

SDM 100: a Collective Look

	2011	2010	2009	2008
Total recurring monthly revenue	\$552.3 mil*	\$510.7 mil	\$465.8 mil	\$439.1 mil
Total subscribers	13.3 mil†	12.2 mil	12.6 mil	12.9 mil
Total annual revenue	\$9.3 bil**	\$9.2 bil	\$8.2 bil	\$8.0 bil
Total residential sales revenue	\$170.1 mil††	\$146.6 mil	\$157.4 mil	\$297.6 mil
Total non-residential sales revenue	\$852.47 mil††	\$1.83 bil	\$2.31 bil	\$2.35 bil
SDM 100 Span a Thousand Locations				
Business locations operated	995	1,044	996	
Full time employees	53,219***	56,259	53,086	
Part time employees	1,037	512	618	
Acquisitions	60	73	50	
Accounts gained	34,242	49,178	42,738	

Source: 2012 SDM 100, SDM Magazine, May 2012

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: A major change in 2011 was the inclusion of “systems integrator” companies that collect RMR in the SDM 100.

* Total monthly recurring revenue, based on RMR of Dec. 31, 2011. Based on responses from 100 firms.

† Based on responses from or estimates of 97 firms. Not included: ARK Systems Inc.; Kastle Systems; SSD Alarm Systems / Kern Security & Fire / Alpha Security & Fire

** Total annual (2011) 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 99 firms. Not included: SAFE Security Companies

†† Based on responses from or estimates of 79 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: Acadiana Security Plus; A-Com Protection Services Inc.; ADT; Alarm Capital Alliance; ARK Systems Inc.; Briscoe Protective Systems Inc.; Devon Security; DTT Surveillance; Electric Guard Dog; Fire Protection Inc.; General Security Inc.; Guardian Alarm Co.; Intelligent Access Systems; Kastle Systems; Monitronics Int'l; Protection 1; Redwire / Sonitrol of Tallahassee, Bay, NW FL, EC FL; SDT Inc.; Security Networks; Security Systems of America; SMG Security Systems Inc.; Sonitrol of Indianapolis; SSD Alarm Systems / Kern Security & Fire / Alpha Security & Fire; Stanley Convergent Security; Tri-Signal Integration Inc.; Washington Alarm Inc.; Westec Intelligent Surveillance

Not included in Non-residential Sales Revenue are: Acadiana Security Plus; A-Com Protection Services Inc.; ADT; Alarm Capital Alliance; ARK Systems Inc.; Devon Security; Electric Guard Dog; Fire Protection Inc.; Guardian Alarm Co.; Kastle Systems; Monitronics Int'l; NorthStar Alarm Services LLC; Protect America Inc.; Protection 1; Redwire / Sonitrol of Tallahassee, Bay, NW FL, EC FL; Security Networks; SMG Security Systems Inc.; SSD Alarm Systems / Kern Security & Fire / Alpha Security & Fire; Vision Security; Vivint Inc.; Washington Alarm Inc.

*** Based on responses from or estimates of 97 firms. Not included: Security Networks; SSD Alarm Systems / Kern Security & Fire / Alpha Security & Fire; American Security Systems Inc.; A-Com Protection Services Inc.