution, taking the vision down to the ground and making it real.

At the DMP Owners Forum in Las Vegas on April 9, Barry Barrett moderated a panel of Security Dealers who use EOS as the framework to run their business.

Barrett is a certified EOS implementer and the moderator of this session. He is an entrepreneur at his core and, after leaving the Marine Corps over 20 years ago, he started his career in sales. He helped start and grow his family's successful automotive repair shop from the ground up. Within four years, the business reached \$1 million in annual sales.

Barrett is driven, caring, passionate and never backs down from a problem. These traits impart on his clients to grow their businesses in a positive way. He is fully present with every client, giving equal passion and attention to everyone he serves. Below is an article created from the notes and discussion of the panelists as they prepared for the live event. EOS has six main components, and the theme of the DMP Owners Forum was increasing profit, so Barrett had questions on how each of the six pillars impacted their company's bottom line.

BARRY BARRETT: Vision: How does your company's vision drive profitability? Can you provide examples of strategic decisions made in alignment with this vision that positively impacted your bottom line?

GENE EARHART: As part of our Vision, we made a strategic decision to focus on commercial security that generates RMR. This frees us to say no to all that doesn't fit into that category. It informs and narrows the products we sell and service. This in turn informs our sales, design, technician training and products we inventory. Prior to making that decision, we tried to be all things to all people. This resulted in a bloated inventory of products from many manufacturers. It



Gene Earhart, Alexandra Curtiss Thompson, Jeremy Bates

also meant a technical staff that was unable to have a deep understanding of our products, as there were simply too many in our stable of offerings. By narrowing our focus, we've been able to offer our customers a well-trained technical staff that installs and services systems more efficiently and correctly. We are also able to offer better support and service after the system has been installed.

JEREMY BATES: The V/TO provides clarity on our 10-, 3- and 1-year goals, which then helps determine our 90-day rocks (goals). We meet as a senior leadership team every 90 days to assess where we are and what we need to do going forward to help us get to our 1-year, 3-year picture and 10-year target. And of course, we are meeting on a weekly basis to see how we are advancing that quarter's rocks and the

measurables we have defined that help us meet our goals.

This format has allowed Bates to have the discipline, in a world of so many distractions, to stay focused on the tasks at hand that have been well thought through as important to us in advancing our goals. It gives us the discipline not to get distracted from some new shiny project, that may be very worthwhile, but we document the idea, put it to the side for our next quarterly meeting to consider as a future rock, and then stay focused on our current rocks.

A good example is we have been highly focused on improving job profitability last year. The main Q4 rock for the company was "Publish and Implement the Core Processes on Selling and Installing Jobs." This was a company rock that had all kinds of individual and department

rocks underneath this umbrella rock, if you will. One specific item was the implementation of our job pre-approval process. We have grown a lot over the last several years and what had worked for us eight years ago, when we had one office, was not working as well. So, we were very focused on overhauling the process, then implementing it, and then staying very focused on the implementation. We literally overhauled how we started quoting jobs over a certain dollar level and some other items that may kick in pre-approval requirement. We are clearly seeing the benefit of this as the jobs of the newer process start cycling through our backlog.

Several other rocks, which are department level and individual level, that were established as part of the main rock have been completed and others are still being worked on. What's great is that all of what I just talked about, all of it, is presented to the entire

company. There is clarity from the top down on what we are trying to accomplish.

ALEXANDRA CURTISS

THOMPSON: You can only be the best in the world at one thing. Using the EOS process to define what your company is going to be the best in the world at allows you to simplify your product offerings and nail down your processes. Fewer products mean easier ramping of sales reps to drive top line revenue growth and easier training of technicians to drive bottom line growth through more effective operations. It allows you to clearly define your processes, eliminating operational waste.

An example of this is we decided that security monitoring service is our niche and unique value to the market. We are not interested in large jobs without RMR tied to them. We want repeatable, scalable sales processes that result in RMR growth, and we have been really successful with that.

DANIEL OPPENHEIM: I would be curious to ask: "How many companies have set a 10-year, 3-year or even a 1-year revenue goal or customer growth goal? And if so, has it been communicated to the leadership team? Or better yet, the company as a whole?"

You can't overstate the value of communicating a formalized revenue and customer growth goal. Having a 10-year target or a Core Target gives the leadership team a mission, a north star. A BHAG. It generates focus.

Once you have your goal, your planning and meetings shift. You begin with the end in mind. Your decisions today become focused on ensuring the company hits its goal.

Additionally, the power of visualizing what the company will need to look like as part of the EOS 3-year vision exercise



Neil Atha

forces you to come down to earth and do the long-term planning necessary to reach your goals.

NEIL ATHA: Establishing new Core Values and Core Focus has been a game changer for us. We communicated these company-wide and we have seen a dramatic shift in mindset throughout the company. Everyone has a copy of our Core Values on their desk, and they are referenced daily. We are still in the process of implementing EOS throughout the company and have not communicated our 1-, 3- or 10-year plans with the rest of the company (planning to do that in the next quarterly meeting), but as a leadership team it has been helpful to discuss where we all see/want the company to go and it's exciting to envision what it will look like when we hit our goals!

Barry Barrett: People: Can you discuss how your team structure and the people you've hired contribute to the company's profitability? Are there specific attributes or roles within your team that have a significant impact on financial success?

GENE EARHART: We place a high value on a healthy, open and honest culture. We've found that one of the most important things we do to keep our culture healthy is to hire team players. We define team players as humble, hungry and smart. This has resulted in our team being coachable and lifelong learners. Leading and managing the "right people" is a joy and not a chore. Our team is organized by the function they perform. These fall under the broad headings of Operations, Sales and Marketing, and Finance.

Our salespeople do not do their own designs. The system design is done by a system architect. This provides numerous benefits. It frees our salespeople to pursue additional sales. Our designs are accurate and complete, and our designers often accompany our salespeople on sales calls,

thus adding a deeper product and design knowledge our salespeople don't have.

Recently we had two large customers who were being wooed by competitors. Our designers met with our customers and, in both cases, were able to use their deep knowledge of our products to address the customers' issues without having to upgrade their systems.

JEREMY BATES: EOS has helped provide clarity on who we are with our Core Values, Passion Statement, the V/TO and several other areas as we define our measurables and processes. So, in that sense, it has helped us get the right people on the bus and in the right seats to achieve what you are asking. It has also helped us get the wrong people off the bus and move the right people from the wrong seat to the right seat. Everyone is working from the same playbook, so it makes it easier.

Maybe counterintuitive, but EOS has led us to right sizing certain areas of our company. We have always been commercially focused, but these last couple of years have seen us focus more on that. A very good, recent example is in our two smallest branches, which are really more residential, we parted ways with two sales reps in them. We had been making investments of time and money in those branches, telling ourselves we would duplicate commercial sales reps there, and basically decided to stop doing that.

We made the intentional decision last year NOT to replace those reps, made some other operational changes, and made it clear we were going to make our investments in another market, which is our current biggest upside for growth.

We drastically reduced costs in the two smaller branches in small towns and they are both much

more profitable overnight. We still consider them important and will protect the rate there, but we will do it through our Inside Sales Group, which we feel is our future, by running residential sales through it. Last month, one young lady managed to sell a DMP access control system to a church in one of these two small markets. Now we are thinking of even bigger plans with what the Inside Sales Group can do.

ALEXANDRA CURTISS THOMPSON: One big change we made in implementing EOS was centralizing our operations team under one leader. It had been spread across a few leaders before. Giving one person full visibility into every single thing that happens after the sale allows her to see exactly what levers to pull to drive down cost and increase customer satisfaction. We also made some tough quick decisions about team members who were not Core Value fits

and are all relieved now that we realize how much the drag of one person pulls down the team.

The three roles that have the biggest impact on financial success are our sales roles, marketing roles and our technician roles. Sales and marketing lead-gen drive our revenue and the technicians are the leaders in cost management.

DANIEL OPPENHEIM: A clear, well-built accountability chart is the first step. For us, designing the structure of the company and calling out the roles you need without any names helped us see our company in a new way.

Also, while Core Values are technically part of your Vision, formulating them and using them as part of running our business has been one of the more powerful parts of EOS. This guides you in getting the right people in the right seats. It has

allowed us to have a clear picture of what a successful employee looks like and move on from employees who don't match our values more quickly. Being able to make "people decisions" more quickly and efficiently has allowed us to grow our team faster and with the right people in the right seats.

Additionally, our company-wide familiarity and commitment to our Core Values has allowed us to train up and make our middle managers more effective. They have a clear vision of what a successful employee looks like, and it has allowed them to lead, manage and hold their own teams more accountable. This increased effectiveness absolutely contributes to the bottom line.

NEIL ATHA: We've spent a lot of time reviewing our accountability chart, defining what roles and responsibilities are necessary for us to be successful and how

we should be structured with the continued growth we are forecasting. It was important for us to realize we can have people sit in multiple seats, but it became apparent very quickly that we had several people sitting in way too many seats. This created a lack of focus and contributed overall to a lack of accountability.

We are still in the process of implementing changes within the organization, but one change that has already been implemented is hiring a director of HR, training and leadership development. We knew we had a young leadership team that needed to be developed.

We have also found the People Analyzer tool to be extremely helpful in having conversations with employees and showing them where we need to see improvement. We have made this tool a part of employee reviews. We have been hiring



(and firing) based on this. It has also helped with accountability and contributed to a significant improvement in morale throughout the company.

BARRY BARRETT: *Data: What measurables do you prioritize to measure profitability, and how has focusing on these data points influenced your financial outcomes?*

GENE EARHART: We focus on the following KPIs: Billings within Operations, Installations, Service, Total Revenues & RMR. We track Sales, Sales Pipeline and Sales Conversions. We have a lot more data! We do a deeper dive on our KPIs if any are off-track. Our goal is to keep this simple. It's easy for data to grow into a monster and it's easy to get lost in the monster's eyes.

JEREMY BATES: Our weekly measurables are more focused on things that we know will impact our overall financials such as sales numbers, tech utilization, attrition, A/R, etc. In our monthly financials it would be what anyone measures, from overall EBITDA, Net Profit, Gross Profit, and then profit centers of installation, service and monitoring.

We recently revamped our bonus program for ops from an EBITDA and attrition bonuses every 6 months to a monthly bonus on install profitability and service profitability. I and my senior leadership know what EBITDA means, but it doesn't really make as much sense to lower-level managers and especially not to their teams. We decided to have them focus on the levers they understand how to move, that can impact EBITDA. Making it monthly has prompted more questions and actions than previously seen, which I like. It means they are focused on it.

ALEXANDRA CURTISS THOMPSON: Looking at our measurables on a weekly basis

— from the leadership team all the way down to each sales team and operations — has shown us really quickly what areas of our business are dragging down our profitability. It has highlighted where training is needed for team members, where processes need to be rewritten, and where operational waste needs to be eradicated. Numbers do not lie and there is immense value in getting all team members desensitized to seeing if they are on track or off track each week. It turns each team member into a strategist as everyone works to improve their performance in their corner of the business.

Our key measurables at the leadership level that affect profitability are: Estimated vs. Actual Margin, T&M Service Margin, Customer Courtesy Service Tickets, Go Back Service Tickets, Attrition, Extended Warranty Service Ticket Cost, Credits Given After Ticket Close, RMR Sales and Installation Sales.

