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The 20 Anniversary

100



Leaders of the 10 largest security dealer companies, as ranked on the SDM 100, demonstrate remarkable performance given the harsh economy.



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20th Anniversary

OWNING IT

The year 2009 presented a mixed bag of opportunities and challenges to the largest security dealers, and resiliency ruled.

By Laura E. Stepanek, Editor

The story of the 100 largest security dealers and how they performed in 2009 can be told in a Twitter update of 140 characters or less: *The SDM 100 is waging war on the economy and winning. RMR up 6 percent. Sales revenue down slightly. Profits up. www.sdmag.com* (Hope you will retweet.)

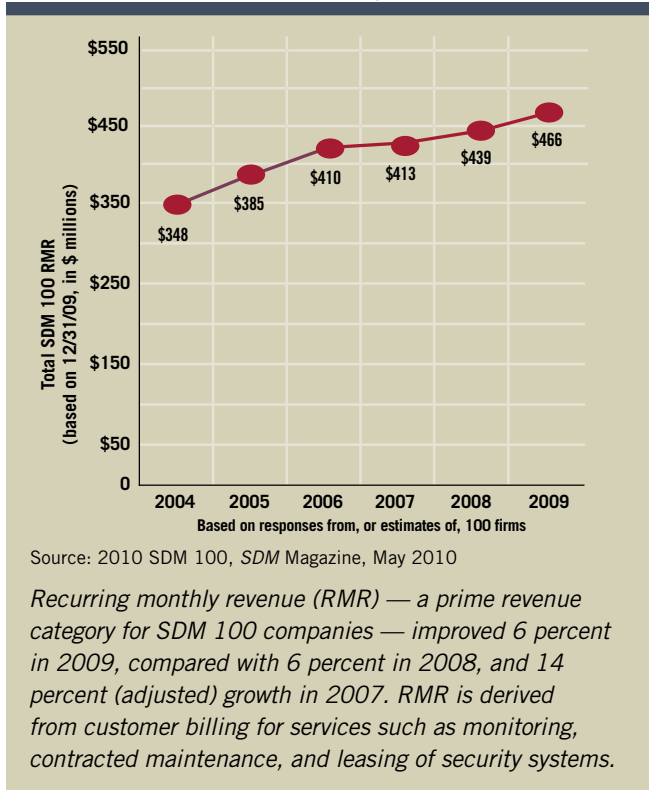
Now in its 20th year of publication, the SDM 100 — a ranking by recurring monthly revenue (RMR) of the largest security dealer companies in the United States — continues to prove that security services are a necessity in America's homes and businesses, and that clients are finding ways to fund both system sales and services. That proof is found in a solid 6 percent growth in RMR and 2 percent growth in total annual revenue in 2009 compared with 2008. While sales revenue totals were slightly

The SDM 100 Celebrates 20 Years!

To commemorate the occasion, we commissioned Melissa Courville of DICE Corp., to create illustrations of the SDM 100 leaders based on photographs they sent to *SDM*. This remarkable piece of art was produced as a poster and printed on the reverse side of the cover. In addition, all SDM 100 dealers will receive five free posters of this artwork. The front cover of this issue, as well as the artwork above, features the leaders of the top 10 dealers as ranked on the 2010 SDM 100. (See page 3 for identifications.)

There is special coverage of the SDM 100, its beginnings, and reaction from ranked companies, beginning on page 43.

RMR Increased 6% in 2009



Up and Comers

These eight security businesses are on the rise. All have RMR greater than \$100,000, but none made the RMR cut-off for the SDM 100 this year. Some are new to this report, while others have been ranked previously on the SDM 100.

Company	RMR, Dec. 31, 2009
SNC, Inc. Hutchinson, Kansas	\$161,015
Briscoe Protective Systems Inc. Centereach, N.Y.	\$160,218
United Alarm Service Inc. Brookfield, Conn.	\$160,000
Global Technology Solutions Vancouver, Wash.	\$145,416
Sonitrol of Pittsburgh Pittsburgh, Pa.	\$143,256
CoSecurity Grapevine, Texas	\$133,000
Audio Sentry Corp. Fraser, Mich.	\$129,693
S.V.I. Systems Inc. Stuart, Fla.	\$126,843

off compared with the prior year, sales efforts were sufficient to cover losses from attrition and even build up RMR.

“We had 33 percent growth, so it was a great market for us in 2009,” claims No. 39-ranked Power Home Technologies, of Raleigh, N.C. “There is more awareness out there than ever before.”

No. 13 ranked Protect America Inc., Round Rock, Texas, reports that, “Demand for security was as strong as in prior years; however, it took more marketing and sales effort to reach the market and close sales.”

That effort apparently paid off. Among the top 10 companies, all but one posted better RMR. Among all 100 companies, 86 posted better RMR; in some cases, a significant increase.

No. 1 ranked ADT reported 4 percent RMR growth. And while ADT’s parent early this year announced its intent to acquire No. 2 Broadview Security, the transaction had not been finalized at the time of this writing. Broadview Security is ranked separately based on its 2009 performance.

SDM 100 dealers earn their revenues from the sale, installation, service and monitoring of electronic security systems, such as intrusion and fire alarm, access control, video surveillance, and related low-voltage systems.

The SDM 100 does not measure profit performance; it measures revenue performance. However, dealers were asked to describe how the recession affected their profit in 2009. The results were not all positive. Many companies struggled; but a majority responded with good results, such as No. 11, ASG Security, which reported its best profit year on record. “However, the recession did put increased pressure on customer retention. More customers canceled for an inability to pay than in previous years,” it said.

One noticeable difference in 2009 is that the total number of subscribers is slightly below last year’s — at 12.6 million subscribers, or customers, versus 12.9 million in 2008. The good news is that this is still above the 2007 customer total. ADT accounts for approximately 5 million subscribers in North America.

Many companies agreed that debt collection was a strong negative last year. No. 59, Habitec Security, Toledo, Ohio, reports that while its profitability was exceptionally strong, “bad debt expense was slightly higher than in 2008 on account of high unemployment and business failures in our geographic region.”

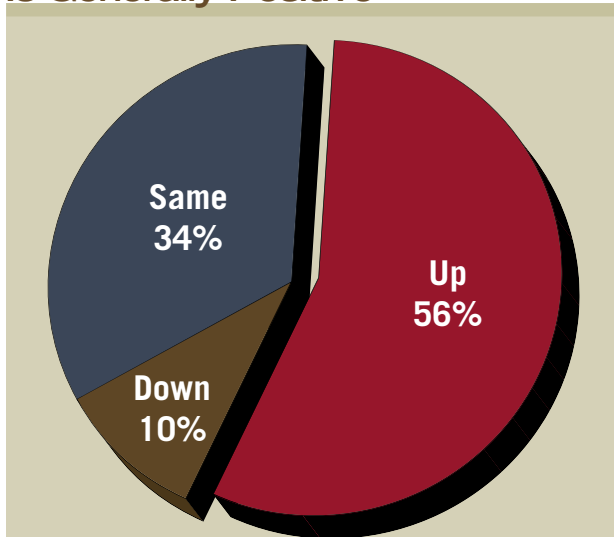
It seems those who prepared early were in the best position to weather the storm. “We were fortunate enough to improve our operating efficiencies early in the game, which allowed us to still perform well in a down economy,” reveals Nashville, Tenn.-based ADS Security, ranked No. 23. ADS improved its RMR from \$1.69 million in 2008 to \$1.78 million in 2009.

