

ISSUE 18 | JUNE 2026



Security Dealer DIGEST

**DMP Owners Forum
Focuses on the
Power of Influence
in Business Growth**



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Reality: Inside the
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Note FROM HQ



Meg DiVito,
Director of Marketing

“

Over the last few months, I've spent a lot of time thinking about how we go to market — not just what we say, but how we say it.

For years, our industry has led with features, specs and technical capabilities. Those things matter. They always will. But the reality is that most customers don't wake up thinking about technology. They think about problems they're trying to solve, frustrations they're trying to avoid and outcomes they want for their homes or businesses.

That's why I believe we have an opportunity to lead marketing campaigns differently in the security industry.

Instead of starting with the product, let's start with the story. What challenge is the customer facing? What pain point exists underneath the surface? What happens if nothing changes? When we focus first on the human side of the conversation, the technology becomes more meaningful because it's connected to a real solution.

One concept that continues to stick with me is the “Five Whys.” Channel your inner inquisitive toddler and keep asking “why” until you get to the deeper core motivator or insight. A customer may ask for a camera with certain specs, but why? Maybe they want better visibility into what's happening around their business. Why? Maybe they're worried about employee safety. Why? Because their employees are the heart of their business. Why? Without those people, there is no business. The deeper we go, the better positioned we are to deliver solutions and create messaging that truly resonate.

As marketers, dealers and partners, we have the chance to shift the conversation from products to purpose, from features to outcomes and from technology to people. And I think that's where the real growth begins.

”



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DMP Owners Forum Focuses on the Power of Influence in Business Growth

DMP hosted its annual Owners Forum on Tuesday, March 24, one day before the opening of ISC West. The Owners Forum is designed to provide dealers with actionable strategies to grow their businesses. This year's theme centered on the power of influence, bringing together world-class experts and industry leaders to explore how persuasion, negotiation and leadership drive profitability. The event was held at Resorts World in Las Vegas.

DMP set a new attendance record at this year's Owners Forum with nearly 600 attendees, further establishing the gathering as one of the security industry's premier events.

"The Owners Forum continues to deliver meaningful value by connecting our dealers with ideas they can immediately apply," said Mark Hillenburg, VP of Industry Relations. "Focusing on influence gave attendees practical tools to improve how they sell, lead and grow."

Keynote speaker Chris Voss opened the forum. Voss, a former FBI lead hostage negotiator and bestselling author of *Never Split the Difference*, shared real-world negotiation strategies designed to help dealers improve communication, close more business and build stronger customer relationships.

Dr. Robert Cialdini, internationally recognized authority on influence and persuasion, delivered a keynote speech exploring the science behind decision-making and how ethical influence can accelerate business growth and customer loyalty. Comedian and

impressionist Frank Caliendo provided entertainment between sessions.

An industry panel moderated by Scott Elkins, CEO of Zeus Fire & Security, discussed current market dynamics, leadership challenges and opportunities for dealers to differentiate in an increasingly competitive field. Panelists included Pam Petrow of Vector Security, Tim Westphal of Bay Alarm and Stanley Oppenheim of DGA Security.

"Combining proven influence strategies and real-world industry insight made this year's event especially impactful," said Ken Francis, Executive Vice President of Video Solutions at DMP. "Our dealers walked away with perspective and practical ideas they can implement right away."

The Owners Forum also hosted the Annual DMP Dealer Recognition Awards, honoring top-performing dealers for their achievements and contributions to the DMP network.



Scan the QR code to view the full photo library. ●





DMP RECOGNIZES TOP DEALERS OF 2025

DMP recognized its top dealers during the annual Owners Forum, held this year at Resorts World Las Vegas. The event takes place each year ahead of ISC West and remains a premier gathering for leaders across the security industry.

DMP presented several Dealer of the Year awards, across multiple categories, recognizing dealers for their exceptional performances in 2025. Special recognition was given to dealers who achieved Silver, Gold, Platinum and Diamond status for their performances in 2025. These distinctions represent the top 10%, 5%, 2.5% and 1% of DMP dealers worldwide.

- Small Market Dealer of the Year – **Federal Protection** (Springfield, MO)
- Mid-Market Dealer of the Year – **Dial Security** (Camarillo, CA)
- Large Market Dealer of the Year – **San Marino Security** (San Marino, CA)
- Super Regional Dealer of the Year – **Bay Alarm Company** (Concord, CA)

Tecnoseguridad Privada
of Mexico City, Mexico

was named International Distributor of the Year. **Securitas Technology** received the award for National Account Dealer of the Year.

DMP also recognized leaders in product categories and vertical markets.

- Fire Alarm Dealer of the Year – **Bay Alarm Company**
- Access Control Dealer of the Year – **Securitas Technology**
- Commercial Dealer of the Year – **Everon**
- Banking Dealer of the Year – **Securitas Technology**
- Retail Dealer of the Year – **Vector Security**

Each year, DMP celebrates the New Dealer of the Year. This year, **Armor Security Technologies** received the coveted Community Service Award in recognition of their commitment to giving back to local communities.

Dealer Awards are presented annually by DMP to recognize the strength and success of its dealer network. ●

DEALER AWARD CATEGORIES DEFINED

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

 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



EVENT	LOCATION	DATE
APCO International	San Antonio, TX	August 2-5, 2026
International Association of Fire Chiefs	Kansas City, MO	August 12-14, 2026
ESX Planning Meeting	Irving, TX	August 18-19, 2026
CI/TT	Denver, CO	August 31-September 2, 2026
CEDIA	Denver, CO	September 2-4, 2026
PSA Grand Getaway	Cabo San Lucas	September 11-14, 2026
GSX	Atlanta, GA	September 14-16, 2026
NetOne Strategic Leaders Conference	Toronto, ON	September 15-18, 2026
 Dealer Roundtable	Colorado Springs, CO	October 5-6, 2026
CONSULT Tech Security Symposium	Kansas City, MO	October 9-12, 2026
Securing New Ground	New York City, NY	October 14-15, 2026
International Association Chiefs of Police	Orlando, FL	October 24-27, 2026



EVENT	LOCATION	DATE
TMA Annual Meeting	Grand Cayman, CI	November 7-11, 2026
XBO	Phoenix, AZ	November 9-11, 2026
ISC East	New York City, NY	November 18-20, 2026
CAA Winter Meeting	San Francisco, CA	December 2-5, 2026
 Dealer Roundtable	San Diego, CA	February 8-9, 2027
 Owners Forum	Las Vegas NV	April 6, 2027
ISC West	Las Vegas NV	April 7-9, 2027
CAA Spring Convention	Palm Springs, CA	May 11-15, 2027
 Dealer Roundtable	Hilton Head, SC	September 2027

Do you know of an upcoming event that is not included on this list? Submit the event title, date and location to Mark Hillenburg at MHillenburg@DMP.com.