DANIEL OPPENHEIM: Key to our success is a scorecard that gives a weekly pulse on the profitability of the company. We are fanatical about our scorecard and continue to refine it. It is one of the most powerful pieces of EOS's impact on us. We watch our monitoring center performance, sales funnel, signed customers and other key metrics closely. These tell a story on a single page that we go over together every single week.

To ensure profitability, we really focus on our "cost to serve" our customers. Companies invest in growth through its creation cost...and they should always watch their gross profit margin. However, by watching cost to serve, we can spot issues in our cost structure quickly and adjust before it impacts our net margin.

I know some businesses shy away from having a profitability metric, and I think that's a mistake. It took us some time

to get comfortable with it, but having that visibility across the leadership allows for better decision-making.

NEIL ATHA: The scorecard is such a simple, yet powerful concept that has helped significantly. We review our leadership team scorecard weekly and track progress. Some of the items we track are: Install \$ Sold, Install \$ Billed, RMR \$ Sold, RMR \$ Billed, Estimated Install Margins, Actual Job Margins, Service Tickets Opened vs Closed, Service \$ Billed, Non-Billable Service \$, Number of 9-10 Star Customer Reviews, Number of Customer Complaints.

Simply having employees responsible for their numbers has helped. Beyond that, we have found that employees naturally gamify the scorecard. They want to make sure they hit their numbers.

BARRY BARRETT: *Issues: When faced with challenges that could impact profitability, what process does your company follow to identify, discuss and solve these issues? Can you share a recent example where this process led to a profitable outcome?*

GENE EARHART: All staff are in a weekly meeting and engage in issue processing. This is one of the most important things we do to address the challenges we face as we work to reach our goals.

Our tech team recently processed, "How can we improve the quality of our installs?" They developed a pre-install process where they program panels and devices in the office before they arrive on-site. This decreases time on-site, which reduces being "in the way" and interfering with our clients' operations. It also helps mitigate the question, "What is your guy doing? It looks like he's checking his email or texting a buddy instead of working." We look more professional and our



techs believe this will take less time than programming on-site. Incidentally, this is something we've suggested in the past, but it's been met with considerable resistance. Now...it's their idea and they own it!

JEREMY BATES: This is done in our weekly L10s (EOS Level 10 Meeting™). With the rocks and measurables, you are more attune to what is important, to what will impact your profitability. The L10 also gives us discipline to stay focused on what's important. What we talk about is measurables and rocks. Everything else is secondary. It gives us the discipline to stay focused on what is most important and not let distractions get us off what is most important. If the issue is a larger issue, it is then created into a rock, a project, where it is set as a 90-day goal to overhaul a process, for example, and then implement it. An approach like this gives us clarity and focus on what is most important to be working on and keeps us from getting distracted.

ALEXANDRA CURTISS

THOMPSON: The beauty of EOS is now our leadership team and all our direct reports' teams are tracking weekly measurables in scorecards, so we know VERY quickly when something is off and could impact profitability. This allows us to IDS the issue after a couple of weeks, instead of months after the fact when it hits our P&L. The issue will get discussed that week in our L10 meetings, which are run by the leadership team and all of our direct reports' teams, depending on where the issue and resolution lands. Multiple minds are so much better than one, so we can usually come up with some action items pretty quickly from those conversations, which then get turned into To Do's and we are executing immediately. As an example, seeing a job margin way off or extended warranty service tickets cost way off, we



Daniel Oppenheim

can quickly double check to make sure nothing is billable to the customer when we erroneously comp'd it. Seeing a big number of go back tickets in a week, can jump into why and nip those operational errors in the bud.

DANIEL OPPENHEIM: At their essence, businesses are problem-solving machines. The quicker and better they solve problems, the better they are as a business. We are religious about our leadership Level 10 meetings and our departmental Level 10s, and we IDS (Identify, Discuss & Solve) at every meeting. As an example, in today's environment, everyone is dealing with higher vendor costs. The first step is a leadership team that is disciplined and puts a vendor's price increase notification on the issues list. Next, a well-built scorecard with goals shows how that issue may impact profitability. Then, if a team uses IDS correctly, you can identify whether that vendor is providing enough value: do you negotiate, source other proposals, or think about bringing that resource in-house? Often you do all three - but the key

is a leadership team that puts things like a vendor price change on the issues list. If it does not get identified, the company's profitability is impacted, and you are left trying to determine why before you can even begin to fix it.

NEIL ATHA: L10s have been the most impactful way to provide structure around identifying, discussing and solving issues. In the past, there was a lot of discussion / politicking around issues, but very little action came from these discussions. Some recent examples of issues we have IDS'd are Central Station Consolidation, who is on-call, Change Orders, Service Quoting - all of which have had a positive impact on our bottom line.

BARRY BARRETT: Process: How have your core business processes been optimized to enhance profitability. Can you provide an instance where process improvements directly resulted in increased earnings?

GENE EARHART: We recently developed an onboarding process for new sales associates. The process has helped with increasing the speed with which a new sales associate starts selling new business. The process is repeatable, adaptable and thoroughly covers all the learn it, do it and prove it of onboarding. A critical part of our plan for growth this year is building out our sales team. Increasing the speed and effectiveness of our onboarding will greatly increase the speed with which new salespeople can start selling.

JEREMY BATES: I would go back to my example of revamping our pre-approval process. Our old process worked for us, but as we grew in locations and sales reps, it took us some time to realize it needed to be overhauled. Our process today works even better than our original process did back when we had one office, and it

is already making our jobs more profitable and impacting the bottom line. It is also reducing frustration between people on the team and allowing us to focus on other things, when some of that time was focused on fixing job design issues, etc.

ALEXANDRA CURTISS THOMPSON: Here are three examples: Rebuilding our hiring process to reduce cost associated with bad hires. Rebuilding and formalizing our outside commercial sales processes to increase lead-to-customer conversion rates - implementing CRM technology, Zoom demos, prospecting process. Rebuilding our technician onboarding process to reduce turnover and increase efficiency with techs ACTUALLY getting cross-trained in a timely manner.

DANIEL OPPENHEIM: This has been part of our implementation with the greatest future ROI. We certainly have many documented processes and procedures, and some departments are better than others.

We found early on that many processes were not documented. Teams knew what to do, but it was not written down. By creating documentation, you spot gaps, problem areas, potential single points of failure and opportunities to become more efficient. It isn't just about saving money. Oftentimes, that is a byproduct of creating a better process, and in turn, better service for our customers.

NEIL ATHA: We are still working on documenting and refining our core processes. In doing so, we have identified bottlenecks and have been slowly implementing changes to our processes to resolve these. An example would be revamping our AR collection process, as well as enhancing our recruiting, hiring and onboarding process.

BARRY BARRETT: Traction: How do you ensure that your strategic goals related to profitability are consistently being met across the organization? Could you describe how the discipline and accountability framework within EOS has helped you achieve or exceed your financial targets?

GENE EARHART: Each person in our organization is in a weekly meeting. Most people in our organization have annual goals, which are broken down into quarterly rocks. Rocks are the 3-7 most important things we need to do in the current quarter to move us towards our annual goals. Baked into each team's weekly meeting is the list of quarterly rocks. They are reviewed and the person accountable declares "on or off" track. If off track, it becomes an issue to be processed. Processing the issue typically gets them back on track to complete their rock by the end of the quarter. I believe having our rocks visible to all helps create accountability and focus.

Before EOS, we set annual goals and wrote a plan for the year. The plan often went into a drawer and was not reviewed until close to the end of the year. If off track, it was so late in the year we were unable to make any adjustments or process any issues to get ourselves back on track, and usually fell well short of most of our goals. By living in the 90-day world, we break down our annual goals into achievable rocks that are easily tracked to see if we're on target. By tracking them on a weekly basis, we find it much easier to stay focused on our rocks and address issues if we're off track.

Before EOS, we often set too many unrealistic goals and would lose sight of them throughout the year. We would easily get distracted by shiny ideas and lose sight of our original goals and objectives. With EOS, we stay focused on our annual goals

and quarterly rocks, which have helped immensely in achieving financial success.

JEREMY BATES: Clarity to the entire team is an important key here. I have to give a presentation to all 120ish employees every quarter on our performance. What our goals were, did we meet them and what our goals are the next quarter. We also go over the longer-term goals in each meeting too.

We also have our weekly L10 meetings of the senior leadership and then the departments have their L10s every two weeks. Accountability is built into those meeting structures, where you go over your scorecard for the measurables, if you are on track or off track on your rocks. When you are assigned To-Do's from previous L10s, you are held accountable to your teammates if you have gotten them done or not.

The entire EOS system is built on accountability and as we have gotten better at this aspect, holding ourselves accountable and then rest of our team, we have been seeing better financial results.

ALEXANDRA CURTISS THOMPSON: Because each initiative/rock is owned by one individual it is remarkable how hard that individual will work to not have egg on their face in front of their peers. A rock doesn't get on our VTO/Strategic plan unless it improves profitability — as attrition/customer satisfaction impacts profitability even conversely. Our rocks increase revenue, customer satisfaction or reduce cost — always. Not only does one person own each rock but everyone in the company knows who is working on what via our state of the company quarterly meetings. No one wants to let the team down.

That said, we just missed our first big rock, which was to increase

the lead-to-customer conversion rates of two of the members of our inside sales team. There will be a serious discussion with their manager when setting our Q2 rocks to figure out what went sideways and how to get back on track with the goal.

DANIEL OPPENHEIM: Sharing your V/TO with your company as a whole is a powerful thing. It is a leap of faith sharing your vision and goals, but it gets everyone rowing in the same direction. Employees know where they fit into the vision and how their work contributes to achieving the goals. And it results in a lot of pride in their work.

This trickles down into departments working with their own Level 10s and departmental scorecards. These are key to translating profitability goals into practical performance metrics. Having departments own their own scorecards and having employees know "their number" that they own, or control, is critical. They can then act, see the results and know the impact it makes on achieving the goals set out in the V/TO. By owning their numbers, team members feel accountable in a positive way without developing an "us versus them" culture within the company. Everyone is aligned because everyone is trying to achieve the same vision.

NEIL ATHA: As I've mentioned, we are still relatively new to EOS and still working on fully rolling it out companywide, but in the last 6-8 months we have seen traction within the leadership team and recently we have noticed that traction trickling down as we implement EOS to the rest of the company. I also believe that the increased communication and transparency with getting everyone together once a quarter — defining our rocks publicly, the unveiling of our Core Values and Core Focus — have reenergized the team. ●



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Security and Interactive Services Reshaping Insurance

BY ELIZABETH PARKS, PRESIDENT AND CMO, PARKS ASSOCIATES



The smart home sector is poised to significantly transform the conventional insurance industry. This evolution will enable the utilization of new data to develop innovative services and revenue streams, thereby altering how insurance providers interact with consumers. This shift presents considerable obstacles to the insurance industry's established data-centric models. In the era of the Internet of Things (IoT), an influx of data from interconnected devices is imminent.

Insurance companies, seeking the most profound insights, must find ways to access this data directly. Traditional methods of data collection via third parties may become obsolete, as IoT data emerges as a crucial competitive

asset that companies are unlikely to share freely. Control over customer relationships and data utilization will likely shift to the entities implementing smart home technologies, who can then offer their customers enhanced services that improve home safety, energy efficiency, and manageability.