At Crime Prevention Security Systems, Gainesville, Fla., ranked No. 82, the company experienced an increase in

RANK 2010	RANK 2009	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2009	RMR COMPARED WITH DEC. 31, 2008	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2009 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
1	1	ADT Security Services Inc. Boca Raton, Fla.	\$232,200,000	↑	5,000,000 ^e	na	\$1,700,000,000 ^e	\$4,200,000,000	24,000 ^e	240 ^e
2	2	Broadview Security Irving, Texas	\$44,200,000	↑	1,359,000	na	na	\$565,100,000	3,400	68
3	3	Protection One Lawrence, Kansas	\$25,100,000	↓	1,431,279	na	na	\$368,052,000	2,612	65
4	4	Monitronics International Inc. Dallas, Texas	\$22,193,000	↑	522,403	na	na	\$253,329,000	746	1
5	5	Stanley CSS Naperville, Ill.	\$17,633,333	↑	597,000	na	\$252,997,000	\$465,300,000	1,950	75
6	7	APX Alarm Security Solutions Inc. Provo, Utah	\$13,255,737	↑	349,980	\$6,187,604	na	\$142,138,412	8,851	1
7	6	Slomin's Inc. Hicksville, N.Y.	\$11,608,730	↑	267,469	\$33,734,395	\$23,633,222	\$203,064,134	674	7
8	8	Vector Security Inc. Pittsburgh, Pa.	\$8,450,000	↑	451,182	\$9,055,000	\$55,423,000	\$174,000,000	933	36
9	9	Guardian Protection Services Warrendale, Pa.	\$6,949,146	↑	215,677	\$39,711,350	\$9,469,038	\$123,805,684	971	19
10	10	Bay Alarm Company Pacheco, Calif.	\$5,874,000	↑	103,938	\$4,072,000	\$11,050,000	\$89,567,000	573	13
11	11	ASG Security Beltsville, Md.	\$5,372,163	↑	132,915	\$3,914,000	\$24,329,000	\$94,665,000	717	15
12	13	Interface Security Systems & The Greater Alarm Company (in Calif.) Earth City, Mo.	\$3,891,339	↑	197,910	\$2,046,000	\$17,518,699	\$67,501,021	582	24

No. 1 – ADT parent, Tyco International Ltd., announced intent to acquire Broadview Security (formerly ranked as Brink's Home Security, Brink's Business Security) in a cash-and-stock deal worth \$2 billion. Some information for ADT was estimated (e). ■ No. 2 – Formerly ranked as Brink's Home Security, Brink's Business Security (see footnote No. 1). ■ No. 3 – \$3,000,000 RMR is from non-owned accounts. ■ No. 4 – \$708,000 RMR is from non-owned accounts. ■ No. 5 – SDM's 2009 Dealer of the Year. ■ No. 8 – \$42,000 RMR is from non-owned accounts. Acquisition of Certified Security added 17,000 monitored accounts and a staff of 90 people. ■ No. 9 – \$36,009 is from non-owned accounts. ■ No. 11 – SDM's 2008 Dealer of the Year. Purchased 17,900 subscriber accounts.

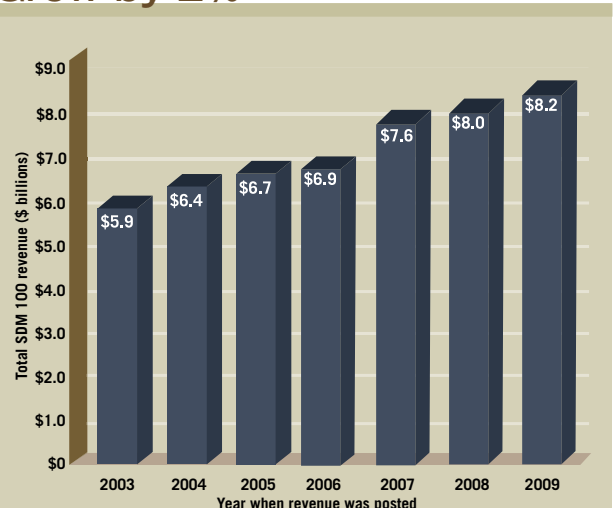
Outlook For 2010 Is Generally Positive



Source: 2010 SDM 100, SDM Magazine, May 2010

More than half of SDM 100 dealers (56 percent) thinks 2010 will provide increased revenues compared with last year. That's a much more positive response than in 2009, when only 39 percent expected better revenues.

2009 Total Revenue Grew by 2%



Based on responses from, or estimates of, 98 firms.

Source: 2010 SDM 100, SDM Magazine, May 2010

Total annual revenue among the SDM 100 was \$8.19 billion, or 2 percent stronger in 2009 compared with the prior year. By contrast, total annual revenue increased 10 percent in 2007 and 5 percent in 2008.

RANK 2010	RANK 2009	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2009	RMR COMPARED WITH DEC. 31, 2008	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2009 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
13	12	Protect America Inc. Round Rock, Texas	\$3,814,200	↑	151,284	\$3,177,000	na	\$41,500,000	300	1
14	16	Central Security Group Tulsa, Okla.	\$3,587,176	↑	127,152	\$290,000	\$36,235	\$42,342,601	185	5
15	14	Devcon Security Services Corp. Hollywood, Fla.	\$3,470,472	↓	138,000	na	na	\$54,000,000	422	9
16	15	Guardian Alarm Company Southfield, Mich.	\$3,450,000	↑	86,813	na	na	\$50,750,000	385	7
17	17	CPI Security Systems Inc. Charlotte, N.C.	\$3,001,579	↑	81,209	\$3,522,000	\$875,000	\$41,141,000	280	4
18	22	Security Networks West Palm Beach, Fla.	\$2,775,000	↑	71,500	na	na	na	155	3

No. 14 – \$31,019 is from non-owned accounts. ■ No. 15 – \$43,000 is from non-owned accounts. Sold to Golden Gate Capital in 2009. ■ No. 18 – \$108,000 RMR is from non-owned accounts.

SDM 100: The Big Picture

	2009	2008	2007	2006
Total recurring monthly revenue	\$465.8 million*	\$439.1 million	\$413.1 million	\$409.6 million
Total subscribers	12.6 million†	12.9 million	12.5 million	11.3 million
Total annual revenue	\$8.2 billion**	\$8.0 billion	\$7.58 billion	\$6.95 billion
Total residential sales revenue	\$157.4 million††	\$297.6 million	\$410.1 million	\$186.6 million
Total non-residential sales revenue	\$2.31 billion††	\$2.35 billion	\$2.03 billion	\$4.71 billion

SDM 100 Span a Thousand Locations

Business locations operated	1,010
Total employees	56,915***
Full time employees	55,993
Part time employees	922
Acquisitions in 2009	65
Accounts gained	66,306

* Total monthly recurring revenue, based on RMR of Dec. 31, 2009. Based on responses from 100 firms.

† Based on responses from or estimates of 96 firms. Not included: SSD Alarm Systems, Kern Security Systems & Alpha Burglar & Fire, Custom Security Systems, SDA Security, Moon Security Services.

** Total annual (2009) revenue from electronic security system sales, installation, service, leasing, monitoring, and sales of subscriber accounts, as reported to or estimated by SDM. Based on responses from 98 firms. Not included: Security Networks, SAFE Security Companies.

†† Based on responses from or estimates of 84 firms. Note: Some firms either did not choose to report this figure or did not have sales/installation revenue to report in one of the categories. Not included in Residential Sales Revenue are: ADT; Broadview Security; Protection One; Monitronics Int'l; Stanley CSS; Devcon Security Services; Guardian Alarm Company; Security Networks; Alarm Capital Alliance; Westec Intelligent Surveillance; SSD Systems, Kern Security & Fire, Alpha Security & Fire; Safeguard Security and Communications; Power Home Technologies; Icon Security; SDA Security; Sonitrol of Tallahassee; Sonitrol of Southwest Ohio; Sonitrol of Indianapolis; CenturyTel Security Systems; Fire Protection Inc.; Yarnell Security Systems; Moon Security Services; Mijac Alarm; Secure US; Global Fire & Safety. Not included in Non-residential Sales Revenue are: Broadview Security; Protection One; Monitronics Int'l; APX Alarm Security Solutions; Protect America Inc.; Devcon Security Services; Guardian Alarm Company; Security Networks; Alarm Capital Alliance; SSD Systems, Kern Security & Fire, Alpha Security & Fire; Safeguard Security and Communications; Power Home Technologies; NorthStar Alarm Services; Icon Security; SDA Security; Sonitrol of Tallahassee; Sonitrol of Southwest Ohio; CenturyTel Security Systems; Fire Protection Inc.; Yarnell Security Systems; Moon Security Services; CIA Security; Mijac Alarm; Secure US.