CONTRACTS, RISK AND REALITY

Inside the Alarm Industry's Most Critical Business Tool

Insights from the DMP Owners Forum Industry Panel

MODERATOR



Scott Elkins
CEO, Zeus Fire & Security

PANELIST



Stanley Oppenheim
President, DGA Security

PANELIST



Tim Westphal
CEO, Bay Alarm Company

PANELIST



Pam Petrow
President & CEO, Vector Security

At the 2026 DMP Owners Forum in Las Vegas, one topic cut straight to the core of the security industry's business model: alarm contracts. What might appear to customers as routine paperwork emerged, in this candid panel discussion, as the structural backbone of service delivery, risk management, and enterprise value.

Moderated by industry veteran and CEO of Zeus Fire & Security, Scott R. Elkins, the session brought together three highly experienced operators: Stanley Oppenheim of DGA Security, Pam Petrow of Vector Security and Tim Westphal of Bay Alarm. Their message was consistent, direct and at times blunt: without strong contracts, there is no sustainable alarm business.

"The panel kept coming back to one reality: we're in a business where something has already gone wrong. The contract is what determines whether you are able to endure in that moment," said Elkins.

Contracts aren't a back-office formality, they're the operating framework of this industry. If you don't control that framework, you don't control your risk.
- Scott R. Elkins

THE FOUNDATION OF THE INDUSTRY

Question: Why do alarm contracts exist, and why are they so important?

Stanley Oppenheim: "The contract is the guiding document of our relationship with the customer. It defines what we do, what we install, what we charge and what services we provide."

Oppenheim framed contracts not as administrative necessities but as operational blueprints. They

establish expectations around monitoring, service, inspections and increasingly, video and data-related services.

But beyond operational clarity, he emphasized a more critical dimension: protection.

"Eighty-five percent of our concern is protection against litigation," Oppenheim said.

That framing set the tone for the discussion. Contracts are not primarily about collecting payments. They are about ensuring the company survives if something goes wrong.

THE INDUSTRY'S CORE RISK REALITY

Question: What is the biggest reason contracts matter today?

Tim Westphal: "The leading reason for good contracts is liability protection. We are not insurance companies."

That distinction surfaced repeatedly. Alarm companies provide services. They do not assume the financial risk of fires, theft, or system failures.

Yet, as panelists explained, customers and attorneys often attempt to shift that burden.

Pam Petrow: "When our systems work, something bad has already happened. And people need to blame someone. It's usually the alarm company."

This reality creates a unique risk profile. Unlike most industries, success in security is tied to adverse events. The contract becomes the only formal mechanism to define boundaries in that environment.

THE LITIGATION REALITY: YOU WILL BE SUED

One of the most sobering takeaways from the panel was the inevitability of litigation.

Question: Have you had to rely on your contracts in real situations?

Pam Petrow: "A contract does not stop you from being sued. What it does is allow you to prove you did what you were contractually obligated to do."

Petrow described a commercial building fire where Vector Security was pulled into lawsuits from multiple parties, including third parties unrelated to their work. The company ultimately relied on contract language to defend its position.

Stanley Oppenheim: "In one case, we were sued over a fire where we didn't even have a fire alarm system installed."

Oppenheim detailed a strip mall fire that spread across 14 stores. Despite only providing burglar



alarm services, his company was named in litigation under speculative theories. Legal costs alone reached nearly \$300,000.

The lesson was unequivocal: contracts are not theoretical safeguards. They are active defensive tools.

THE “UNWORKABLE BUSINESS MODEL” PROBLEM

Question: What happens when customers push back on contract terms?

Oppenheim offered a clear framework.

“If a customer wants us to take on millions of dollars in exposure for a \$100 monthly fee, that creates an unworkable business model.”

This mismatch between service pricing and potential liability is one of the most dangerous dynamics in the industry. Alarm companies charge based on services provided, not the value of assets protected.

Everyone agreed that when customers attempt to rewrite contracts to shift liability, the prudent response is to not compromise. No exceptions.

WALKING AWAY FROM BAD DEALS

Question: Would you take a large deal without a contract?

Pam Petrow: “No.”

Tim Westphal: “Absolutely not.”

Stanley Oppenheim: “Wouldn’t even be thought of.”

The consensus was absolute. No contract, no deal.

Petrow added an important operational insight: organizations must build this discipline into their culture, so deals never escalate to executive review without meeting baseline contract standards.

NEGOTIATION BOUNDARIES AND SALES DISCIPLINE

Question: What can sales teams negotiate, and what is off limits?

Tim Westphal: “Sales can negotiate terms and price. They cannot change limitation of liability or indemnification language.”

This division of authority is critical. Commercial flexibility is allowed where it affects revenue.

Legal exposure is not negotiable at the sales level.

Westphal noted that mature organizations route contract modifications to legal teams, where peer-to-peer negotiation between attorneys typically produces workable outcomes.

THE RISE OF NON-STANDARD CONTRACTS

Question: How are contracts evolving?

Pam Petrow: “We update our contracts annually. But more importantly, we’re seeing more non-standard contracts from customers.”