As the smart home market continues its slow growth, stakeholders actively seek to enhance value. According to Parks Associates research, 42% of US households have at least one smart home device, and the highest adopted device is the video doorbell now in 20% of US internet households. Currently, only 10% of households own a smart smoke/CO detector, and only 3% own a smart water leak

detector. Water-related damage is by far the most common home damage experience reported by consumers. The average cost of water damage/leaks is \$9,633 and \$8,625 for flood/weather-related damage, according to the Insurance Information Institute.

Integrating insurance products into the mix is a compelling strategy. Such integration poses a challenge to traditional insurance models and may marginalize existing carriers. However, this also presents an opportunity for insurers to adapt by incorporating smart home technologies into their primary offerings and actively participating in this new market. This approach could lead to new avenues for revenue generation and catalyze



a fundamental shift, with insurance carriers transitioning from a reactive stance—merely providing coverage against losses—to a proactive role in preventing such losses.

The Security Market Jumps in the Game

The security dealer channel is a major channel for smart home devices attached to the system. Extending peace of mind with smart home security and safety solutions taps into the same sense of peace of mind provided by Property and Casualty insurance. Both aim to promote a feeling of being safe or protected.

While security and smart home providers have pursued insurers as a channel for smart home products, very few insurers sell or distribute smart home monitoring systems or devices today. Instead, insurers are making smart partnerships that can drive new signs ups and smart home tech through incentives.

- State Farm's \$1.2 billion investment in ADT sets an example, prompting other insurers to take the smart home space seriously. These partnerships can boost market presence and bolster ADT's growth. Overall, these alliances improve preventive measures for insurers and policyholders.
- Goosehead Insurance has partnered with Vivint Smart Home to develop a combined smart home and insurance solution; Goosehead has also acquired Vivint Insurance Agency's business.
- Startups Hippo and Lemonade continue to push the industry to innovate. Lemonade has expanded into auto insurance and Hippo offers discounts on an expanding number of smart home tech, including devices and systems from Ring, Simplisafe, Kangaroo, and Notion.

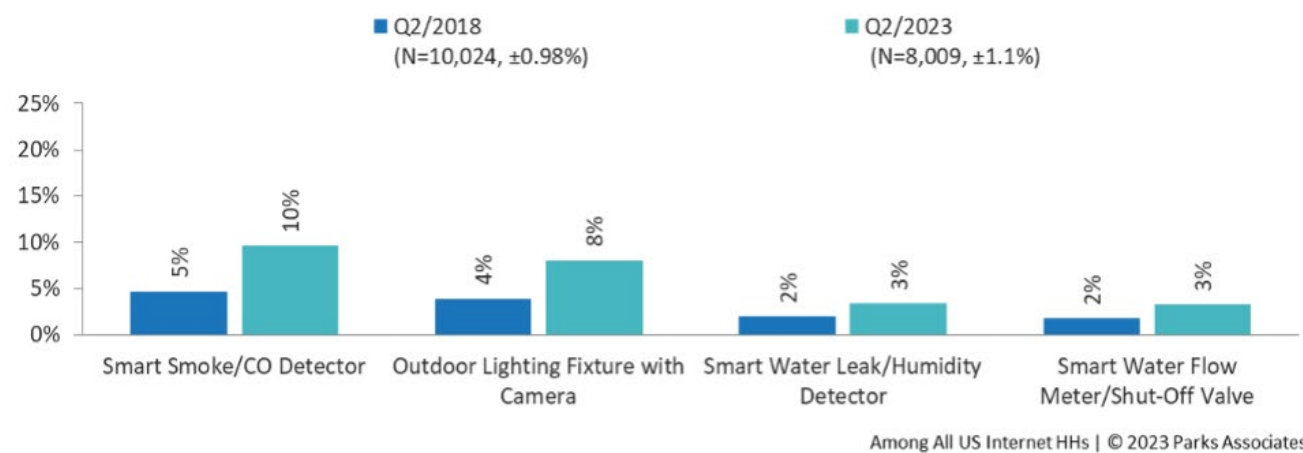
These collaborations enable insurers to reduce risks, enhance

customer engagement, differentiate themselves in the market and tap into the growing smart home technology sector. It's a win-win strategy that benefits both the insurance industry and homeowners seeking enhanced protection and peace of mind.

In Parks Associates' Q2 2023 survey of 8,000 internet households, 64% of US internet households report owning a home and 58% of all US internet households report having a homeowner's insurance policy. Overall, roughly 90 million US internet households have a homeowners or renters insurance policy. Homeowners are the larger market, and insurance uptake is far higher among homeowners than renters.

Insurance companies are increasingly interested in smart home device data because it allows them to better understand and manage risks, offer

Smart Security & Safety Device Adoption



personalized policies, reduce losses, engage with customers more effectively and gain a competitive edge in the market.

The Opportunity for Insurers

The integration of smart home technologies presents a significant opportunity for insurers to innovate beyond their traditional business models. This evolution aligns closely with consumer motivations for adopting smart home systems, providing a promising avenue for an industry that has seen minimal change over three centuries.

While technology has refined insurers' business processes, the core of their success still hinges on sophisticated pricing algorithms that rely on conventional data sets.

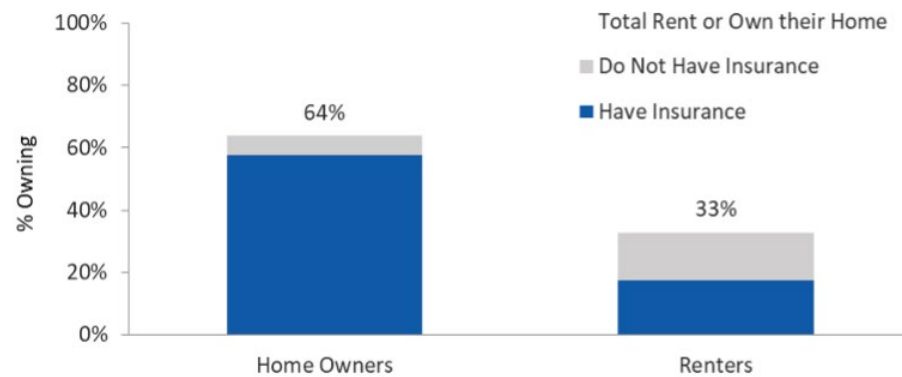
Furthermore, the transactional essence of insurance has remained stagnant, with annual customer interactions focused primarily on price, leading to a purchase of a product both parties hope remains unused. This scenario offers little in the way of genuine consumer engagement.

Smart home technology disrupts this status quo by fostering a collaborative relationship between consumers and insurers, centered around safeguarding what is most valuable: the home and family.

This technology serves as a catalyst for an array of new services, potentially elevating insurance companies to the role of a 'home concierge.' Such a role encompasses a wide range of value-added services connected via a digital platform.

For instance, a smart home system could automatically notify a plumber in the event of a water leak or issue seasonal reminders for home maintenance tasks.

Home Ownership and Insurance Rates



Among US Internet HHs, N=8,009, ±1.1% | "DT1120. Which of the following types of insurance does your household have?" | Source: American Internet

In this evolving landscape, security players will be pivotal business partners. Their role in designing and managing smart home systems places them at the forefront of this shift, offering unique insights and control over the data stream. This positions them as key allies for insurance companies looking to integrate these technologies into their services. By collaborating with security firms, insurers can access real-time data that enhances risk assessment, enables proactive loss prevention and customizes insurance offerings based on individual household needs.

This partnership can lead to more dynamic and flexible insurance models, where premiums are adjusted based on actual usage patterns and risk profiles. Additionally, insurers can leverage these partnerships to offer bundled services, combining insurance with home security solutions.

This not only enhances the value proposition for customers but also opens new revenue streams for insurers, diversifying their business models in the process. This shift represents a significant

leap from traditional insurance practices, heralding a new era of consumer-centric, technology-driven insurance solutions.



Parks Associates latest consumer study, *Insurance Opportunities in the Smart Home* (scan QR code), investigates

consumer preferences for IoT devices that can impact insurance premiums or claims and evaluates the opportunity for IoT growth through the insurance channel. Topics include device adoption and purchase intention, purchase drivers and barriers, the impact of prior claims experience, incentives, platform and app preferences, and attitudes toward data sharing with insurers.

The firm will be hosting its 19th annual CONNECTIONS Summit at CES, an executive event brings senior executive leaders from the broadband, security and smart home, consumer electronic, and connected health solution markets to share insights on the future of connected homes. ●

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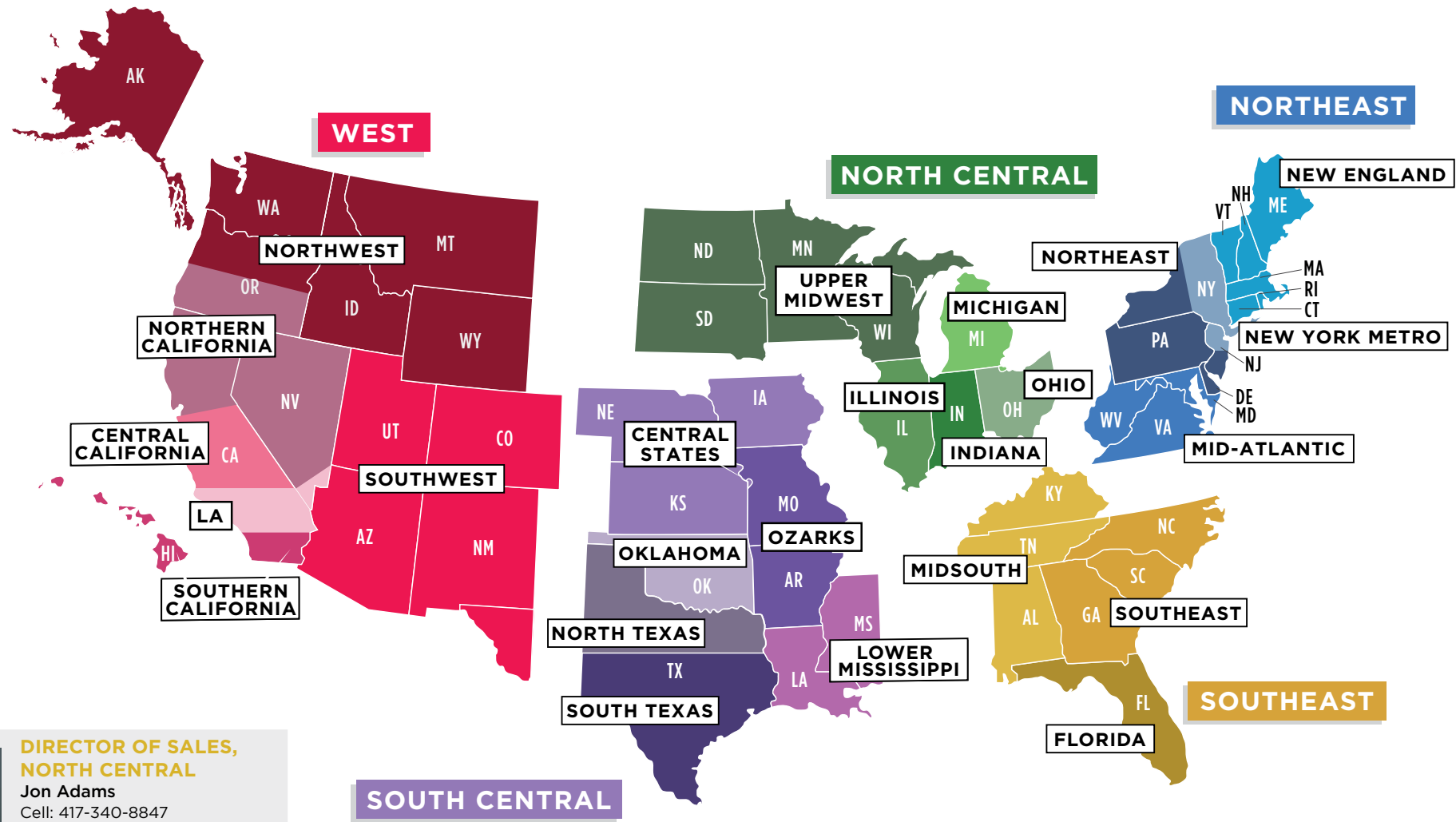


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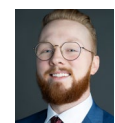
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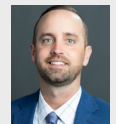
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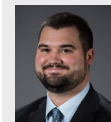
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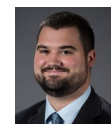
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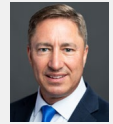
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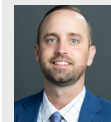
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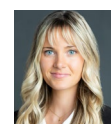
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continued

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New DMP Sales Areas Provide Elevated Service

In an effort to provide more personalized service to dealers, DMP is launching an updated structure to the sales areas.