Note: There was an anomaly contained in the reporting of the sales revenue figures which caused a significant change in 2009 totals. No. 60, Icon Security on Oct. 29, 2008, consummated a transaction with Golden Gate Capital, which had acquired Pinnacle Security in May 2008, and Pinnacle Security. As part of this transaction, Icon's sales force, technical force and much of the operational staff transferred to Pinnacle Security. Due to Icon Security's non-compete agreement with Pinnacle Security in 2009, Icon did not generate any new business in 2009 and only experienced revenue from accounts generated in prior year(s), which is RMR revenue.

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

Source: 2010 SDM 100, SDM Magazine, May 2010

The table, above, presents aggregate figures for the SDM 100 group of companies, which are ranked by their recurring monthly revenue — an industry standard of valuation of a security monitoring business. Most of the SDM 100 firms are privately held. Submitting recurring monthly revenue is required for ranking; other figures are not required but mostly provided. Most firms — but not all — also reported their total annual revenue, number of subscribers, and installation revenues. Therefore, one should exercise caution in using this information to extrapolate industry totals or to benchmark. Note: approximately seven companies that reported substantial residential sales revenue in 2008 did not report residential sales at all for 2009; therefore, it appears that residential took a drastic fall. In reality, if those firms are omitted from the calculation, residential sales were just about even with the prior year.

RANK 2010	RANK 2009	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2009	RMR COMPARED WITH DEC. 31, 2008	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2009 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
19	19	Alarm Capital Alliance II LLC Media, Pa.	\$2,618,624	↑	95,430	na	na	\$29,131,659	86	1
20	18	AFA Protective Systems Inc. Syosset, N.Y.	\$2,335,000	↑	46,400	\$960,000	\$37,358,000	\$78,200,000	480	21
21	20	Safe Home Security Cromwell, Conn.	\$2,198,898	↑	76,661	\$750,000	\$82,500	\$27,615,000	149	4
22	21	Alarm Detection Systems Inc. Aurora, Ill.	\$2,159,766	↑	27,388	\$452,164	\$5,219,341	\$32,695,723	209	1
23	23	ADS Security Nashville, Tenn.	\$1,780,017	↑	64,680	\$2,845,000	\$4,037,000	\$31,057,191	239	14
24		Westec Intelligent Surveillance Coppell, Texas	\$1,732,000	↓	9,586	na	\$11,340,000	\$32,200,000	226	5
25	24	SAFE Security Companies San Ramon, Calif.	\$1,500,363	↓	54,861	\$395,900	\$33,549	na	76	1
26	26	Per Mar Security Services Davenport, Iowa	\$1,260,500	↑	28,720	\$1,125,595	\$12,311,617	\$32,496,000	316	11
27	28	Ackerman Security Systems Atlanta, Ga.	\$1,245,505	↑	56,591	\$4,398,786	\$4,548,468	\$24,387,570	172	1
28	25	SSD Systems, Kern Security & Fire, Alpha Security & Fire Anaheim, Calif.	\$1,229,418	↑	na	na	na	\$33,123,548	na	12
29	27	General Security Plainview, N.Y.	\$1,051,931	↑	42,193	\$1,104,560	\$4,293,673	\$19,649,558	161	8
30	29	EPS Security Grand Rapids, Mich.	\$996,415	↑	16,045	\$700,000	\$4,300,000	\$17,816,995	160	6

■ No. 20 – \$37,500 RMR is from non-owned accounts. ■ No. 22 – \$42,409 RMR is from non-owned accounts. ■ No. 23 – \$45,900 RMR is from non-owned accounts. ■ No. 24 – Secured \$20 million in growth funding in 2009; earned at ETL certification for Central Command Center located in Des Moines, Iowa. ■ No. 26 – \$19,730 RMR is from non-owned accounts. ■ No. 27 – SDM’s 2007 Dealer of the Year. ■ No. 29 – \$135,087 RMR is from non-owned accounts.

profit margin despite a drop in gross sales. “The reason for this is we cut expenses to become more efficient while still providing excellent services. The recession forced us to think more critically about how we spend our time and money to increase efficiency and profitability,” the company says.

Whatever it took to get out into the market and own it, that’s what the SDM 100 did last year. The stronger markets, according to the dealers, were video surveillance, mass notification, fire alarm, “managed” access control, and personal emergency response systems (PERS). Some weak markets mentioned by the dealers were home systems integration and middle commercial due to “buildings going vacant” as businesses choked.

As in most years, SDM 100 leaders had mixed experiences on the performance of residential versus commercial. For some, residential was up, while commercial was flat. Other companies described the residential market as “non-existent” and said commercial business was very strong, in particular, the public sector.

“2009 was a mixed market,” comments No. 8 ranked Vector Security, with headquarters in Pittsburgh. “The severe decline in builder business at the close of 2008 [was] leveled out by second-quarter 2009. However, the market remained weak throughout the year. Residential business was very price-driven, with fewer larger systems and more smaller package-type installations. We did see an increase in residential video in 2009.”

Readers will note that the 2010 SDM 100 contains a substantial shift in rank for many companies. Not only was there change at the top — as the No. 6 and No. 7 companies switched places — but Westec Intelligent Surveillance entered the SDM 100 for the first time, landing at No. 24. In addition, both Safeguard Security and Communications and Sonitrol Security Systems of Hartford moved up six spots, and F.E. Moran Inc. moved up eight spots in the ranking. These changes contributed to many companies moving lower in rank, even though their RMR had increased.

The Objective

The SDM 100 has been published since 1991. Its primary objective is to measure consumer dollars gained by alarm companies, in order to present an account of the size of the market captured by the 100 largest security providers. SDM 100 firms are ranked by their recurring monthly revenue. RMR is the amount of contractually recurring revenues due from customers, for such services as monitoring, contracted service and system maintenance, and leasing of security systems. It is the revenue associated with the contractual agreement between an alarm company and its subscriber, and is typically the basis for valuation of an alarm company. RMR is the language of alarm company executives and is meaningful in comparative analysis among industry peers. Of the 100 security dealers ranked, 29 of them earned more than \$1 million in RMR in 2009.

RANK 2010	RANK 2009	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2009	RMR COMPARED WITH DEC. 31, 2008	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2009 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
31	37	Safeguard Security and Communications Inc. Scottsdale, Ariz.	\$987,835	↑	20,600	na	na	\$24,850,141	133	3
32	30	Kimberlite Corp. Fresno, Calif.	\$929,628	↓	6,919	\$97,551	\$3,154,161	\$15,469,166	105	7
33	32	New York Merchants Protective Co. Inc. Freeport, N.Y.	\$900,214	↑	18,568	\$137,000	\$843,000	\$11,366,360	107	1
34	31	Mountain Alarm Ogden, Utah	\$891,000	↑	17,644	\$640,000	\$5,760,000	\$16,616,919	201	5
35	33	Sonitrol Pacific Portland, Ore.	\$828,490	↑	10,178	\$75,600	\$1,644,400	\$13,595,909	84	5
36	34	First Alarm Aptos, Calif.	\$824,100	↑	13,000	\$757,600	\$3,030,400	\$13,447,355	110	4

No. 33 – \$34,218 RMR is from non-owned accounts. ■ No. 34 – \$360,000 RMR is from non-owned accounts. ■ No. 36 – \$50,000 RMR is from non-owned accounts.