These customer-generated agreements introduce new risk categories, particularly around:

- Data privacy
- Data security
- Employee conduct requirements
- Compliance obligations

Petrow warned that many of these provisions create obligations that are difficult or impossible for alarm companies to fulfill.

“You are obligating yourself to treat their data the way they say. And it’s almost impossible to do at scale.”

GOVERNMENT AND ENTERPRISE CONTRACTING

Question: What about customers who refuse standard contracts?

Westphal addressed a common industry belief that government entities will not sign alarm contracts.

“In those situations, we create an addendum that clearly defines what we will and will not do.”

This approach allows companies to preserve core protections while accommodating customer requirements.



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CONTRACTS AND BUSINESS VALUE

Question: How do contracts impact valuation?

Pam Petrow: “If you don’t have a contract, you don’t have a guaranteed revenue stream. That’s what buyers are purchasing.”

Recurring monthly revenue, supported by enforceable contracts, is the primary driver of alarm company valuation.

Westphal reinforced that buyers and lenders evaluate:

- Contract length
- Revenue consistency
- Rate increase potential

Stronger contracts translate directly into higher multiples when you try to sell your alarm company.

INSURANCE AND CONTRACTS: A DIRECT LINK

Question: How do contracts affect insurance?

Panelists emphasized that insurers evaluate contract quality when underwriting policies.

Strong contracts:

- Reduce perceived risk
- Lower premiums
- Improve coverage availability

Weak or inconsistent contracts can have the opposite effect, increase costs or limiting coverage.

A REAL-WORLD EXAMPLE: THE FREEDOM TOWER

Perhaps the most striking example came from Oppenheim.

His company was asked to monitor the Freedom Tower in New York, a \$4.3 billion property with 25,000 occupants.



The client initially refused to sign the contract.

“We were being paid \$3,000 a month. They wanted us to take on the risk of that building.”

Oppenheim declined.

Days before opening, the client returned and agreed to the terms.

The lesson: discipline creates leverage.

THE BIGGER PICTURE

As the panel concluded, one theme stood out: contracts are not just legal instruments. They are strategic assets.

They define:

- Customer expectations
- Service scope
- Risk allocation
- Revenue stability

They also enable:

- Scalable operations
- Access to capital
- Long-term enterprise value

Most importantly, they allow alarm companies to remain viable in a business where failure events are inevitable and often outside their control.

FINAL TAKEAWAY

“As a moderator, what stood out was the consistency. Different companies, different markets, same conclusion: no contract, no business. That level of alignment is rare and telling.” Surmised Elkins.

In an industry built on trust and response, contracts provide the structure that makes everything else possible.

They ensure that when something goes wrong, and it will, the company is protected, the customer relationship is defined, and the business can continue to operate.

Or, as the panel made clear in multiple ways: Without the contract, there is no business. ●

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Why AI Will Not Replace Your Best Salespeople and Why It Will Make Them More Human



Chris Peterson presenting at the 2025 Sales Leaders Roundtable in Panama City.

By the time most sales leaders truly understand artificial intelligence, their competitors will already be using it poorly.

That is the paradox Chris Peterson, founder and president of The Vector Firm, surfaced in a recent executive session on AI and sales. While headlines warn that automation will replace human sellers, Peterson argues the opposite. Strategic B2B salespeople will not lose their jobs to AI. They will lose them to other salespeople who know how to use it.

The distinction matters. AI is not a substitute for judgment, empathy or credibility. It is an amplifier. And like any amplifier, it magnifies both strengths and weaknesses. Organizations that rush into AI without fixing broken sales processes will move faster in the wrong direction. Those that approach it deliberately will unlock productivity gains while deepening customer relationships.

The Exponential Blind Spot in Sales

Peterson opened with a classic cognitive trap known as the birthday paradox. In a room of just 23 people, there is a greater than 50 percent chance that two share the same birthday. Most people guess far higher because they think linearly. The reality is exponential.

Sales organizations suffer from the same blind spot when it comes to AI. Leaders ask how it works instead of what it enables. They focus on mechanics rather than leverage. As a result, many become overwhelmed or dismissive before they ever reach impact.

AI does not improve sales by incremental percentages. It changes the scale at which work can be done. Tasks that once took days now take minutes. Analysis that once required teams can be done instantly. But only if the organization steps back and adopts a higher-level perspective.

Why Sales Will Be Last to Adopt AI

Despite its potential, sales will be one of the last corporate functions to fully embrace AI. Peterson outlined several structural reasons.

First, most sales departments lack clean, consistent processes. Forecasting, CRM usage and proposal development are often uneven at best. AI does not fix broken workflows. It exposes them. Faster proposal generation, for example, only increases frustration if approvals remain slow.

Second, the day-to-day life of a salesperson is chaotic. Interruptions are constant. Focus is fragile. AI systems require discipline and data, both of which are often in short supply.

Third, many top-performing salespeople think linearly. They are action-oriented, competitive and intensely focused on closing the next deal. Exponential thinking does not come naturally. Ironically, this means the best sellers are often the slowest to adopt AI tools.

Finally, there is a historical precedent. Customer relationship management systems have existed for three decades, yet many sales teams still use them inconsistently. AI adoption will follow a similar pattern unless leadership intervenes with intention and structure.

AI Will Reshape Sales Roles, Not Eliminate Them

The fear that AI will replace salespeople is rooted in a misunderstanding of value creation. Transactional sales that compete primarily on price are vulnerable. Strategic B2B sales are not.

In complex environments, buyers need help navigating uncertainty. They want insight, not information. AI excels at productivity, automation and pattern recognition. It can draft emails, analyze pipelines and prepare presentations at unprecedented speed. What it cannot do is build trust.

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Peterson emphasized that AI-driven productivity frees salespeople to spend more time on what actually matters: preparing for meetings, coaching conversations and engaging customers with relevance and confidence.

Tools Are Easy. Strategy Is Hard.