As part of these updates, the Sales Management team is expanding from three sales directors to five. Some of the sales territories have also been updated.

“At DMP our top priority is supporting our customers and being responsive to their unique needs,” says Jon Adams, vice president of sales. “This exciting change in structure will allow us to more frequently and effectively provide support to our dealers. This in turn allows us to bring more value to them as we continue in our pursuit of providing the highest value to our dealers in the industry.”

The new sales director organization divides the previous Central and East areas, resulting in the following leadership positions:

- Director of Sales, Northeast
- Director of Sales, Southeast
- Director of Sales, North Central
- Director of Sales, South Central
- Director of Sales, West

Derek Ottman will now serve as director of sales, South Central.



Additionally, the redesign of select territories led to the creation of a new territory and the following changes within the sales team:

- **Allie Turman** will now serve as the regional sales manager for all of Florida
- **Justin Osborne** will now serve North Carolina as regional sales manager, Southeast
- **Doug Rieman** will now serve Iowa as regional sales manager, Central States

- **Jeff Spatz** will now serve Hawaii as regional sales manager, Southern California
- **Johnny Byard** will now serve all of Tennessee as the regional sales manager, Midsouth
- **Josh Simon** will now serve Las Vegas as the regional sales manager, Los Angeles

The new territory, Ozarks, includes Arkansas and Missouri with the exception of Kansas City, which remains part of the Central States. ●

TRAINING DIRECTORY

Training Leadership



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Sales Training



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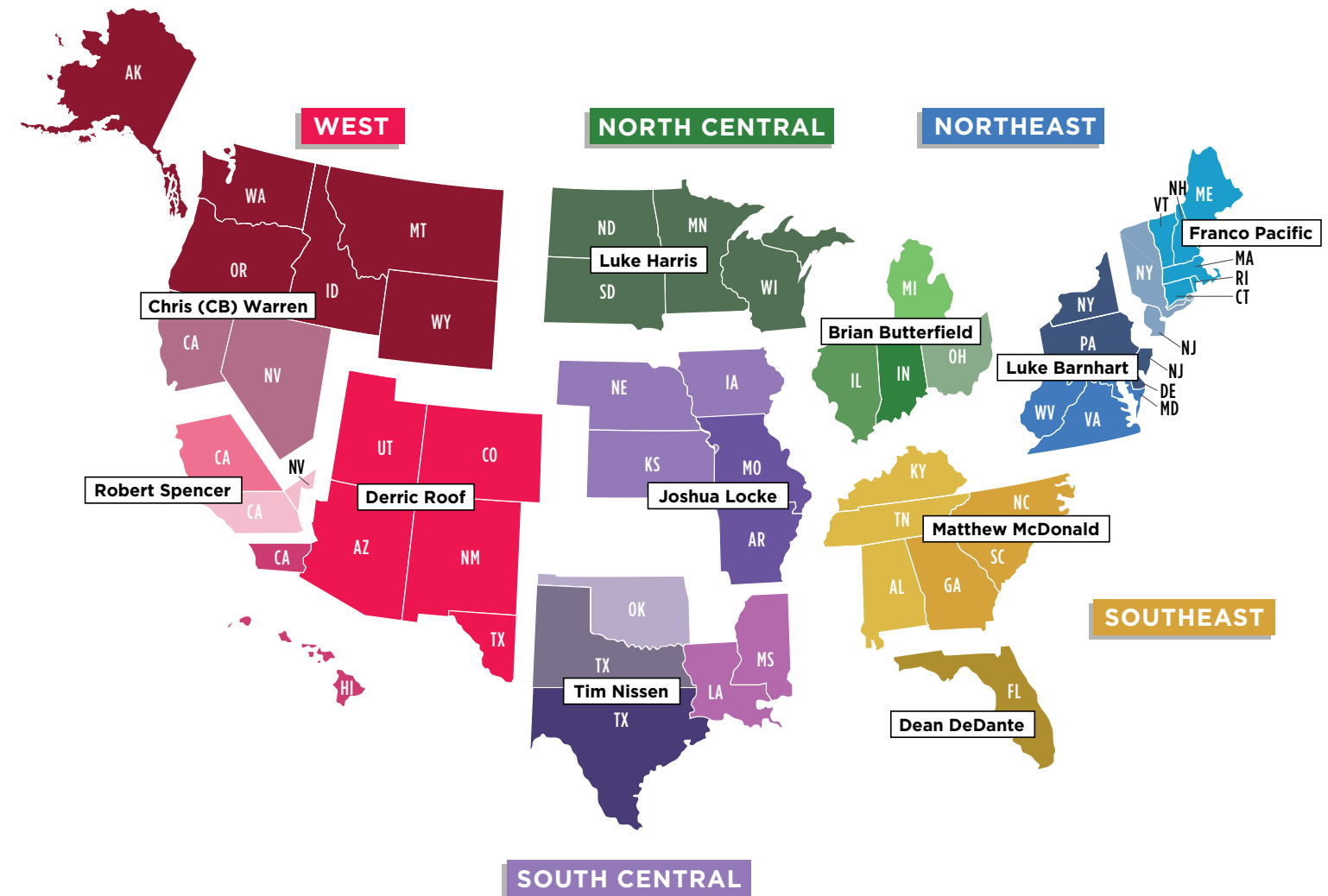
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FEATURE UPDATES

UPDATE Dealer Admin - Global Holiday Dates

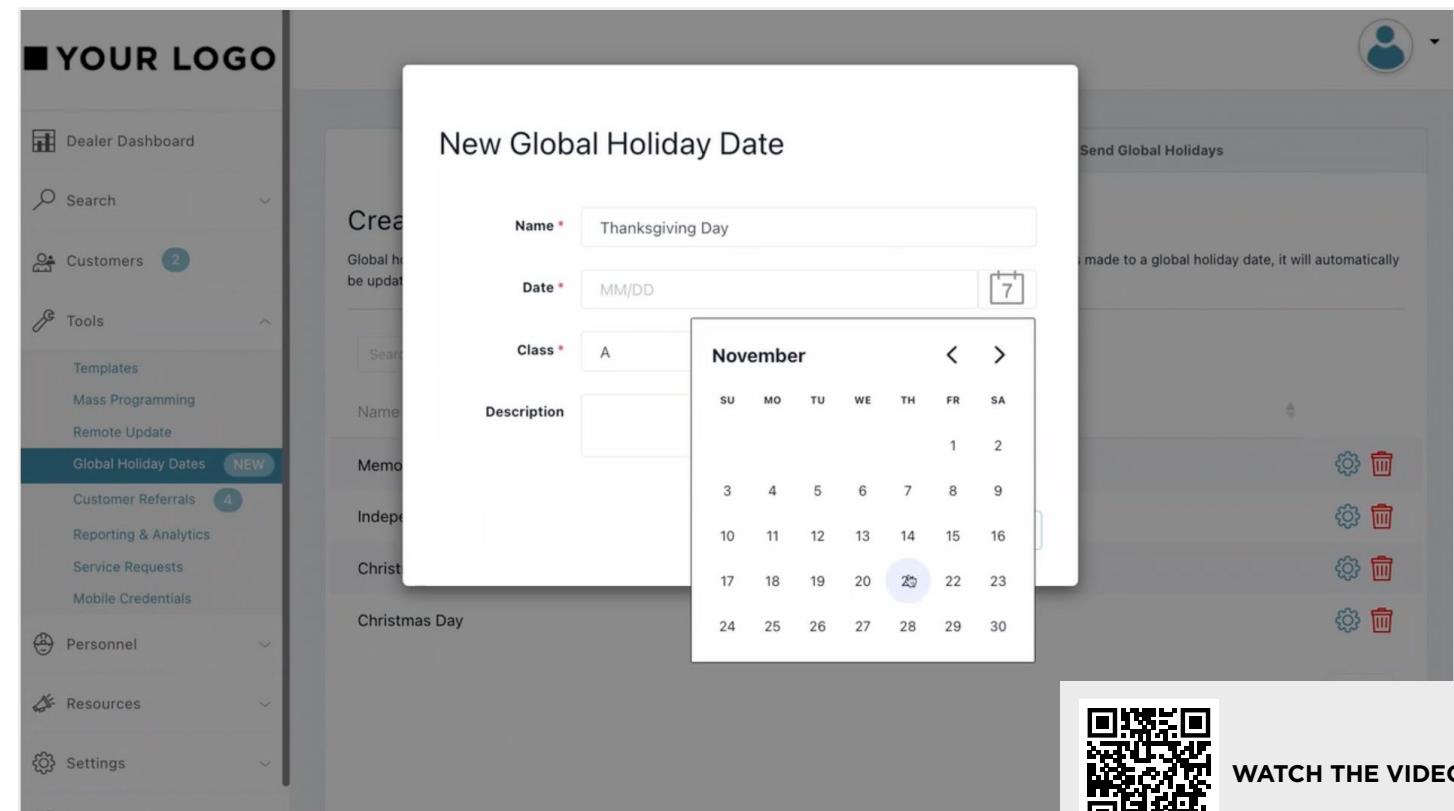
With this free new feature, you can easily configure a list of holiday dates and manage them in a single location. Update hundreds — or even thousands — of systems automatically.

Save Time Managing Holiday Schedules

Gone are the days of managing holiday dates one system at a time. The Global Holiday Dates feature allows you to create holiday dates by type and then push them out to multiple systems you specify.

- Unlimited Global Holidays in Dealer Admin
 - 40 Holidays per Panel
 - When a Global Holiday Date is Edited, All Panels with that Specific Date Will Automatically Update
 - **Name:** Enter a descriptive name for the holiday. This is a required field.
 - **Date:** Enter the date of the holiday. This is a required field.
 - **Class:** Select a class from the drop-down menu. The class allows you to group holidays together for easier schedule management.
 - **Description:** Add any additional information for the holiday.
1. In the menu, click Tools. Then, click **Global Holiday Dates**.
 2. In the **Create Global Holiday Dates** tab, click the **Add** icon next to **Global Holiday Dates**.
 3. In the pop-up, fill in the following information:
 - **Name:** Thanksgiving Day
 - **Date:** MM/DD (Calendar shows November 7th selected)
 - **Class:** A
 - **Description:**
 4. Click **Save**.