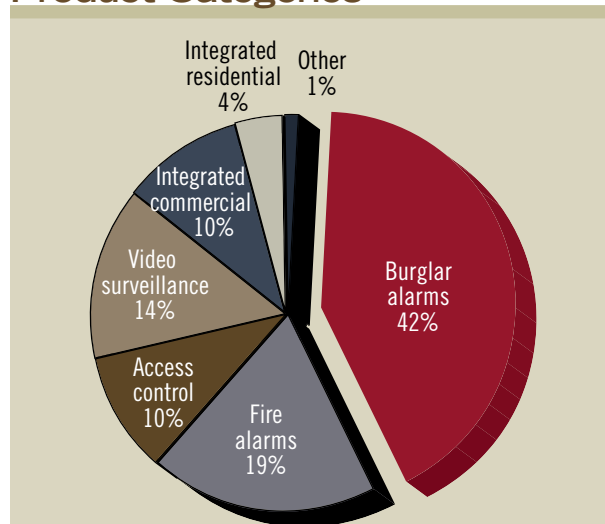
TOP COMPANIES RANKED BY RESIDENTIAL CUSTOMERS

RANK BY RESIDENTIAL SUBSCRIBERS	COMPANY	RESIDENTIAL SUBSCRIBERS	TOTAL SUBSCRIBERS	SDM 100 RANK	RANK BY RESIDENTIAL SUBSCRIBERS	COMPANY	RESIDENTIAL SUBSCRIBERS	TOTAL SUBSCRIBERS	SDM 100 RANK
1	Broadview Security	1,291,050	1,359,000	2	30	Custom Security Systems Inc.	15,564	22,234	53
2	Monitronics International Inc.	522,826	522,403	4	31	AFA Protective Systems Inc.	12,600	46,400	20
3	Protection One	443,696	1,431,279	3	32	Doyle Security Systems Inc.	12,432	20,720	44
4	APX Alarm Security Solutions Inc.	349,980	349,980	6	33	Alarm Detection Systems Inc.	11,781	27,388	22
5	Slomin's Inc.	248,746	267,469	7	34	Per Mar Security Services	11,488	28,720	26
6	Guardian Protection Services	193,597	215,677	9	35	Alert Alarm of Hawaii	11,200	22,218	37
7	Vector Security Inc.	178,486	451,182	8	36	NorthStar Alarm Services, LLC	10,950	13,150	55
8	Protect America Inc.	151,284	151,284	13	37	A-Com Protection Services Inc.	10,880	16,738	54
9	Central Security Group	118,250	127,152	14	38	American Alarm and Communications Inc.	10,011	18,033	40
10	ASG Security	91,689	132,915	11	39	Protect Your Home	9,900	10,000	58
11	Devcon Security Services Corp.	84,000	138,000	15	40	F.E. Moran Inc. Alarm and Monitoring Services	9,005	17,146	49
12	Alarm Capital Alliance II LLC	79,970	95,430	19	41	Icon Security	8,916	8,916	60
13	CPI Security Systems Inc.	75,371	81,209	17	42	Matson Alarm Co. Inc.	8,300	18,041	51
14	Stanley CSS	73,000	597,000	5	43	Sonitrol Security Systems of Hartford Inc.	8,023	20,058	38
15	Safe Home Security	72,828	76,661	21	44	EPS Security	8,000	16,045	30
16	Security Networks	65,800	71,500	18	45	Post Alarm Systems	7,843	13,072	50
17	Interface Security Systems & The Greater Alarm Company (in Calif.)	63,212	197,910	12	46	Century Tel Security Systems Inc.	7,791	10,906	88
18	Bay Alarm Company	54,924	103,938	10	47	Habitec Security Inc.	7,450	12,981	59
19	Ackerman Security Systems	48,764	56,591	27	48	Mountain Alarm	7,058	17,644	34
20	SAFE Security Companies	43,889	54,861	25	49	Security Equipment Inc.	6,773	14,156	43
21	ADS Security	42,042	64,680	23	50	Acadiana Security Plus	6,540	10,065	72
22	Crime Prevention Security Systems LLC	33,116	39,424	82	51	All-Guard Alarm Systems Inc.	6,212	10,595	45
23	General Security	28,269	42,193	29	52	Alarmco Inc.	6,123	15,624	52
24	EMC Security	25,910	28,789	46	53	Scarsdale Security Systems Inc.	5,535	13,838	66
25	Power Home Technologies Inc.	21,348	21,784	39	54	Advent Security Corp.	5,431	7,241	79
26	Amherst Alarm Inc.	19,032	23,791	86	55	American Security Systems Inc.	5,245	13,112	56
27	SecureNet Alarm Systems Inc.	18,910	25,047	42	56	Security Systems of America	5,215	10,020	71
28	Blue Ridge Security Systems Inc.	16,020	32,358	63	57	Texana, San Angelo Security Service, Supreme Security Service	5,062	7,232	77
29	Custom Security Systems	16,000	na	47	58	Yarnell Security Systems	5,030	8,336	91

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37	36	Alert Alarm of Hawaii Honolulu, Hawaii	\$794,017	↑	22,218	\$1,563,366	\$1,558,678	\$12,690,813	98	4
38	44	Sonitrol Security Systems of Hartford Inc. Rocky Hill, Conn.	\$785,109	↑	20,058	\$325,000	\$3,750,000	\$11,377,377	102	4
39	42	Power Home Technologies Inc. Raleigh, N.C.	\$779,837	↑	21,784	na	na	\$13,133,577	106	13
40	35	American Alarm and Communications Inc. Arlington, Mass.	\$773,144	↓	18,033	\$3,687,000	\$7,486,000	\$22,663,249	145	4
41	38	Sonitrol of Sacramento & Sonitrol of Orange County Roseville, Calif.	\$702,804	↑	4,053	\$26,000	\$2,907,735	\$12,068,415	49	2
42	39	SecureNet Alarm Systems Inc. Maize, Kansas	\$636,117	↑	25,047	\$534,209	\$686,664	\$9,114,530	120	4
43	43	Security Equipment Inc. Omaha, Neb.	\$591,229	↑	14,156	\$870,803	\$8,533,265	\$17,791,280	126	4
44	45	Doyle Security Systems Inc. Rochester, N.Y.	\$587,592	↑	20,720	\$683,973	\$2,351,083	\$10,246,491	84	4
45	46	All-Guard Alarm Systems Inc. Hayward, Calif.	\$555,000	↑	10,595	\$358,000	\$1,050,000	\$8,173,440	58	2
46	50	EMC Security Suwanee, Ga.	\$547,751	↑	28,789	\$3,000,000	\$920,000	\$9,366,757	86	2
47	47	Custom Security Systems Lacey, Wash.	\$518,095	↑	na	\$333,432	\$1,447,000	\$9,283,000	103	3

■ No. 38 – \$30,576 RMR is from non-owned accounts. ■ No. 44 – \$31,371 RMR is from non-owned accounts. Won Better Business Bureau's Torch Award for Marketplace Excellence. ■ No. 45 – Purchased Binkley Alarm Company in Santa Rosa and opened branch office. ■ No. 46 – Purchased and moved into 20,000 sq. ft. stand-alone building on four acres to house administration, operations, sales showroom and redundant monitoring facility. ■ No. 47 – \$218,932 RMR is from non-owned accounts.

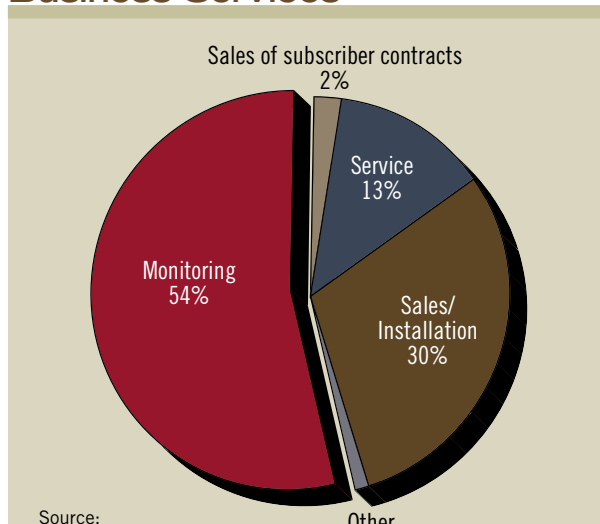
Dealer Revenue Across Product Categories



Source: 2010 SDM 100, SDM Magazine, May 2010

Security alarm companies derive their revenue from a wide variety of product categories, including the most sizeable, burglar alarm systems, which comprised 42 percent of dealers' revenue in 2009. One SDM 100 dealer comments that 2009 brought innovation in products, which was excellent for sales.