One of the most common mistakes organizations make is starting with tools instead of outcomes. Integrated platforms like Gong, Outreach and HubSpot AI offer powerful capabilities, while best-of-breed tools such as Gamma, Read AI and Udly excel in specific use cases.

Peterson demonstrated how a 10-slide presentation could be generated in under two minutes by combining ChatGPT and Gamma. He showed how AI-based presentation coaching can identify filler words, weak language and eye contact issues. These tools are impressive. They are also dangerous if adopted in isolation.

Without a standardized approach, sales teams quickly become fragmented. One rep experiments with nine tools. Another uses none. Time is wasted comparing notes instead of selling. The solution is not restriction. It is orchestration.

How to Implement AI Without Chaos

Effective AI adoption in sales requires leadership, patience and focus. Peterson outlined a disciplined approach:

Start with one priority. Choose the highest-impact problem, such as proposal cycle time or forecast accuracy. Solve that before moving on.

Define benchmarks. Measure current performance before introducing AI. Track progress monthly for at least nine months.



Standardize before scaling. Avoid parallel experimentation across the team. Agree on tools, workflows and expectations.

Embed AI into one-on-ones. Adoption happens through coaching, not mandates.

Win over the informal leaders. Every sales team has an influential veteran. Bringing them into the process early accelerates cultural acceptance.

Celebrate small wins. Momentum matters more than perfection.

The Most Overlooked Opportunity AI Creates

Perhaps the most counterintuitive insight from Peterson’s session is that AI makes human interaction more valuable, not less.

As digital communication increases, tolerance for human connection decreases. Just as caffeine hits harder after a long break, in-person engagement now produces a stronger emotional response. Eye contact, handshakes and presence trigger neurological responses that virtual tools cannot replicate.

In a world saturated with automation, authenticity becomes a differentiator. Customers may

not articulate why they prefer one salesperson over another, but their brains know. Dopamine and serotonin are released during meaningful human interactions. Trust accelerates.

The implication is clear. Use AI to remove friction, not humanity. Customize AI-generated messages. Pick up the phone instead of scheduling another video call. Invest in key accounts where presence matters most.

A New Balance for Sales Leaders

AI is not a threat to sales. Poor leadership is. Organizations that abdicate strategy to tools will struggle. Those that use AI to elevate thinking, discipline execution and deepen relationships will pull ahead.

The goal is not to automate selling. It is to augment sellers.

As Peterson concluded, AI should be used dozens of times a day to improve efficiency and insight. At the same time, sales leaders must double down on what machines cannot do. Be real. Be present. Be human.

In the coming years, that combination will not just differentiate top performers. It will define them. ●



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DMP Launches Fast Track Training to Accelerate Technician Readiness in 2026

DMP launched Fast Track Training, a new live-streamed training program hosted from the DMP broadcast studios designed to quickly onboard and upskill technicians across its dealer network. The live broadcast of the class brings together the best of both worlds, the convenience of a webinar and the interaction of a trainer teaching face to face, answering questions in real time.

Fast Track Training is a three-day, instructor-led live video series built specifically for new-to-DMP technicians, installers and programmers. The program was invented to help handle the rapid growth that DMP is experiencing across the country, and around the world. The program delivers a structured introduction to DMP core products while allowing companies to train team members immediately without delay or hassle to schedule a trainer onsite in person.

The training runs from 9 a.m. to 4 p.m. each day and is offered on a recurring weekly schedule, giving dealers flexible access to sessions that fit their timelines. Participants can attend the full program or select individual sessions based on their role or experience level.

“Fast Track Training reflects our commitment to helping dealers develop confident, capable technicians faster,” said David Peebles, vice president of training development at DMP. “By delivering consistent, hands-on product education in a flexible format, we’re removing common barriers to training and enabling teams to stay productive while they learn.”

The program focuses on practical, real-world application of DMP products, combining live instruction with interactive Q&A and guided exercises. Attendees gain foundational knowledge across

key systems and technologies, supported by recommended equipment for hands-on practice during each session.

Fast Track Training is offered at no cost beyond the required equipment, further lowering the barrier to entry for dealers looking to invest in technician development.

The new offering expands DMP’s broader training ecosystem, which includes online courses, in-person training at headquarters, regional Tech Tour events and embedded field training alongside Regional Training Managers. ●



For more information or to register, visit DMP.com/Fast-Track-Training.

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FAST TRACK TRAINING

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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.



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.



ENTRÉ VIRTUAL CERTIFICATION

Online training that provides Entré certification. Prerequisites required before enrollment in an upcoming class. Certification requires score on all certification exams.



TECH TRAINING TOUR

The Tech Training Tour is designed to immerse technicians in DMP products and programming. Hands-on training labs are geared to dealer technicians who have basic alarm installation experience.

June 23-25, San Jose CA, at Axis
June 23 – 25, Minneapolis MN, at Axis
July 21-23, Orlando FL, at CMS
July 27-31, Corona CA, at RRMS
July 28 – 30, Chicago IL, at Axis
August 18-20, Union NJ, at Affiliated
October 13-15, Frisco TX, at Axis



ADVANCED TECHNICIAN BOOTCAMP

For those who want 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.



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CLOSER'S CORNER

SUCCESS AND VALUE

So, how do you determine success? There are many ways to do it. Success and value go hand-in-hand. The more valuable a person is to a company, the more money a person receives. Someone might say that is not fair, and I could understand that.

There are many ways to determine value. A person might be a valuable member of the family. A valuable son, daughter, mother, or father. A valuable

member of the church. A valuable member of the community. There are many ways to determine value. However, when it comes to value in business, it is measured in money. Watch business programs and you will hear and see how the business world determines value. It is money, probably because it is so easy to count.

If a person helps a company make a million dollars, would they be valuable to that company? The

answer is YES! Well then, could you become twice as valuable to that company and make twice the amount of money? And the answer, again, is YES! You see, people really don't get paid for their time, they get paid for the value they bring to the company from their time.

Creating the need for security makes for large incomes. There are lots of stories about salespeople who are meeting the security needs of their customers, creating the need for security coverage, and making big dollars doing it. Is this the kind of income you want to make?