To create a Global Holiday Date, refer to the steps below.



WATCH THE VIDEO

UPDATE XR Series Version 231

Version 231 Update

Updated Version 231 (4/12/24) firmware is now available on XR150/XR550 Series panels.

handling by ignoring the NBIOT category and by resetting communications if the cellular communications detect any connection errors.

Panel Improvements

Several cellular communications improvements were made in updated Version 231 (4/12/24).

Obtaining the New Firmware

XR150/XR550 firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com).

These improvements include better CATM1 network

UPDATE 7800 Series

Version 207 Update

Version 207 (1/23/24) firmware is now available for 7800 Series Graphic Touchscreen Keypads.

reader has been connected and programmed in the keypad, the onboard proximity reader will automatically be disabled.

OSDP Card Reader Support

7873 and 7873H keypads have been updated to hardware Level 104 (Rev 12 PCB) to include an OSDP circuit. Once an OSDP card

Obtaining the New Hardware

To order updated 7800 Series Keypads, contact DMP Customer Service at 1-866-266-2826 or visit Buy.DMP.com.



VIEW ALL UPDATES HERE

DMP.COM/RESOURCES/TECHNICAL-UPDATES



UPDATE Com Series Version 232 - DualCom

Version 232 Update

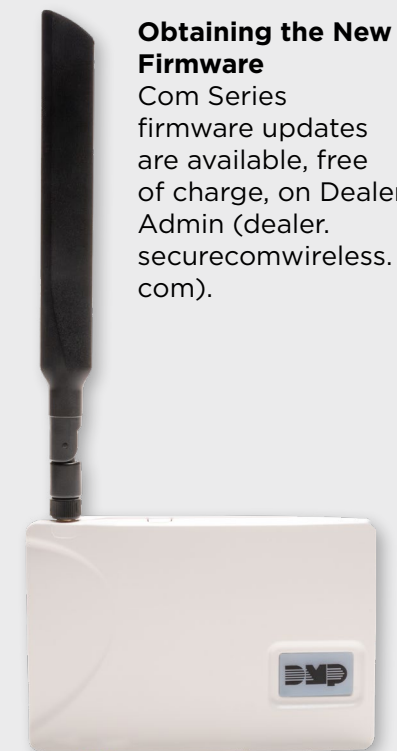
Updated Version 232 (4/12/24) firmware is now available for download on Dealer Admin.

Improvements

Updated Version 232 (4/12/24) decreases the MSS (Maximum Segment Size) in the TCP header of DualCom messages from 1466 bytes to 1460 bytes. This improvement prevents network packets from being dropped at some firewalls when the packet size exceeds the 1500-byte MTU (Maximum Transmission Unit) limit. Since the DualCom never transmits packets larger than 1000 bytes, the MSS was adjusted to prevent potential problems with various firewall rules.

Obtaining the New Firmware

Com Series firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com).



UPDATE XT Series Version 241

Feature Update

Updated Version 241 (4/19/24) firmware is now available for XT30/XT50, XTLplus and XTLtouch Series Control Panels.

Panel Features

8860 7-Inch Support

Version 241 firmware supports the following 8860 7-Inch Touchscreen Keypad features and improvements to integrate with XT Series panels.

The **Wi-Fi Communication** feature allows the keypad to connect to the panel wirelessly via Wi-Fi network. To use this feature, add a 763 module to an XT30/XT50 Series panel or use the panel Wi-Fi on an XTLtouch/XTLplus Series panel.

1. In Panel Programming, navigate to **Network Options** and enter the panel Programming Port number. **Note:** If the Programming Port in Network Options is set to 0, then up to three Wi-Fi keypads can be connected. If the Programming Port is not set to 0, then only one Wi-Fi keypad can be connected.
2. In Panel Programming, navigate to **Device Setup** and add a **Device Number, Device Name** and **Communication Type**. At **Communication Type**, select **YES** to enable the Network connection.
3. In Keypad Programming, navigate to **Installer Options** and enter **3577 + CMD**. Select **Network Options** and press the **Enable Panel Communication** toggle. Then, enter the information to match the panel programming.

The **Bluetooth Disarming** feature allows users to pair a device to the keypad to automatically disarm the system via Bluetooth if the system is armed in **ALL** or **AWAY**. When the user returns and trips an exit zone, the entry delay will initiate and the keypad will begin scanning for Bluetooth devices. If the keypad discovers a previously paired device and connects to it, the system will disarm.

The **Voice Annunciation** feature has been improved to increase the speed between the zone being tripped and the pre-defined zone name or zone number and appropriate message being displayed and annunciated at the keypad.

Wireless Walk Test Update

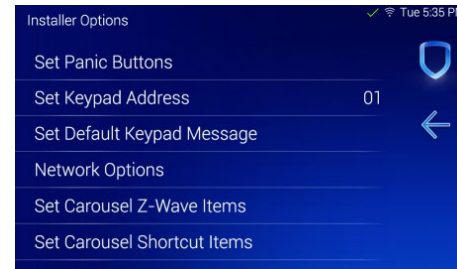
If a panel had zones with Sensor Activity enabled while doing a Wireless Walk Test, then the panel would send Sensor Activity push messages when the zone was tripped. This update allows the Wireless Walk Test to test zones without sending push messages to the panel.

Lockout Code Update

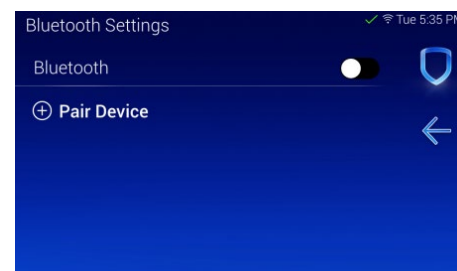
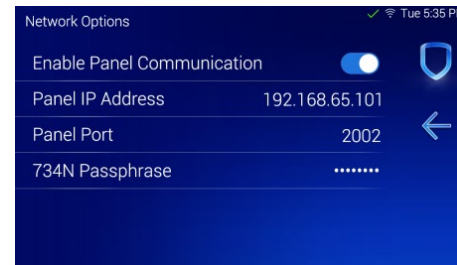
The Lockout Code can now be set and saved from the keypad.

Obtaining the New Firmware

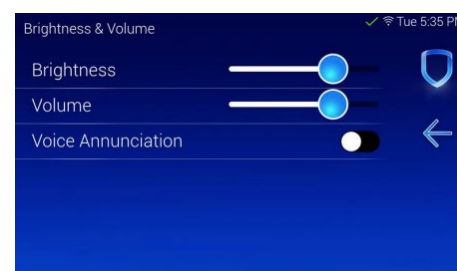
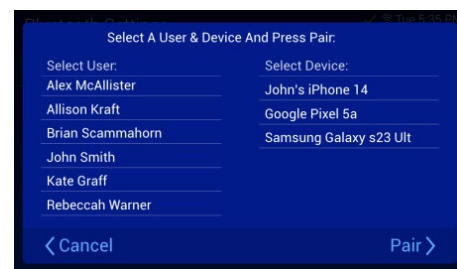
Firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com) or for download at DMP.com/ProductSoftwareDownloads.



Wi-Fi Communication



Bluetooth Disarming



Voice Annunciation



UPDATE XR INT Series Version 731

Version 731 Update

Updated Version 731 (4/12/24) firmware is now available on XR150INT/ XR550INT Series panels.

Panel Improvements

Several cellular communications improvements were made in updated Version 731 (4/12/24). These improvements include better CATM1 network handling

by ignoring the NBIOT category and by resetting communications if the cellular communications detect any connection errors.

Obtaining the New Firmware

XR150INT/ XR550INT firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com) or for download at DMP.com/ProductSoftwareDownloads.

NOTICE New 7-Inch Keypad Opportunities with the XTLplus

Several new features are available in recent updates to the 8860 7-Inch Touchscreen Keypads. Reduce installation time and drive sales with a number of ways to enhance the customer experience.

What's New

- XTL Series Compatibility
- Bluetooth Disarming
- Voice Annunciation
- V-6000 Support

8860 Benefits

- View live and recorded video
- View and speak with visitors via the Video Doorbell
- Snapshots of arming/disarming
- Easily arm/disarm areas from one screen

A recent firmware update introduces XTL compatibility, enabling Wi-Fi communication with the panel, as well as Bluetooth disarming. Voice annunciation and V-6000 support were included in previous updates.

Updated Version 186.1.0.1134 firmware for 8860 Touchscreen Keypads is available on Dealer Admin (dealer.securecomwireless.com) and in the Installer Options menu on the keypad.



NOTICE Wireless Encrypted Receivers with Extended Range

As high-power wireless receivers become the standard, the same will be true for wireless encrypted receivers. The 1100XHE-W will replace the 1100XE-W in early May.



NOTICE New Smart Cards for High Security Applications

A new MIFARE DESFire EV2 smart card became available in May. The DE2 is being replaced by the CSM-2P. This newer model supports DESFire EV2 and EV3 technology, bringing you the latest in high security, contactless credentials.

UPDATE 8860 Series

Version 186.1.0.1134 Update
Updated Version 186.1.0.1134 firmware is now available for 8860 Touchscreen Keypads.

Version 186.1.0.1134 is supported by XT30/XT50 Series panels with firmware Version 241 and XR150/XR550 Series panels with firmware Version 231.

Improvements

The following updates have been added to the 8860 Touchscreen Keypad.

Network Options Update

This update allows the keypad to connect to the panel wirelessly via Wi-Fi network. In the **Installer Options** menu, select **Network Options** and press the **Enable Panel Communication** toggle. XT Series 241 and XR Series Version 231 are required to enable this feature.

Bluetooth Disarming Update

Users can disarm their system with a Bluetooth device when their system is armed in **ALL** or **AWAY**. When the user returns and trips an exit zone, the entry delay will initiate and the keypad will begin scanning for Bluetooth devices. If the keypad discovers a previously paired device and connects to it, the system will disarm.

Keypad Bus Update

The previous 8860 firmware placed a ground on the data wires of the keypad bus during a remote firmware update. This occasionally caused unnecessary zone messages

and actions. If you have zones programmed on zone expanders or keypads on the keypad bus, we recommend that you install the reset jumper on the control panel when you are on site and installing a firmware update. Once you have updated the keypad to firmware Version 186.1.0.1134, this operation will no longer be necessary.

Obtaining the New Firmware

Firmware updates are available on Dealer Admin (dealer.securecomwireless.com) and in the **Installer Options** menu on the keypad. Follow the instructions to update the keypad firmware on Dealer Admin and at the keypad.

Note: This update could take several minutes. If you are updating from Dealer Admin, please refresh the page to

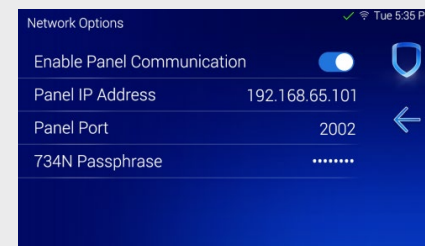
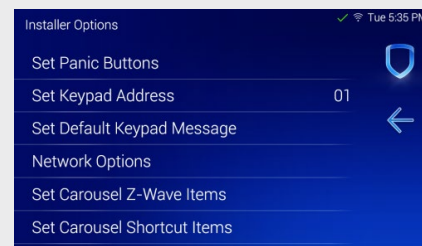
verify that the keypad has checked in with its new version number.