Dealer Revenue Across Business Services



Source: 2010 SDM 100, SDM Magazine, May 2010

Security alarm companies derive their revenue from a wide variety of service categories, including the most sizeable, monitoring, which gained 7 percentage points in 2009. As most dealers expected would happen in 2009, sales and installation overall declined, and sales revenue now comprises 30 percent of the total.

RANK 2010	RANK 2009	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2009	RMR COMPARED WITH DEC. 31, 2008	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2009 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
48	52	Sonitrol Security Systems of Buffalo, Rochester, Toronto Buffalo, N.Y.	\$504,811	↑	5,487	\$22,500	\$3,325,979	\$9,776,054	86	3
49	57	F.E. Moran Inc. Alarm and Monitoring Services Champaign, Ill.	\$489,367	↑	17,146	\$1,320,211	\$5,827,491	\$14,721,415	110	6
50	48	Post Alarm Systems Arcadia, Calif.	\$486,686	↓	13,072	\$1,130,000	\$2,600,000	\$10,181,341	119	2
51	51	Matson Alarm Co. Inc. Fresno, Calif.	\$479,024	↑	18,041	\$400,000	\$1,513,944	\$8,068,136	56	5
52	49	Alarmco Inc. Las Vegas, Nev.	\$471,118	↓	15,624	\$269,466	\$590,160	\$7,087,249	90	1
53	53	Custom Security Systems Inc. Baton Rouge, La.	\$461,050	↑	22,234	\$1,770,450	\$758,764	\$8,708,087	49	1
54	59	A-Com Protection Services Inc. Columbus, Ga.	\$451,036	↑	16,738	\$785,015	\$1,367,748	\$6,748,127	63	5
55	60	NorthStar Alarm Services, LLC Orem, Utah	\$444,228	↑	13,150	\$138,648	na	\$5,302,444	19	1
56	62	American Security Systems Inc. Long Island City, N.Y.	\$444,000	↑	13,112	\$750,000	\$2,500,000	\$8,875,673	59	1
57	56	The Protection Bureau Exton, Pa.	\$426,176	↑	6,760	\$122,000	\$6,515,500	\$13,500,000	89	2
58	77	Protect Your Home Indianapolis, Ind.	\$420,000	↑	10,000	\$5,355,000	\$400,000	\$224,000,000	1,393	135
59		Habitec Security Inc. Toledo, Ohio	\$416,201	↑	12,981	\$768,797	\$1,979,619	\$8,648,085	85	3
60	64	Icon Security Provo, Utah	\$415,333	↑	8,916	na	na	\$6,443,121	15	1
61	55	SDA Security San Diego, Calif.	\$404,042	↓	na	na	na	\$8,977,670	81	2
62	58	Sonitrol of Tallahassee Inc. Tallahassee, Fla.	\$382,838	↑	6,827	na	na	\$7,448,722	52	3
63	65	Blue Ridge Security Systems Inc. Anderson, S.C.	\$375,174	↑	32,358	\$418,000	\$8,628,385	\$9,046,385	69	3
64	61	Sonitrol Tri-County Farmington Hills, Mich.	\$367,935	↑	5,842	\$1,500	\$2,148,948	\$7,114,913	41	3
65	63	JMG Security Systems Inc. Fountain Valley, Calif.	\$346,808	↓	7,240	\$25,000	\$5,300,000	\$10,683,680	65	2
66	68	Scarsdale Security Systems Inc. Scarsdale, N.Y.	\$342,000	↑	13,838	\$625,000	\$3,190,000	\$9,527,279	65	2
67	66	Electronix Systems Central Station Alarms Inc. Huntington Station, N.Y.	\$333,311	↑	12,825	\$711,102	\$2,810,234	\$8,500,000	71	1
68	69	Peak Alarm Co. Inc. Salt Lake City, Utah	\$332,879	↑	9,717	\$321	\$1,284	\$6,208,000	58	4
69	67	Sonitrol of Southwest Ohio Mason, Ohio	\$328,753	↑	8,224	na	na	\$6,089,403	43	2
70	70	Washington Alarm Inc. Seattle, Wash.	\$302,740	↑	5,205	\$94,000	\$741,000	\$4,960,000	42	1
71	76	Security Systems of America Pittsburgh, Pa.	\$296,365	↑	10,020	\$446,000	\$1,253,000	\$6,049,059	69	4
72	74	Acadiana Security Plus Broussard, La.	\$293,500	↑	10,065	\$1,311,456	\$1,370,249	\$6,533,455	57	1
73	72	Safe Systems, Inc. Louisville, Colo.	\$290,120	↑	10,357	\$289,339	\$2,018,291	\$6,537,162	52	1
74	73	Richmond Alarm Co. Richmond, Va.	\$286,617	↑	7,459	\$940,000	\$1,001,988	\$6,050,577	68	2
75	79	Koorsen Fire & Security Indianapolis, Ind.	\$272,371	↑	8,462	\$258,000	\$11,719,000	\$67,999,067	na	21

■ No. 48 – \$14,000 RMR is from non-owned accounts. ■ No. 54 – \$49,676 RMR is from non-owned accounts. ■ No. 61 – In 2009, took 12 disparate systems that did not interface and replaced with a Sedona Office ERP system. In the process of integrating a new GPS system, going paperless on document imaging and billing. Reduction in RMR was due to a large corporation merger of a customer that operates its own monitoring. ■ No. 63 – \$63,028 RMR is from non-owned accounts. ■ No. 66 – \$7,500 RMR is from non-owned accounts. ■ No. 67 – \$83,000 RMR is from non-owned accounts. ■ No. 71 – \$37,106 RMR is from non-owned accounts. ■ No. 73 – \$19,274 RMR is from non-owned accounts. ■ No. 74 – \$80,013 RMR is from non-owned accounts. ■ No. 75 – Acquisition of Ohio Electronic Protection; secured multi-million dollar, multi-year agreement to upgrade a major healthcare provider's security infrastructure nationwide, partnering with Security Net.

RANK 2010	RANK 2009	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2009	RMR COMPARED WITH DEC. 31, 2008	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2009 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
76	71	World Wide Security & GC Alarm Inc. Garden City, N.Y.	\$267,000	↓	11,400	\$985,000	\$839,000	\$5,600,000	104	1
77		Texana, San Angelo Security Service, Supreme Security Service Carrollton, Texas	\$256,300	↑	7,232	\$608,000	\$912,000	\$4,493,000	51	4
78	75	Pacific Alarm Systems Inc. Culver City, Calif.	\$253,078	↓	4,079	\$117,000	\$454,226	\$3,875,588	39	na
79	80	Advent Security Corp. Oreland, Pa.	\$250,436	↑	7,241	\$522,500	\$450,000	\$4,198,088	32	1
80	82	Gillmore Security Systems Inc. Oakwood Village, Ohio	\$243,509	↑	5,385	\$443,302	\$448,860	\$3,924,498	40	1
81	81	Sonitrol of Indianapolis Inc. Indianapolis, Ind.	\$241,140	↑	1,989	na	\$1,097,864	\$4,196,889	30	1
82	92	Crime Prevention Security Systems LLC Gainesville, Fla.	\$238,649	↑	39,424	\$1,329,770	\$445,920	\$4,861,446	54	2

■ No. 76 – \$30,000 RMR is from non-owned accounts. No. 82 – In 2009, opened a redundant monitoring center in conjunction with partner in Atlanta; increased total monitored customer base to nearly 40,000. Improved central station facilities by installing Surgard System III receivers, adding workstations, and upgrading phone system.