Now, before someone takes me to task and says, "There is more to life than a professional career and money," I totally agree! Money is only incidental in the sales process. The exchange of money is the result of some – but not necessarily all – of the sales process. Success in sales is learning the half-dozen or so things that make up 80% of the results and developing the discipline to execute those half-dozen things every day!

Being successful in sales is about winning, setting goals, providing for your family, and most of all – SERVING OTHERS! As Jim Rohn, one of America's leading authorities on inspirational and achievement training, stated: "Set your goals to become a millionaire, for what it will make of you to achieve it." Making your dream income in security sales is possible and it will make a super person out of you because of what it takes to achieve this level. ●



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Pick 5 of the 10 Ways to Grow Your Security Business in 2026

Insights from John Loud, Founder & President of Loud Security Systems | Dealer Roundtable, Tucson 2026

When John Loud took the stage at the 2026 Dealer Roundtable in Tucson, he wasn't there to impress anyone. He was there to share — openly, honestly, and without a filter — what three decades of building a security company from scratch actually looks like. From a \$20,000 loan and zero industry experience to 70 employees, 14,000 customers, and a spot at #64 on the SDM 500 list, Loud has earned the right to speak plainly.

His challenge to the room was simple: "I'm going to give you a list of ideas. You don't have to do all of them. Pick five. Take them back to your team and start."

Here are ten growth strategies John Loud believes every security dealer should be considering right now.

1. Embrace "Rip-Off and Duplicate"

Loud's version of R&D isn't research and development — it's rip-off and duplicate. When he started in 1995, he invited eight alarm companies to his home, studied their pricing, reviewed their paperwork, and built his own model from the best of what he saw. That philosophy still drives him to events like the Dealer Roundtable today — arriving

with specific internal challenges and leaving with ideas borrowed from peers across the country. You don't need to reinvent the wheel. You need to show up, stay curious, and adapt what's working elsewhere to fit your market.

2. Build an Inside Sales Team

Loud called his company's move into inside sales "an absolute jaw-dropping eye-opener." By proactively reaching back out to long-term subscribers — many

still on landlines — his team began generating daily sales of \$2,200, \$3,000, even \$5,000 from customers who originally paid \$200 for a basic package. Why are they willing to reinvest now? Because they know, like, and trust the brand. They've experienced years of reliable service and they're finally ready to upgrade — just like they've upgraded their phone every few years. If you don't have an inside sales function yet, the opportunity is sitting right inside your existing customer base.

3. Refresh Your Yard Signs and Stickers

A Money Magazine study found that 80% of the deterrent value of any alarm system comes from the yard sign and window sticker — a fact confirmed by burglars themselves when interviewed about how they chose targets. Yet most companies let those signs fade, crack, and get mangled by landscapers without a second thought. A coordinated, zip-code

level yard sign refresh campaign is low-cost, high-visibility marketing. Pull your monitoring list, hit targeted neighborhoods, and replace every faded sign and sticker. "I want people to say, wow — we see it everywhere," Loud said.

4. Make Water Detection Part of Every Conversation

Water damage is the #1 non-weather-related insurance loss in the country — surpassing burglary and fire. Yet almost no one in the residential security space is actively selling water detection. Loud uses a powerful exercise at public speaking events: he asks the audience how many know someone who's experienced a break-in or fire. Hands go up. Then he asks how many know someone who's had water damage. Every hand goes up. With DMP now offering water sensors that integrate directly with existing panels, this is one of the easiest and most compelling add-ons available. Don't leave it off the table.

5. Position Yourself as a Life Safety Facility Manager

One of Loud's boldest moves — trademarked in March 2020 — is repositioning his company not as "the alarm company" but as a client's complete Life Safety Facility Manager. That means becoming the single point of contact for burglar alarms, fire systems, cameras, access control, sprinkler inspections, fire extinguishers, and hood systems. He does it by partnering with licensed subcontractors, rolling all vendor billing into one monthly invoice, and charging a 10-20% management fee. Clients love the simplicity. Loud's company benefits from deep account stickiness and a natural pathway to upselling every service in their portfolio.

6. Implement the 2-2-2 Customer Follow-Up Program

After every installation, Loud's team reaches out at 2 days, 2 weeks, and 2 months. No sales pitch — just a genuine check-in. Do you have questions? Is everything working? Is there anything we can help with? On top of that, every false dispatch triggers a next-business-day call to every affected customer. It's proactive, it's personal, and it quietly crushes attrition. "We didn't just make the sale, install it, and walk away," Loud said. "We want to create a relationship and a partnership all the way through."

7. Adopt Text and Chat Verification with Your Monitoring Center

Customers don't answer the phone the way they used to. If they won't pick up during an alarm event, false dispatches multiply — and so do ordinance violations, fines, and frustrated customers. Loud championed the text and chat verification platforms now available through many monitoring centers, describing the initial customer response as "raving." Meeting subscribers where they are — in a text thread, during a meeting, in the middle of the day — reduces false dispatches and keeps customers engaged and satisfied.

8. Revisit Your Marketing for the AI Era

With the rise of AI, voice search, and shifting consumer behavior, Loud challenged dealers to ask honestly: is our marketing still working, or are we just doing what we've always done? He offered a timely example —

crafting a campaign around the message that “security is more than just a doorbell” in response to growing consumer skepticism about Big Tech surveillance. The point isn’t to capitalize on fear. It’s to help customers think beyond the device on their front door and consider the full picture of protection their home or business actually needs.

9. Use Acquisitions to Leverage Your Recurring Revenue Asset

Loud didn’t begin acquiring accounts until 2015, but once he did, he recognized the power of leveraging recurring revenue as a financial asset. He’s said no far more than yes — but the right acquisition at the right multiple can accelerate growth faster than organic sales alone. If you have a strong RMR base and haven’t explored acquisitions as a growth channel, it may be time to evaluate whether the right opportunity exists in your market.