Update the Keypad on Dealer Admin

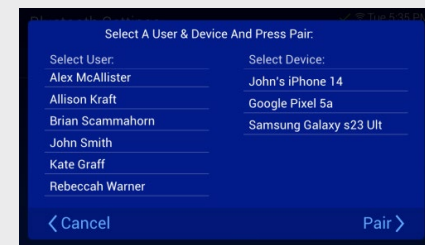
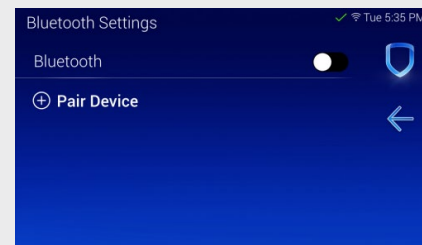
1. Ensure that the keypad is connected to the Wi-Fi network before proceeding.
2. Navigate to Dealer Admin.
3. Select the user and system.
4. Next to the keypad name, select **Update**.

Update the Keypad in Installer Options

1. Ensure that the keypad is connected to the Wi-Fi network before proceeding.
2. Select **Options** from the Carousel menu, then select **Installer Options**.
3. Enter **3577** and enter **CMD**. Select **Check for Updates**. Follow the on-screen prompts.



Network Options Update



Bluetooth Disarming Update



UPDATE XT Series Version 241

Version 241 Update
Updated Version 241 (5/17/24) firmware is now available for XT30/XT50, XTLplus, and XTLtouch Series panels.

Improvements

Output Names Update
Wireless output names that are sent to 8860 Series Touchscreen Keypads via network communication will display properly on the keypad Attention List when the output goes into **Low Battery, Trouble, or Missing**.

Keyfob Names Update
Keyfob names that are sent to 8860 Series Touchscreen Keypads via network communication will display properly on the keypad Attention list when the keyfob goes into **Low Battery or Missing**.

User Code Update
When adding a user code to an 8860 Series Touchscreen Keypad for Bluetooth Disarming, the panel will send the correct number of digits to the keypad.

Obtaining the New Firmware
Firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com) or for download from DMP.com/ProductSoftwareDownloads.

UPDATE XF6 Series Agency Listings and Approvals



Agency Listings and Approvals

- California State Fire Marshal (CSFM)
- New York (FDNY)
- Los Angeles (LAFD)
- Underwriters Laboratories (UL) Listed: ANSI/UL 864 10th Edition Control Units for Fire Protective Signaling



UPDATE 8860 Series

Updated Version 186.1.0.1155 firmware is now available for 8860 Touchscreen Keypads.

Version 186.1.0.1155 is supported by XT30/XT50 Series panels with firmware Version 241 and XR150/XR550 Series panels with firmware Version 231.

Improvements

The following updates have been added to the 8860 Series Touchscreen Keypad:

- Zone Monitor Alert Updates**
 This update enhanced the accuracy of Zone Monitor pop-ups, as well as the accuracy of the displayed zone name and zone number when activated. The Zone Monitor alert keypad setting name has also been updated from Alert to Chime.
- Favorites Update**
 With this update, Favorites now display from the keypad.
- System Busy Update**
 System Busy no longer displays when there is only one keypad connected to the keypad bus.
- Custom Keypad Message Update**
 The Customized Keypad Message no longer displays twice.

- Bluetooth Disarming Update**
 Disarming manually before Bluetooth is able to disarm no longer causes the panel to disarm twice. This update allows the keypad to check for the panel's armed state before disarming.

- AC Power Trouble Update**
 In the event of a battery or system trouble, the keypad now shows the accurate trouble message.

- Disarming Update**
 When disarming a Home/Sleep/Away or All/Perimeter system from the keypad shield icon, the system is no longer looking for a profile with Schedules authority and will disarm properly.

- Network Communication Improvements**
 This update includes various improvements to the network communication feature.

Obtaining the New Firmware
 Firmware updates are available on Dealer Admin (dealer.securecomwireless.com) and in the **Installer Options** menu on the keypad. Follow the instructions below to update the keypad

firmware on Dealer Admin and at the keypad.

Note: This update could take several minutes. If you are updating from Dealer Admin, please refresh the page to verify that the keypad has checked in with its new version number.

Update the Keypad on Dealer Admin

1. Ensure that the keypad is connected to the Wi-Fi network before proceeding.
2. Navigate to Dealer Admin.
3. Select the user and system.
4. Next to the keypad name, select **Update**.

Update the Keypad in Installer Options

1. Ensure that the keypad is connected to the Wi-Fi network before proceeding.
2. Select **Options** from the Carousel menu, then select **Installer Options**.
3. Enter **3577** and enter **CMD**. Select **Check for Updates**. Follow the on-screen prompts.

UPDATE XR Series Version 231

Version 231 Update

Updated Version 231 (5/15/24) firmware is now available for XR150/XR550 Series panels.

Output Names Update

Wireless output names that

are sent to 8860 Series Touchscreen Keypads via network communication will display properly on the keypad Attention List when the output goes into **Low Battery, Trouble or Missing**.

Obtaining the New Firmware

Firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com).



Join the Movement. Become a Partner in Verified Alarm Response.

At PPVAR, we are on a mission to revolutionize the way alarm response is handled. By joining our movement, you can make a significant impact on the partnership between public safety and the alarm industry. Together we strive to establish processes and standards that ensure a fact-based response to verified alarms.

Membership in PPVAR allows you to

- Influence future standards and ordinances
- Collaborate with all stakeholders in the alarm response process including law enforcement, public safety, emergency communication centers, alarm monitoring centers, NRTLs.
- Solve issues of concern arising from current and future technology

Our Goals:

- Promote the value of verification and validation in alarm events.
- Enhance dispatch efficiencies.
- Increase first responder safety.
- Increase apprehension rates for intrusion alarms.

Be a Part of the Change. Join PPVAR Today!

Make a meaningful difference in the alarm response process by joining PPVAR. Visit our website at www.ppvar.org or call us at (844) 967-7827 to learn more about how you can become a valuable partner in verified alarm response. Together, let's create a safer future for everyone.

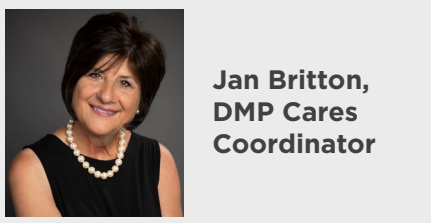
communications@ppvar.org

www.ppvar.org



Giving Back Spotlight: Safe Haven Baby Boxes

Safe Haven Baby Boxes



Mehlville Fire Protection District has an open house to promote the installation of the 157th Safe Haven Baby Box.

The Polizzi family of American Burglary & Fire Inc., based in St. Louis, have found a unique way to serve their community using DMP equipment.

They are using an XTLtouch to monitor the outputs of a Safe Haven Baby Box installed in a local fire station. The box offers a safe, legal and anonymous way to surrender a newborn.

Joe Polizzi explained the box as being ingenious. The person dropping the baby off walks up to the Baby Box door, opens it and places the baby in a basket. American gets notification of the door opening. When the door is closed, a magnetic lock holds it in place to prevent it from being opened from the

outside again. Once the baby is in there with the door shut, it is officially surrendered. The box has an optical beam that shoots from one side to the other. When the beam is obstructed for 30 seconds, American receives a baby detected alarm. Then they alert the firefighters on duty to collect the baby.

Earlier this year, American received an alarm from the Baby Box and were soon notified that an infant had been surrendered and was taken to the hospital for evaluation. Joe Polizzi said, "The whole system went off without a hitch and everyone at our office was cheering when we found out we got to help save the baby. It was a good day." ●



ABF Security at the Mehville Fire Protection District Press Conference and Ribbon Cutting Ceremony.

First Responders



BY PETER GOLDRING

Innovative products, reliability, integrity and great people set DMP apart as a leader in the security industry. But as a manufacturer, one thing that sets DMP apart from almost all others is its deeply rooted charitable culture. In a recent conversation about giving back with Mark Hillenburg, we spoke about volunteer first responders in our space. Here, we'll look at some members of the DMP family who give back to their communities every day.

Volunteer firefighters make up 71% of the fire service in the United States. It's estimated that volunteer forces reduce the tax burden on municipalities by \$4.7 billion per year.

It's our hope that these stories will encourage readers to consider volunteering and to help owners understand the importance of encouraging and supporting their staff in giving back to their communities.

If you know industry veteran Patrick Egan, you undoubtedly understand how important the volunteer fire service is to him. An abrupt end to a telephone

conversation after hearing his pager sound is fairly common. Egan joined the Wheatland Fire Company in 1966 and served as its chief from 1986 until it merged with Lancaster Township Fire Department in 1991. A life member, he is still a very active chauffeur. Patrick estimates he encouraged or influenced 25 people to become volunteer firefighters, including the author, as well as his nephew who is now a Lancaster Deputy Chief.

Egan founded Commonwealth Security Systems in 1971. He later owned Select Security, Security Partners and is currently CEO of Egan Security Group, a consulting

firm, all based in Lancaster, PA. Patrick served as ESA president, founded and was first president of the Pennsylvania Burglar and Fire Alarm Association. In 2014, he was inducted into Security Sales Magazine's Hall of Fame and was a founding partner in the Security Network of America. He's served on two NFPA Technical Committees. Egan founded and is a past chairman of the Lancaster City Fire Foundation and is an avid collector of antique fire apparatus. His prized piece is an immaculately restored 1938 Mack, which served as Engine 6 of the Lancaster Fire Company.

Egan's first experience with DMP was at Commonwealth Security in 1990 and he continued as a dealer until Select Security's sale.

In 1996, Rick Reuther joined the Brewster Fire Department in Brewster, NY. He rose through the ranks to chief and was recognized as a life member before relocating to Palm Coast, FL in 2022. Reuther works for Seibold Security as a field technician in Florida. The company specializes in bank security and is a DMP dealer. Rick started in the security industry in 1986 with Simplex.

When Mark Tognoni first joined the industry in 2017,

his mentor was a volunteer firefighter. Tognoni was bitten by the bug, but his local department was a paid service. In 2022, when he moved to a suburban area, he promptly joined the New Melle Fire Protection District in St. Charles, MO, where he just completed his probationary period.

DMP's Northeast Regional Sales Manager Chris Hummel got his start in 1989 as a firefighter with the Voorhes Township Fire Company in Gloucester County, NJ. Each September, New Jersey hosts an annual statewide firefighter convention in Wildwood. Hummel is well known

for his 23 years of service as DJ of that event. Wildwood attracts thousands of firefighters from the Mid-Atlantic and Northeast. Before joining DMP, Chris was with a large industry distributor and a leading lock manufacturer. He began his career as a police dispatcher in Camden County, NJ. Hummel currently serves as vice president of the New Jersey Electronic Security Association.