RANK BY NON-RESIDENTIAL INSTALLATION REVENUE

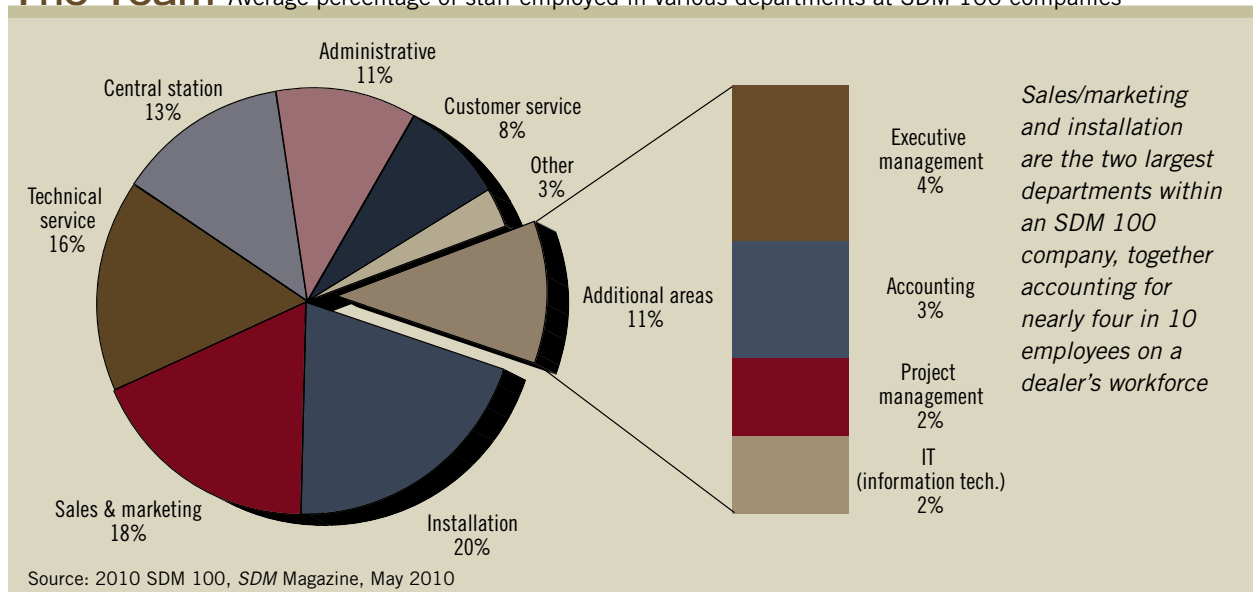
RANK BY INSTALLATION REVENUE	COMPANY	NON-RESIDENTIAL INSTALLATIONS 2009	NON-RESIDENTIAL REVENUE	SDM 100 RANK	RANK BY INSTALLATION REVENUE	COMPANY	NON-RESIDENTIAL INSTALLATIONS 2009	NON-RESIDENTIAL REVENUE	SDM 100 RANK
1	ADT Security Services Inc.	na	\$1,700,000,000e	1	27	Sonitrol Security Systems of Buffalo, Rochester, Toronto	221	\$3,325,979	48
2	Stanley CSS	na	\$252,997,000	5	28	Scarsdale Security Systems Inc.	910	\$3,190,000	66
3	Vector Security Inc.	3,987	\$55,423,000	8	29	Kimberlite Corp.	489	\$3,154,161	32
4	AFA Protective Systems Inc.	6,300	\$37,358,000	20	30	First Alarm	1,203	\$3,030,400	36
5	ASG Security	12,373	\$24,329,000	11	31	Sonitrol of Sacramento & Sonitrol of Orange County	396	\$2,907,735	41
6	Slomin's Inc.	1,660	\$23,633,222	7	32	Electronix Systems Central Station Alarms Inc.	488	\$2,810,234	67
7	Interface Security Systems & The Greater Alarm Company (in Calif.)	6,007	\$17,518,699	12	33	Post Alarm Systems	335	\$2,600,000	50
8	Per Mar Security Services	1,532	\$12,311,617	26	34	American Security Systems Inc.	100	\$2,500,000	56
9	Koorsen Fire & Security	1,160	\$11,719,000	75	35	Doyle Security Systems Inc.	810	\$2,351,083	44
10	Westec Intelligent Surveillance	1,463	\$11,340,000	24	36	Sentry Security	75	\$2,320,000	87
11	Bay Alarm Company	7,740	\$11,050,000	10	37	Sonitrol Tri-County	420	\$2,148,948	64
12	Guardian Protection Services	4,397	\$9,469,038	9	38	Safe Systems, Inc.	545	\$2,018,291	73
13	Blue Ridge Security Systems Inc.	1,290	\$8,628,385	63	39	Habitec Security Inc.	726	\$1,979,619	59
14	Security Equipment Inc.	760	\$8,533,265	43	40	Sonitrol & ADR Security Services	140	\$1,724,055	94
15	American Alarm and Communications Inc.	4,200	\$7,486,000	40	41	Sonitrol Pacific	419	\$1,644,400	35
16	The Protection Bureau	628	\$6,515,500	57	42	Alert Alarm of Hawaii	1,150	\$1,558,678	37
17	Custom Alarm	635	\$6,342,726	95	43	Matson Alarm Co. Inc.	785	\$1,513,944	51
18	F.E. Moran Inc. Alarm and Monitoring Services	2,157	\$5,827,491	49	44	Custom Security Systems	580	\$1,447,000	47
19	Mountain Alarm	1,378	\$5,760,000	34	45	Acadiana Security Plus	na	\$1,370,249	72
20	JMG Security Systems Inc.	310	\$5,300,000	65	46	A-Com Protection Services Inc.	224	\$1,367,748	54
21	Alarm Detection Systems Inc.	1,131	\$5,219,341	22	47	Select Security	200	\$1,300,000	83
22	Ackerman Security Systems	1,666	\$4,548,468	27	48	Sonitrol of New Orleans, Inc.	42	\$1,277,000	100
23	EPS Security	800	\$4,300,000	30	49	Security Systems of America	140	\$1,253,000	71
24	General Security	870	\$4,293,673	29	50	Sonitrol of Indianapolis Inc.	140	\$1,097,864	81
25	ADS Security	1,672	\$4,037,000	23	51	All-Guard Alarm Systems Inc.	294	\$1,050,000	45
26	Sonitrol Security Systems of Hartford Inc.	415	\$3,750,000	38	52	Valley Alarm	245	\$1,012,300	84

RANK 2010	RANK 2009	COMPANY	RECURRING MONTHLY REVENUE, DEC. 31, 2009	RMR COMPARED WITH DEC. 31, 2008	SUBSCRIBERS	SALES REVENUE, RES. INSTALLS	SALES REVENUE, NON-RES. INSTALLS	GROSS REVENUE 2009 (\$ MIL)	FULL TIME EMPLOYEES	NO. OF LOCATIONS
83	91	Select Security Lancaster, Pa.	\$235,000	↑	6,197	\$500,000	\$1,300,000	\$5,115,000	60	5
84	83	Valley Alarm Sun Valley, Calif.	\$233,602	↑	7,158	\$88,280	\$1,012,300	\$3,795,300	23	1
85		Sentry Alarm Systems Monterey, Calif.	\$224,587	↓	6,249	\$312,000	\$507,000	\$3,994,030	35	2
86	93	Amherst Alarm Inc. Amherst, N.Y.	\$223,337	↑	23,791	\$1,179,200	\$113,300	\$5,043,787	53	1
87	96	Sentry Security Wheeling, Ill.	\$222,285	↑	3,420	\$300,000	\$2,320,000	\$5,715,400	21	1
88	84	Century Tel Security Systems Inc. Monroe, La.	\$209,264	↑	10,906	na	na	\$4,838,819	44	1
89	88	Bonds Alarm Co. Inc. Phoenix, Ariz.	\$202,495	↑	6,240	\$473,900	\$315,885	\$3,375,171	29	2
90	90	Fire Protection Inc. Everett, Wash.	\$202,000	↑	5,352	na	na	\$10,200,000	55	3
91	89	Yarnell Security Systems Lancaster, Pa.	\$201,985	↑	8,336	na	na	\$4,800,000	43	1
92	86	Moon Security Services Inc. Pasco, Wash.	\$199,000	↑	na	na	na	\$6,500,000	78	3
93	85	CIA Security Fishkill, N.Y.	\$198,591	↑	5,400	\$200,000	na	\$4,450,000	50	1
94	99	Sonitrol & ADR Security Services Lexington, Ky.	\$192,807	↑	2,538	\$292,870	\$1,724,055	\$5,576,652	34	1
95	94	Custom Alarm Rochester, Minn.	\$190,510	↑	11,134	\$463,967	\$6,342,726	\$10,172,687	63	3
96	95	Mijac Alarm Rancho Cucamonga, Calif.	\$182,642	↑	10,729	na	na	\$3,961,910	27	1
97	99	Secure US Morgantwon, W.V.	\$177,800	↑	7,461	na	na	\$4,600,000	43	2
98		Haig Service Corp. Green Brook, N.J.	\$176,000	↑	2,517	\$125,000	\$1,000,000	\$4,700,000	35	3
99	86	Global Fire & Safety Inc. Denver, Colo.	\$173,000	↓	585	na	\$10,000	\$2,680,000	26	1
100		Sonitrol of New Orleans, Inc. Metairie, La.	\$161,120	↔	1,999	\$21,100	\$1,277,000	\$3,300,000	31	1