10. Be Honest About Who’s on Your Team — and Who Shouldn’t Be

Loud closed with the challenge that landed hardest in the room. Using a baseball analogy, he asked: “Are we putting our absolute best nine players on the field every day?” His answer, delivered with equal parts humor and conviction: “If I’m being honest with myself — somebody in your office should probably be fired.” It’s not about being ruthless. It’s about putting the right people in the right roles so the whole team can compete. As AI, video, and inside sales reshape the industry, having the wrong person in a key seat isn’t just a personnel issue — it’s a growth issue.

The Bottom Line

You don’t have to implement all ten of these ideas. John Loud isn’t asking you to overhaul your business overnight. He’s asking you to look at this list and ask yourself: which five could make the biggest difference for my company right now?

Then go back to your team, share what you learned, and start.

“Take action 30 days too soon,” Loud said as he left the stage, “instead of one day too late.”

John Loud is the Founder and President of Loud Security Systems, based in Georgia, serving residential and commercial customers since 1995. He is an active member of ESA and participates in the Executive Management Professional (EMP) program — a peer advisory group he describes as “having your own board of directors at pennies on the dollar.” ●

“Pick 5 of the 10” Ways to Grow Your Security Business in 2026

↔

RIP-OFF AND DUPLICATE

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☎

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👍

2-2-2 FOLLOW-UP

Check in at 2 days, 2 weeks, 2 months after every install.

📞

TEXT VERIFICATION

Meet customers where they are — reduce false dispatches with chat.

📢

RETHINK MARKETING

AI and shifting behavior mean your old strategy may need a fresh look.

📈

ACQUISITIONS

Leverage your RMR asset — the right acquisition can accelerate growth fast.

👥

BEST 9 ON THE FIELD

Put the right people in the right roles — and be honest about who shouldn’t be there.



CONNECT YOUR CAMERAS TO THE ALARM PANEL AND EASILY EXTEND THEIR CAPABILITIES

Do you know what happens when you connect your cameras to your alarm panel? *Everything.*

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With the **AlarmVision® Driver** your existing Axis cameras become more

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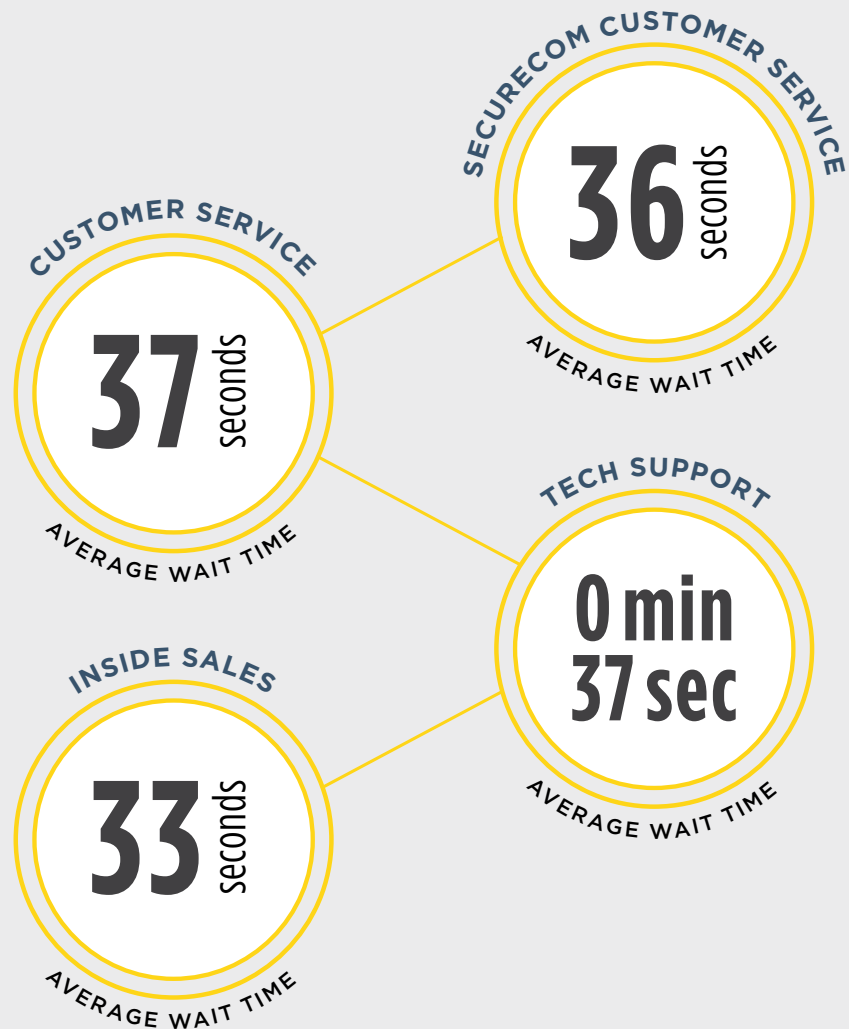
The **AlarmVision Driver** lets Axis cameras become a fully integrated part of your alarm system without installing additional hardware.

By enabling your existing cameras to provide verified alarms to the monitoring center, the **AlarmVision Driver** can virtually eliminate false alarms — and the fines that go with them. They can help authorities prioritize verified alarms for a faster response and can even warn off potential intruders before they do any damage.