David Raizen volunteered with the Scarsdale Volunteer Ambulance Corps in 1977 before he was even old enough to become an EMT. Over the years, he climbed the ranks and currently serves



Peter Goldring, Goldring Protection, became an active volunteer firefighter in 2018 after a 25-year hiatus, inspired by close friend Patrick Egan.



On a visit to Lancaster, Goldring geared up and helped extinguish an apartment fire. Tower 66 was operated by Patrick Egan.



Patrick Egan, past chief and active chauffeur, Lancaster Township Fire Department.



Egan is an avid collector of antique fire apparatus. Shown here, his 1938 Mack, award-winning Lancaster Engine 6.



David Raizen, President of Scarsdale Security



DMP RSM Chris Hummel joined the volunteer fire service in 1989.

as its president. Raizen is a paramedic, a rare position for a volunteer due to the intense training requirements exceeding 1,500 hours. David has received numerous awards and commendations, including recognition during COVID for providing testing and vaccination for thousands of area residents. He founded SDM-100 company Scarsdale Security Systems in 1982.

The author, Peter Goldring, joined the Melville Fire Department in Melville, NY in 1989. He served as a firefighter/EMT, engineer and lieutenant. His move to New York City in 1992 started what would be a 29-year hiatus from being a first responder.

After getting remarried and moving to New Jersey, two people inspired and motivated Goldring to become a volunteer firefighter again. Patrick Egan and David Raizen were both very influential in his decision.

In 2018, Goldring joined Adelphia Fire Company in Howell Township. He serves as a firefighter, engineer, and fire instructor. He is also fire commissioner of Howell Fire District No. 2.

Inspiring Goldring to join the fire company wasn't the only thing Egan was responsible for. Goldring purchased a 1983 Mack CF fire engine from Egan in 2020, starting his collection.

In 1982, at the age of 11, Goldring immersed himself in his family's alarm business, which was founded in 1923. After selling that business to Holmes Protection in 1995 and working in senior management at Holmes and ADT, which later acquired Holmes, he joined industry consulting pioneer Larrabee Ventures. He currently operates Goldring Protection, a DMP dealer that protects jewelers and high-risk retailers, as well as prominent individuals and celebrities. ●



Chief Reuther commanding the scene of a structure fire.



Past Chief Rick Reuther joined Brewster Fire Department in 1996.



Firefighter Mark Tognoni joined the New Melle Fire Protection District in 2022.



Goldring started his antique collection by purchasing a 1983 Mack CF from Egan.

DMP EMPLOYEE Favorite Recipes

To us, there's nothing better than a home-cooked family favorite recipe. Especially the ones that have been handwritten by a loved one and passed between family members and friends from recipe box to recipe box.

When our DMP family was invited to gather around the table at last year's Christmas party, each attendee received handwritten recipes from each of our Executive Management Group members. We want to share them with you too and hope you enjoy them at your table throughout the year!



These are just a few of the recipes that were shared. For the entire set, visit:

Do you have a favorite recipe you would like to see featured in a future issue of DMP Security Dealer Digest? Email the complete instructions of your recipe to MHillenburg@DMP.com!

SWISS STEAK

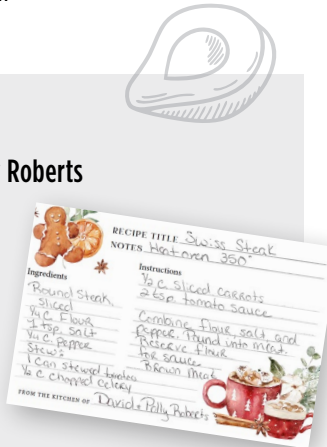
from the kitchen of David and Polly Roberts

INGREDIENTS

- Round steak, sliced
- ¼ cup flour
- 1 teaspoon salt
- 1 teaspoon pepper
- 1 can stewed tomatoes
- ½ cup chopped celery
- ½ cup sliced carrots
- 2 teaspoons tomato sauce

INSTRUCTIONS

1. Preheat oven to 350 degrees.
2. Combine flour, salt and pepper. Set aside a small amount for the sauce.
3. Rub remaining flour mixture onto meat.
4. Brown the meat in a pan on high heat.
5. Place browned meat into a baking pan.
6. Blend reserved flour into pan with drippings.
7. Add tomato sauce, bring to a boil and simmer for five minutes.
8. Pour over meat, cover with foil and bake for two hours.



APPLE DAPPLE CAKE

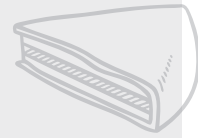
from the kitchen of Mark Hillenburg

INGREDIENTS

- 3 eggs
- 1¼ cups oil
- 2 cups sugar
- 1 teaspoon baking soda
- 1 teaspoon salt
- 1 teaspoon cinnamon
- 2 teaspoons vanilla extract
- 3 large apples, chopped
- 1 stick butter
- 1 cup brown sugar
- ¼ cup milk

INSTRUCTIONS

1. Preheat oven to 350 degrees.
2. Cream eggs, oil and sugar.
3. In a separate bowl, combine dry ingredients.
4. Add dry ingredients to creamed mixture, one cup at a time.
5. Mix in vanilla and apples.
6. Pour mixture into 9 x 13 pan.
7. Bake for 45 minutes.
8. For the topping, bring the butter, brown sugar and milk to a boil. Cook for two minutes.
9. Puncture warm cake with fork and pour over topping.
10. Serve with whipped cream or vanilla ice cream.



CRANBERRY TEA

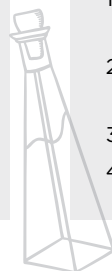
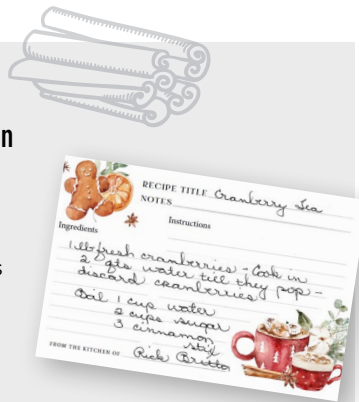
from the kitchen of Rick Britton

INGREDIENTS

- 1 pound fresh cranberries
- 2 cups sugar
- 3 cinnamon sticks
- 2 cups orange juice
- 1 cup pineapple juice
- 2 tablespoons lemon juice

INSTRUCTIONS

1. Cook cranberries in two quarts water until they pop. Discard cranberries.
2. In a separate pan, boil water, sugar and cinnamon sticks. Add to cranberry juice.
3. Add orange juice, pineapple juice and lemon juice.
4. Serve warm.



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With indoor and outdoor detection solutions for every threat level, OPTEX sensors provide flexibility, performance, and guaranteed reliability. With 45 years of experience and over 25 companies in our global portfolio, OPTEX has established a worldwide reputation for quality, innovation, and technical excellence.



PRODUCT HIGHLIGHTS:

REDSAN Pro Advanced LiDAR Series

Extremely reliable and versatile, the REDSCAN PRO security sensors are using LiDAR technology to create a high resolution virtual laser wall or plane up to 100m (330ft) long, ideal to protect perimeters, buildings, roofs and assets.

Available Models:

- RLS-50100V: 50 x 100 m (165 x 330 ft.), indoor & outdoor model
- RLS-3060V: 30 x 60 m (100 x 200 ft.), indoor & outdoor model



REDSAN mini-Pro LiDAR Series

Provides unparalleled accuracy and flexibility for high-security applications, utilizing cutting-edge time-of-flight technology to precisely track moving objects. With a built-in FHD camera (RLS-2020V model) and ONVIF compliance, it enhances security with visual verification and seamless integration.

Available Models:

- RLS-2020V: 20 x 20 m (65 x 65 ft.), 95° indoor & outdoor model, with FHD camera
- RLS-2020A: 20 x 20 m (65 x 65 ft.), 95° indoor & outdoor model

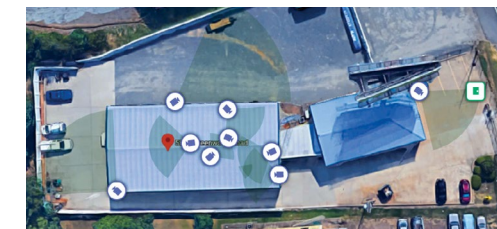
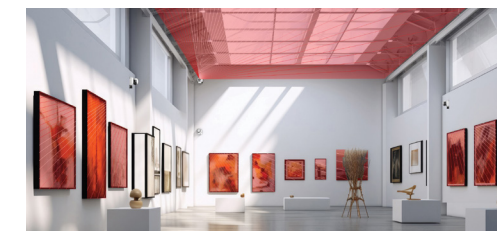
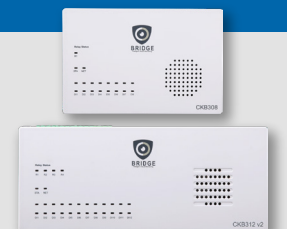


CHeKT Video Bridge Series

Powerful next generation gateway devices that allow security professionals to connect ONVIF compatible cameras, alarm sensors, audio and lighting systems to the Cloud-based Visual Verification Portal powered by CHeKT to eliminate 100% of false dispatches.

Available Models:

- CKB-308: 8 channel PoE-powered CHeKT Video Bridge
- CKB-312V2: 12 channel PoE-powered CHeKT Video Bridge



Contact Us: 800.966.7839

sales@optexamerica.com

DMP Social

Post your install photos on social and tag @dmpalarms!

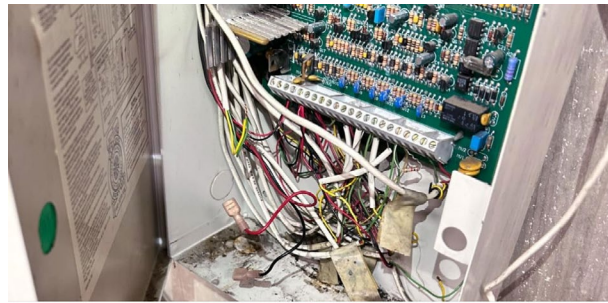
We love to see your before and after photos!

Valley Alarm

We just completed an upgrade of a customer's security system in San Pedro, CA.

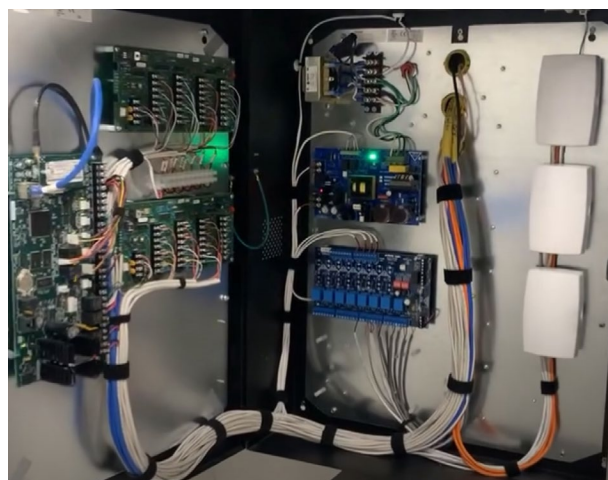
We pulled out the old panel and installed a new cellular DMP controller. These are excellent for commercial and residential properties.

Reach out to us if you're looking to upgrade your alarm.



Justin Riley

My first trove enclosure.



Congratulations to Jerry and Gail Howe and Don and Julie Weakley, and everyone at Peak Alarm on their 55th Anniversary!