■ No. 83 – Integrated six small, independent companies into company. ■ No. 86 – \$50,073 RMR is from non-owned accounts. ■ No. 91 – \$9,349 RMR is from non-owned accounts.

The Team

Average percentage of staff employed in various departments at SDM 100 companies



RANK BY TOTAL ANNUAL REVENUE

RANK BY TOTAL REVENUE	COMPANY	TOTAL GROSS REVENUE, 2009 (\$ MIL)	TOTAL GROSS REVENUE, 2008 (\$ MIL)	SDM 100 RANK	RANK BY TOTAL REVENUE	COMPANY	TOTAL GROSS REVENUE, 2009 (\$ MIL)	TOTAL GROSS REVENUE, 2008 (\$ MIL)	SDM 100 RANK
1	ADT Security Services Inc.	\$4,200,000,000	\$4,200,000,000	1	58	Custom Security Systems Inc.	\$8,708,087	\$8,480,916	53
2	Broadview Security	\$565,100,000	\$532,300,000	2	59	Habitec Security Inc.	\$8,648,085	na	59
3	Stanley CSS	\$465,300,000	\$450,000,000	5	60	Electronix Systems Central Station Alarms Inc.	\$8,500,000	\$8,100,000	67
4	Protection One	\$368,052,000	\$372,021,000	3	61	All-Guard Alarm Systems Inc.	\$8,173,440	\$8,247,079	45
5	Monitronics International Inc.	\$253,329,000	\$207,716,000	4	62	Matson Alarm Co. Inc.	\$8,068,136	\$8,460,606	51
6	Protect Your Home	\$224,000,000	\$107,418,171	58	63	Sonitrol of Tallahassee Inc.	\$7,448,722	\$7,531,800	62
7	Slomin's Inc.	\$203,064,134	\$190,295,806	7	64	Sonitrol Tri-County	\$7,114,913	\$7,600,640	64
8	Vector Security Inc.	\$174,000,000	\$176,000,000	8	65	Alarmco Inc.	\$7,087,249	\$7,534,656	52
9	APX Alarm Security Solutions Inc.	\$142,138,412	\$157,170,745	6	66	A-Com Protection Services Inc.	\$6,748,127	\$7,023,390	54
10	Guardian Protection Services	\$123,805,684	\$127,645,878	9	67	Safe Systems, Inc.	\$6,537,162	\$7,311,252	73
11	ASG Security	\$94,665,000	\$81,807,900	11	68	Acadiana Security Plus	\$6,533,455	\$6,916,712	72
12	Bay Alarm Company	\$89,567,000	\$88,796,000	10	69	Moon Security Services Inc.	\$6,500,000	\$6,052,982	92
13	AFA Protective Systems Inc.	\$78,200,000	\$81,807,000	20	70	Icon Security	\$6,443,121	\$17,600,000	60
14	Koorsen Fire & Security	\$67,999,067	\$26,780,176	75	71	Peak Alarm Co. Inc.	\$6,208,000	\$6,817,880	68
15	Interface Security Systems & The Greater Alarm Company (in Calif.)	\$67,501,021	\$69,880,082	12	72	Sonitrol of Southwest Ohio	\$6,089,403	\$6,626,716	69
16	Devcon Security Services Corp.	\$54,000,000	\$55,000,000	15	73	Richmond Alarm Co.	\$6,050,577	\$6,476,842	74
17	Guardian Alarm Company	\$50,750,000	\$50,700,000	16	74	Security Systems of America	\$6,049,059	\$6,106,257	71
18	Central Security Group	\$42,342,601	\$37,288,424	14	75	Sentry Security	\$5,715,400	\$5,370,290	87
19	Protect America Inc.	\$41,500,000	\$40,100,000	13	76	World Wide Security & GC Alarm Inc.	\$5,600,000	\$6,100,000	76
20	CPI Security Systems Inc.	\$41,141,000	\$40,000,000	17	77	Sonitrol & ADR Security Services	\$5,576,652	\$5,506,487	94
21	SSD Systems, Kern Security & Fire, Alpha Security & Fire	\$33,123,548	\$33,863,749	28	78	NorthStar Alarm Services, LLC	\$5,302,444	\$3,745,591	55
22	Alarm Detection Systems Inc.	\$32,695,723	\$33,691,545	22	79	Select Security	\$5,115,000	\$5,000,000	83
23	Per Mar Security Services	\$32,496,000	\$36,302,109	26	80	Amherst Alarm Inc.	\$5,043,787	\$4,839,194	86
24	Westec Intelligent Surveillance	\$32,200,000	na	24	81	Washington Alarm Inc.	\$4,960,000	\$5,210,000	70
25	ADS Security	\$31,057,191	\$31,825,647	23	82	Crime Prevention Security Systems LLC	\$4,861,446	\$5,544,765	82
26	Alarm Capital Alliance II LLC	\$29,131,659	\$25,555,000	19	83	Century Tel Security Systems Inc.	\$4,838,819	\$4,803,695	88
27	Safe Home Security	\$27,615,000	\$23,231,807	21	84	Yarnell Security Systems	\$4,800,000	\$4,910,642	91
28	Safeguard Security and Communications Inc.	\$24,850,141	\$30,117,000	31	85	Haig Service Corp.	\$4,700,000	\$4,500,000	98
29	Ackerman Security Systems	\$24,387,570	\$23,222,506	27	86	Secure US	\$4,600,000	\$4,600,000	97
30	American Alarm and Communications Inc.	\$22,663,249	\$20,350,458	40	87	Texana, San Angelo Security Service, Supreme Security Service	\$4,493,000	\$13,629,674	77
31	General Security	\$19,649,558	\$19,148,499	29	88	CIA Security	\$4,450,000	\$4,909,000	93
32	EPS Security	\$17,816,995	\$19,675,805	30	89	Advent Security Corp.	\$4,198,088	\$4,436,441	79
33	Security Equipment Inc.	\$17,791,280	\$16,361,244	43	90	Sonitrol of Indianapolis Inc.	\$4,196,889	\$4,900,007	81
34	Mountain Alarm	\$16,616,919	\$18,557,958	34	91	Sentry Alarm Systems	\$3,994,030	na	85
35	Kimberlite Corp.	\$15,469,166	\$16,972,922	32	92	Mijac Alarm	\$3,961,910	\$3,647,449	96
36	F.E. Moran Inc. Alarm and Monitoring Services	\$14,721,415	\$17,155,448	49	93	Gillmore Security Systems Inc.	\$3,924,498	\$4,335,704	80
37	Sonitrol Pacific	\$13,595,909	\$14,106,870	35	94	Pacific Alarm Systems Inc.	\$3,875,588	\$4,260,577	78
38	The Protection Bureau	\$13,500,000	\$15,082,129	57	95	Valley Alarm	\$3,795,300	\$3,875,271	84
39	First Alarm	\$13,447,355	\$17,262,000	36	96	Bonds Alarm Co. Inc.	\$3,375,171	\$3,485,784	89
40	Power Home Technologies Inc.	\$13,133,577	\$9,642,466	39	97	Sonitrol of New Orleans, Inc.	\$3,300,000	na	100
41	Alert Alarm of Hawaii	\$12,690,813	\$12,741,130	37	98	Global Fire & Safety Inc.	\$2,680,000	\$3,132,598	99
42	Sonitrol of Sacramento & Sonitrol of Orange County	\$12,068,415	\$3,588,952	41	99	Security Networks	na	\$22,500,000	18
43	Sonitrol Security Systems of Hartford Inc.	\$11,377,377	\$12,003,985	38	100	SAFE Security Companies	na	na	25
44	New York Merchants Protective Co. Inc.	\$11,366,360	\$10,230,278	33					
45	JMG Security Systems Inc.	\$10,683,680	\$14,616,653	65					
46	Doyle Security Systems Inc.	\$10,246,491	\$9,763,187	44					
47	Fire Protection Inc.	\$10,200,000	\$10,200,000	90					
48	Post Alarm Systems	\$10,181,341	\$9,200,000	50					
49	Custom Alarm	\$10,172,687	\$10,306,553	95					
50	Sonitrol Security Systems of Buffalo, Rochester, Toronto	\$9,776,054	\$10,249,343	48					
51	Scarsdale Security Systems Inc.	\$9,527,279	\$11,002,369	66					
52	EMC Security	\$9,366,757	\$9,532,882	46					
53	Custom Security Systems	\$9,283,000	\$9,723,200	47					
54	SecureNet Alarm Systems Inc.	\$9,114,530	na	42					
55	Blue Ridge Security Systems Inc.	\$9,046,385	\$7,800,700	63					
56	SDA Security	\$8,977,670	\$9,800,000	61					
57	American Security Systems Inc.	\$8,875,673	\$8,702,710	56					