Find out more about AlarmVision Driver for Axis cameras and start offering your customers verified peace of mind. DMP.com/Drivers-DD





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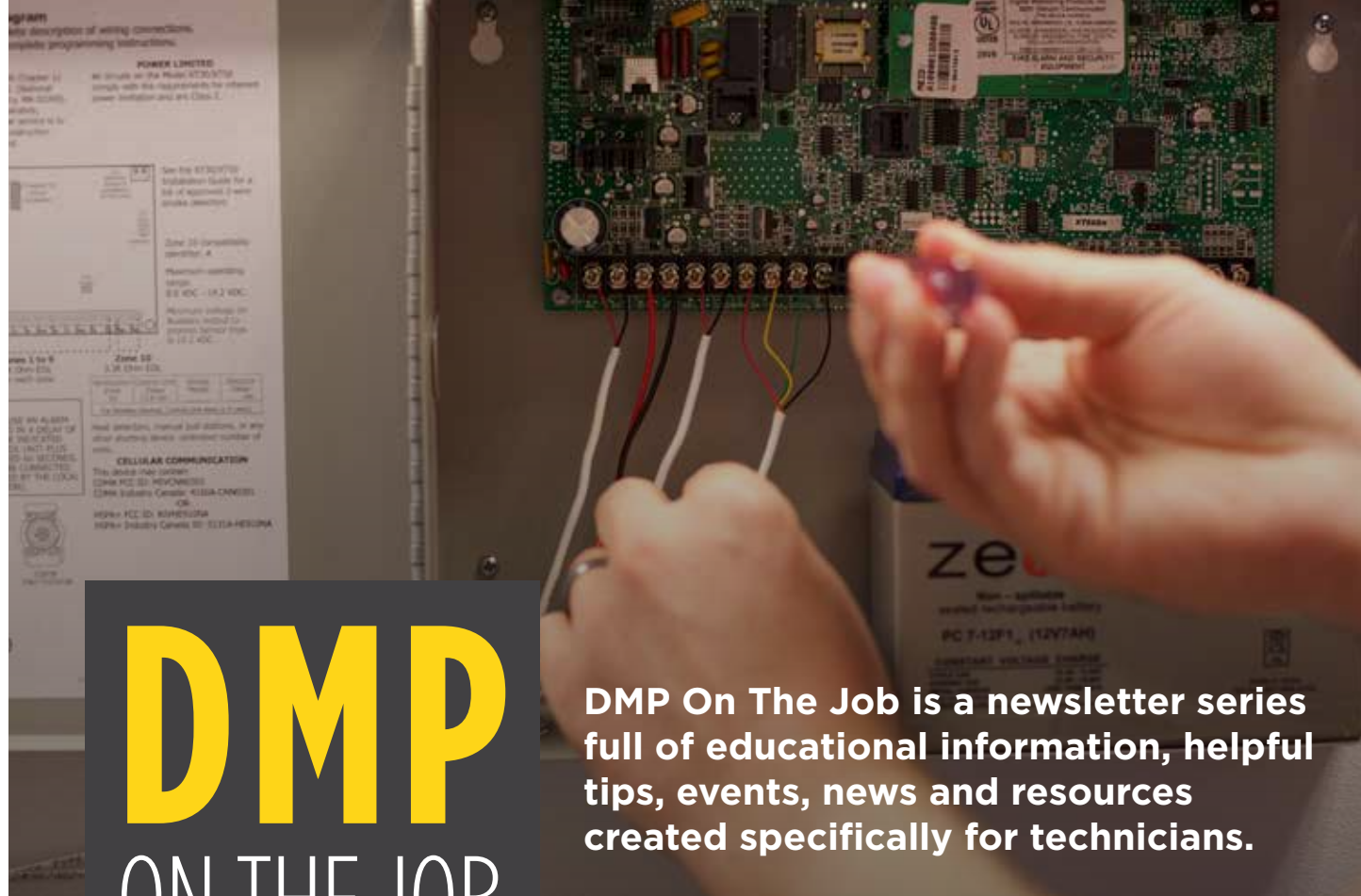
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DMP ON THE JOB

DMP On The Job is a newsletter series full of educational information, helpful tips, events, news and resources created specifically for technicians.

X1 ACCESS CONTROL AND TROUBLESHOOTING

Introduction
For the past two months, we focused on integrated access control systems – the XR150/ XR550 and the XT75. This month, we will discuss X1 Series Controllers. The X1 Series is a cloud-based access control system that is fully programmed in Dealer Admin and controlled by the user in Virtual Keypad. In addition to being cloud-based, X1 Series Controllers store events, schedules and credentials locally. Let's take a closer look to see the X1's access control functionality.

X1 Single-Door Access Controller
X1 Series Controllers are cloud-managed with on-device data storage and built-in network redundancies, ensuring uninterrupted protection during power or network-down events. X1

Controllers are easy to configure for any access control purpose, whether it be for a single door, multiple doors or elevator control, but for this scenario, we will focus on the X1 Single-Door Controller.

The X1 Single-Door Controller provides access control for one door, making it simpler to scale the network design to fit your customers' needs and eliminating the constraints of a traditional access control design that requires a hardwired central controller as the hub. Any access control reader with an OSDP or Wiegand output can be used with the compatible credential of your choice. To use access control on the X1 Single-Door Controller, you will need the controller, electronic lock, an access control reader and a credential.

Installation Scenario
While the XR150/XR550 and XT75 followed the same preliminary steps when setting up access control, the X1 behaves entirely independently from any of DMP's other panel offerings. The X1 Single-Door Controller provides one door of access control but is expandable up to eight doors with additional XD modules. It connects via Ethernet, Wi-Fi or cellular with an add-on cellular module.

For this scenario, there are three perimeter doors that the customer wants to add access control to. There will be one X1 Single-Door Controller per perimeter door. The door hardware will be connected with a short distance of wire to each X1. The X1 supports two readers and includes custom inputs for door position switches



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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	✓		



to the user through user groups in Virtual Keypad. A **User Group** is a level of granular permissions defined by a specific door and date/time. Each user can have up to 32 user groups assigned.

Follow the steps below to add a user group to an X1 in Virtual Keypad.

1. Go to **User Groups** and select the **Plus** icon.
2. Enter a descriptive name.
3. In **Doors**, select the **Add** icon.
4. Select the doors you want user group members to have authority to access. You can also select **All Doors** to give the user group access to all doors on the system. Then, select **Apply**.
5. In **Access Schedules**, select the **Add Schedule** icon.
6. Select the times and days of the week user group members can access the assigned doors. Then, select **Apply**.

and REX devices. You can power X1 with the included power supply or with the optional PoE module. Finally, select a connection type for each X1. You can mix and match the connection methods for each X1, allowing you to quickly and easily meet the parameters of the installation.