Per Mar Security Services

It's Employee Appreciation Day! We would like to thank our employees for their hard work and dedication every day. A company is only as good as its people and we have the best! Interested in joining our team? Apply today!

THANKS FOR ALL THAT YOU DO!



EMPLOYEE APPRECIATION DAY 3.1.24

Washington Alarm

Today isn't just any day — it's Employee Appreciation Day, and we couldn't be more grateful for each and every one of our team members! THANK YOU!

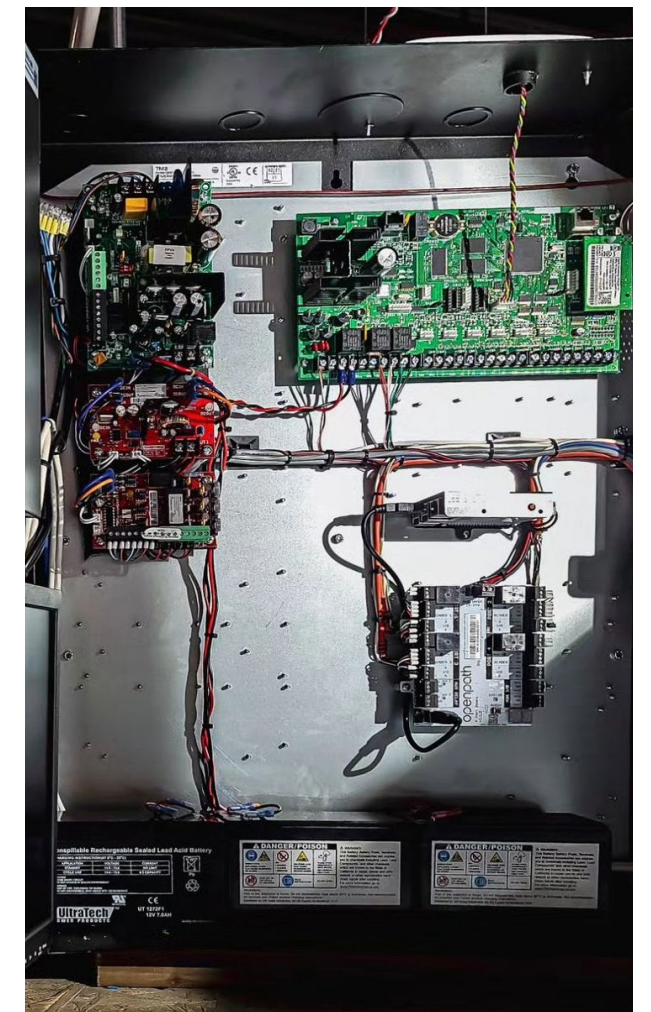
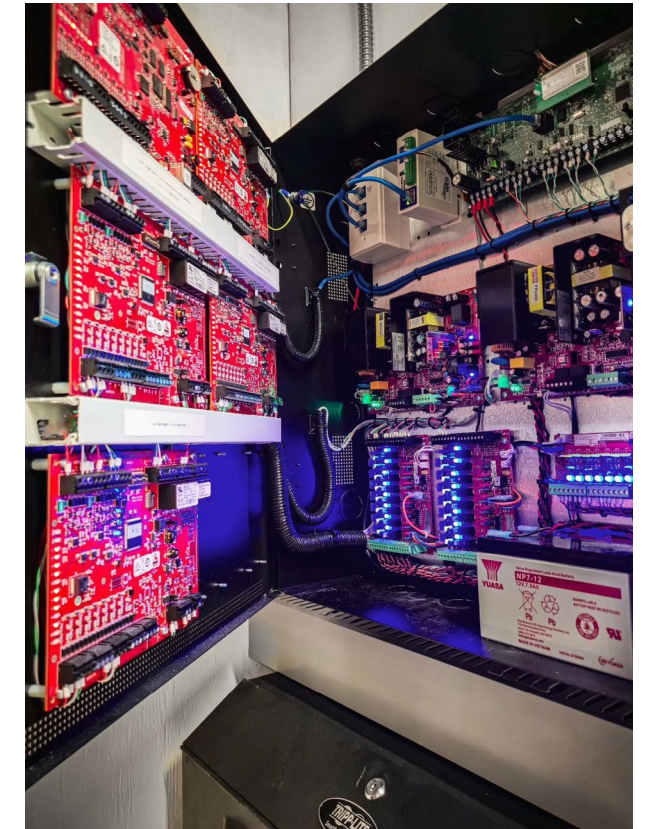


Jeff Toca, Toca Alarm

We have been with DMP for over 16 years! They have stepped up every time we have needed their help and stood beside their products when and if there was a problem. The team is great and I love working with them.



wire.alot





DMP hosted its second employee pickleball tournament this May. Opening rounds began on May 7 and the championship game was on May 10.

The winners of the tournament are:

Advanced Bracket 1st Place Team:
Brad Tucker | Jeff Britton

Beginner Bracket 1st Place Team:
Scott Lewis | Brentyn Hendley



DMP FAMILY Happenings

GOLF TOURNAMENT

DMP hosted an employee golf tournament on Saturday, April 27, at Rivercut Golf Course. It was a perfect day to soak up the sunshine and camaraderie with colleagues!

This year's DMP golf tournament winners are:

Flight A 1st Place & 2024 DMP Golf Tournament Champions: David Peebles | Brent Appleby

Flight B 1st Place: Jason Bussard | Nolan Longstaff

Flight A 2nd Place: Braydon Bell | Josh Brumfield

Flight B 2nd Place: Gary Stewart | Jeff Esgar

Highest Score: Chaz Fursman | Brentyn Hendley

Putting Hole Contest Winner: Marc Mills



Welcome TO THE FAMILY



Jon Adams

Welcome back!

Vice President of Sales

Jon Adams has returned to DMP as the vice president of sales. He will oversee the Sales Department and direct initiatives to continue growth and development. "Jon brings a strong sales skill set, but most importantly, the ability to create sales strategy and develop a strong sales team to meet our goals," said Rick Britton, DMP CEO.

"I'm extremely passionate about our salespeople, about creating a culture of coaching, helping them achieve their goals, giving them the resources they need," said Adams. "I'm excited about finding new ways to make it even easier for our dealers to do business with us and helping them incorporate products into their sales offerings in a way that helps them grow their revenue."

With a deep history in the security industry, and longstanding ties to DMP, Adams brings a special blend of experience to this role. His early career began in central station management at Atlas Security. From there, he moved on to building central stations with other companies. With this foundation, he transitioned into sales for DMP, representing territories in California for many years. During this time, he also worked in product management, product marketing and business development.

For the past three years, Adams has taken advantage of additional opportunities, such as building a central station in Richmond, VA, and most recently, serving as CEO of Level Up. He continued growing his expertise, but missed working with dealers, and is excited about reuniting with DMP. "Of the ten people I know who've had the biggest impact in my life that I respect the most, five of them worked at DMP," said Adams.



Albert Faraone

Regional Sales Manager, Southern Texas

Albert Faraone has joined DMP as the regional sales manager for Southern Texas. He will provide ongoing service and support to dealers across the region, including cities such as Houston, Austin and San Antonio.

"I chose DMP for two very important reasons," said Faraone. "The first is the ability to impact all types of businesses—from small residential to large commercial—with a wide selection of products and the quality of the technology DMP manufactures. The second reason is the culture. Before I applied for the role of RSM, I was made aware of the integrity and culture of DMP and why it puts a large emphasis on its values."

Faraone has 20 years of experience in the alarm industry, in sales and leadership roles. He has worked in a variety of markets, both residential and commercial, most recently at innRoad (a SaaS property management company) and prior to that at HomePro Home Security. His skills and expertise exemplify the level of service DMP brings to its dealers.



Brad Heckert

Director of Sales, West

Brad Heckert has joined DMP as the director of sales, West. He will direct and support the regional sales managers in the Northwest, Southwest, Northern California, Central California, Los Angeles and Southern California territories.

"I'm excited about the opportunity to grow with DMP and help to advance the industry and protect the community," says Heckert. "You never know when or how what you do will have an impact and protect someone you know and care for."

Heckert joins DMP as part of a new sales management initiative that restructured territories to elevate the personalized service to dealers. He has over 20 years of experience in the security industry in numerous roles, from installer technician to service and sales management. Heckert has a master's in organizational leadership and most recently worked at Convergent. His expertise is in developing strategies and goals for high-performing teams.



Charlie Lunney

Director of Sales, Northeast

Charlie Lunney has joined DMP as the director of sales, Northeast. He will direct and support the regional sales managers in the New England, New York Metro, Northeast and Mid-Atlantic territories.

"I'm happy to be at the organization," says Lunney. "One of the things I like is it's a limited dealership product line. You're not everything to everybody. You're everything to a select few. I do really like that."

With over 25 years of experience in the security industry, he has served in global business development and sales director roles, most recently at Motorola, and prior to that at Advance Electronic Systems & Fire as well as Johnson Controls. He started in the fire alarm industry then evolved into security, managing software development for IP cameras. He also operated his own integration company for about four years.

Lunney joins DMP as part of a new sales management initiative that restructured territories to elevate the personalized service to dealers.



Jeff Montoya

Regional Sales Manager X1, West

Jeff Montoya has joined DMP as the regional sales manager for X1 West. He will provide ongoing service and support to DMP dealers throughout the western United States as well as the Central and Lower Midwest, specifically focusing on X1 products.

"It's an honor to join the DMP family which has such a rich history and a high level of respect in our industry. It's a pleasure to be part of that legacy," says Montoya. "I've worked with DMP products in my many years of being in the industry and have found them to be second to none in features and quality, along with an incredible support structure from sales, customer service and technical support. My goal is to continue the legacy that DMP has set forth."

Montoya is a sales executive with over 25 years of experience in security systems integration, distribution and manufacturing. He's primarily served in the video surveillance, access control and Cloud/SaaS solution markets, most recently at SouthCentral Solutions, LLC, and IDIS America prior to that. His extensive experience with national account level clients and strategic project coordination make him well-suited to provide exceptional service to DMP dealers.

The X1 Series is a cloud-based access control system with simple installation and locally stored programming.



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The industry's highest-trained monitoring Specialists work on-site from our 3 hardened facilities.

From the onset of the pandemic, our choice has been to keep critical monitoring operations staff on-site. We believe monitoring from home provides lower-quality service.

Remote work has touched every industry, and every business has had to make choices about "how" they will do business.

- Unfailing power redundancy
- Multi-carrier phone/internet connections
- Strict security (access by cleared staff only)
- No distractions, dogs barking, kids playing, doorbells, etc.

We've made our choice.

Proud to support the DMP dealer family with the highest quality services including monitoring of all DMP panels, DMP video products, SecureCom Wireless communications and direct integration with the Virtual Keypad app.



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**DMP EXECUTIVE
ROUNDTABLE**
SALES LEADERS

SAVE THE DATE
DECEMBER 2-3, 2024

**THE WESTIN DALLAS SOUTHLAKE
IN DALLAS, TX**

The DMP Sales Leaders Roundtable is an event hosted by members of the DMP Executive Management Group including Owner & President, Rick Britton. The objective is to provide sales leaders and sales managers with an opportunity to discuss best practices with their industry peers and learn from professional sales speakers and content creators.



Space is limited! Please register before
Friday, November 9, 2024 at
DMP.com/Roundtable-Dallas24.