How to Purchase the SDM 100 Directory

Wouldn't it be useful to have more information about each of the 100 firms ranked here? The 2010 SDM 100 Directory includes contact names, mailing addresses, telephone numbers, Web site URLs, branch office locations, product buyer names, installation data, revenue sources, and more. The SDM 100 Directory comes in Microsoft Excel format. To order the SDM 100 Directory, contact Heidi Fusaro at (630) 694-4026 or by e-mail to fusaroh@bnpmedia.com.

COMPANY	SDM 100 RANK	COMPANY	SDM 100 RANK
Acadiana Security Plus	72	Monitronics International Inc.	4
Ackerman Security Systems	27	Moon Security Services Inc.	92
A-Com Protection Services Inc.	54	Mountain Alarm	34
ADS Security	23	New York Merchants Protective Co. Inc.	33
ADT Security Services Inc.	1	NorthStar Alarm Services, LLC	55
Advent Security Corp.	79	Pacific Alarm Systems Inc.	78
AFA Protective Systems Inc.	20	Peak Alarm Co. Inc.	68
Alarm Capital Alliance II LLC	19	Per Mar Security Services	26
Alarm Detection Systems Inc.	22	Post Alarm Systems	50
Alarmco Inc.	52	Power Home Technologies Inc.	39
Alert Alarm of Hawaii	37	Protect America Inc.	13
All-Guard Alarm Systems Inc.	45	Protect Your Home	58
American Alarm and Communications Inc.	40	Protection One	3
American Security Systems Inc.	56	Richmond Alarm Co.	74
Amherst Alarm Inc.	86	Safe Home Security	21
APX Alarm Security Solutions Inc.	6	SAFE Security Companies	25
ASG Security	11	Safe Systems, Inc.	73
Bay Alarm Company	10	Safeguard Security and Communications Inc.	31
Blue Ridge Security Systems Inc.	63	Scarsdale Security Systems Inc.	66
Bonds Alarm Co. Inc.	89	SDA Security	61
Broadview Security	2	Secure US	97
Central Security Group	14	SecureNet Alarm Systems Inc.	42
Century Tel Security Systems Inc.	88	Security Equipment Inc.	43
CIA Security	93	Security Networks	18
CPI Security Systems Inc.	17	Security Systems of America	71
Crime Prevention Security Systems LLC	82	Select Security	83
Custom Alarm	95	Sentry Alarm Systems	85
Custom Security Systems	47	Sentry Security	87
Custom Security Systems Inc.	53	Slomin's Inc.	7
Devcon Security Services Corp.	15	Sonitrol & ADR Security Services	94
Doyle Security Systems Inc.	44	Sonitrol of Indianapolis Inc.	81
Electronix Systems Central Station Alarms Inc.	67	Sonitrol of New Orleans, Inc.	100
EMC Security	46	Sonitrol of Sacramento & Sonitrol of Orange County	41
EPS Security	30	Sonitrol of Southwest Ohio	69
F.E. Moran Inc. Alarm and Monitoring Services	49	Sonitrol of Tallahassee Inc.	62
Fire Protection Inc.	90	Sonitrol Pacific	35
First Alarm	36	Sonitrol Security Systems of Buffalo, Rochester, Toronto	48
General Security	29	Sonitrol Security Systems of Hartford Inc.	38
Gillmore Security Systems Inc.	80	Sonitrol Tri-County	64
Global Fire & Safety Inc.	99	SSD Systems, Kern Security & Fire, Alpha Security & Fire	28
Guardian Alarm Company	16	Stanley CSS	5
Guardian Protection Services	9	Texana, San Angelo Security Service, Supreme Security Service	77
Habitec Security Inc.	59	The Protection Bureau	57
Haig Service Corp.	98	Valley Alarm	84
Icon Security	60	Vector Security Inc.	8
Interface Security Systems & The Greater Alarm Company (in Calif.)	12	Washington Alarm Inc.	70
JMG Security Systems Inc.	65	Westec Intelligent Surveillance	24
Kimberlite Corp.	32	World Wide Security & GC Alarm Inc.	76
Koorsen Fire & Security	75	Yarnell Security Systems	91
Matson Alarm Co. Inc.	51		
Mijac Alarm	96		

How to Read the SDM 100

The 2010 SDM 100 ranks U.S. companies that provide electronic security systems and services to both residential and non-residential customers. This ranking is based on information provided to or, in few cases, estimated by *SDM*. Ranked companies were asked to submit either an audited or reviewed financial statement, or a copy of their income tax return showing total gross receipts for the stated period. A vast majority of the firms ranked are privately held.

The main table, which begins on page 49, ranks 100 firms by their recurring monthly revenue (RMR) of December 31, 2009. The firm with the highest RMR is ranked as No. 1, and so on. For each of the 100 companies, the following information is provided, from left to right:

- Current year rank, which is based on December 31, 2009, RMR. (If two firms have identical RMR, then the total gross revenue for 2009 is the second determining factor used for ranking.)
- Prior year rank.
- Company name, as used in the marketplace, and headquarters location.
- Amount of recurring monthly revenue (RMR) billed on December 31, 2009.
- Indication of whether the RMR amount increased, decreased or stayed the same as RMR of December 31, 2008.
- Number of subscribers (recurring-billable customers) that each firm counted at year-end 2009.
- Amount of sales revenue from residential system installations in 2009.
- Amount of sales revenue from non-residential system installations in 2009.
- Total gross revenue in millions of dollars. This number represents total revenue in calendar-year or (the company's) fiscal-year 2009 from security system sales/installation, service, leasing, and monitoring.
- Number of full-time employees.
- Number of business locations, including headquarters.

Note: An e following the figure indicates it is an SDM estimate

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

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