User Groups in Virtual Keypad

X1 supports up to 10,000 credentials and up to 1,000 doors per site. These credentials are tied to users on Virtual Keypad. This means you can attach names and photos to the user to identify who is using the system. Permissions for door control are assigned

7. In **Options**, toggle on the options you want user group members to have authority to access.
8. Select **Save**.

Helpful Troubleshooting Tips

If you encounter any issues with the access control system after installation, here are a few helpful tips and tricks to troubleshoot the system.

Events – Check the events log if your access control system is not working. In Virtual Keypad, you can use **Events** to view previous events. In Dealer Admin, you can run a **System Report** for Events by **Date Range**. For specific event messages and their meaning, refer to the list below.

- **Invalid Code:** No match with codes in panel.
- **Invalid Time:** Access attempt outside of time assigned to user group.
- **Inactive User:** User is set to inactive in User Codes. ●

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TECH SUPPORT REPRESENTATIVE SPOTLIGHT



JUSTIN GEORGE

What do you enjoy most about working in Technical Support?

What I enjoy most about Tech Support is the fast-paced environment.

Which DMP products are you specialized in?

As a Tech Support agent, I am active in five queues. However, I would say I specialize in our Dealer Admin/Virtual Keypad queue.

How long have you worked at DMP?

I have worked at DMP since August, 2022.

What is your favorite DMP Value and why?

My favorite DMP value is Teamwork. Teamwork is the foundation of Technical Support. Every tech stepping up to support each other is a large part of the success and the standard we achieve.

A little about me:

I grew up in Springfield and spent most of my time learning how to play the violin, guitar and other instruments. I spend most of my time making music ranging from Folk music to House music. I also love to go camping and floating down the river, which is a huge source of inspiration for my music. Other than that, I hang out with my three dogs and hope to get a cat and bearded dragon eventually.

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DMP Announces Strategic Partnership With System Surveyor

Integration Streamlines Intrusion and Access Control System Design for Dealers



DMP announced a partnership with System Surveyor, a digital system design platform for security and technology integrators. The collaboration will provide DMP dealers with advanced tools to simplify system planning, automate documentation, and accelerate the sales process.

Through the partnership, DMP dealers gain access to System Surveyor's mobile, collaborative system design platform. The integration allows dealers to design intrusion and access control systems directly on digital floor plans while automatically generating a bill of materials and project documentation.

By incorporating DMP system components within the System Surveyor platform, dealers can visually design projects,

streamline planning workflows and produce more accurate proposals. The companies said the integration reduces system design complexity and enables dealers to deliver faster, more professional proposals built around DMP security solutions.

"At DMP, we are always looking for ways to help our dealers operate more efficiently and win more business," said Mark Hillenburg, vice president of industry relations at DMP. "Partnering with System Surveyor gives our dealers a streamlined way to design intrusion and access control systems, collaborate with their teams and deliver professional proposals faster than ever."

System Surveyor's platform allows security integrators to plan systems visually while collaborating with internal

teams, customers and project stakeholders in real time.

"System Surveyor is focused on helping integrators simplify system design and collaborate more effectively," said Chris Cooper, CEO of System Surveyor. "Working with DMP allows dealers to design intrusion and access control deployments with greater clarity, generate accurate documentation and accelerate the entire proposal process."

Streamlined Design, Faster Sales Cycles

With System Surveyor, DMP dealers can:

- Import DMP product profiles by dragging and dropping intrusion and access control devices onto a digital floor plan, automatically generating a bill of materials and system layout with a legend
- Collaborate in real time with sales teams, engineers and project stakeholders within System Surveyor, eliminating the inefficiency of emailing PDFs back and forth
- Speed time to proposal by using System Surveyor during in-person site surveys and reducing system design time by up to 50%, allowing professional proposals to be delivered in hours or days instead of weeks

System Surveyor's mobile-first platform enables integrators to capture site information during surveys, create visual system designs and generate clear documentation that improves

Cell Jammers are targeting your business.

Here's how you can beat them.

Understanding the Threat

Tech-savvy criminals are using cellular signal jammers to attack alarm systems.

Organized criminals target high stakes locations such as jewelry stores, financial institutions and residences, using cell jammers to disrupt the security system's communication. When jammed, alarm signals to the monitoring center are blocked, so authorities may never be dispatched, leaving business owners, employees and customers vulnerable.

The High Cost of Cell Jamming

The use of illegal cellular jammers in the U.S. is on the rise — by over 800%, according to the U.S. Department of Homeland Security. The potential losses are incalculable. These jammers can fit in a backpack and render a security system's cellular communication useless. The big problem? Cellular jamming devices have been difficult to detect — until now.



A New Solution: JamAlert

JamAlert™ is a revolutionary new device that alerts the alarm system the moment it detects an illegal jamming attempt, using technology to beat jammers at their own game. And it works with systems you already have installed, whether they're from DMP or not, making this revolutionary protection easy to add and affordable. It's a security system for your security system. That's why businesses in major diamond districts have already adopted JamAlert as an extra layer of protection.

Early Detection, Greater Protection

JamAlert is available exclusively through DMP. Target the jammers and protect your customers by staying ahead of the threat. Every day you delay exposes them to this growing risk. Learn more today.



JamAlert™
Stay ahead
of the threat.



Visit us at DMP.com/JamAlert-DD.



communication between sales teams, engineers and customers.

The companies said the partnership helps DMP dealers move more efficiently from site survey to system proposal while maintaining accuracy across the design and installation process.

About System Surveyor
System Surveyor is a mobile and cloud-based system design platform that enables security and technology professionals to create accurate, collaborative system designs on digital floor plans. Integrators use the platform to conduct site surveys, plan

system layouts and automatically generate bills of materials and project documentation. System Surveyor helps teams design faster, communicate more clearly and deliver professional proposals with greater efficiency. ●



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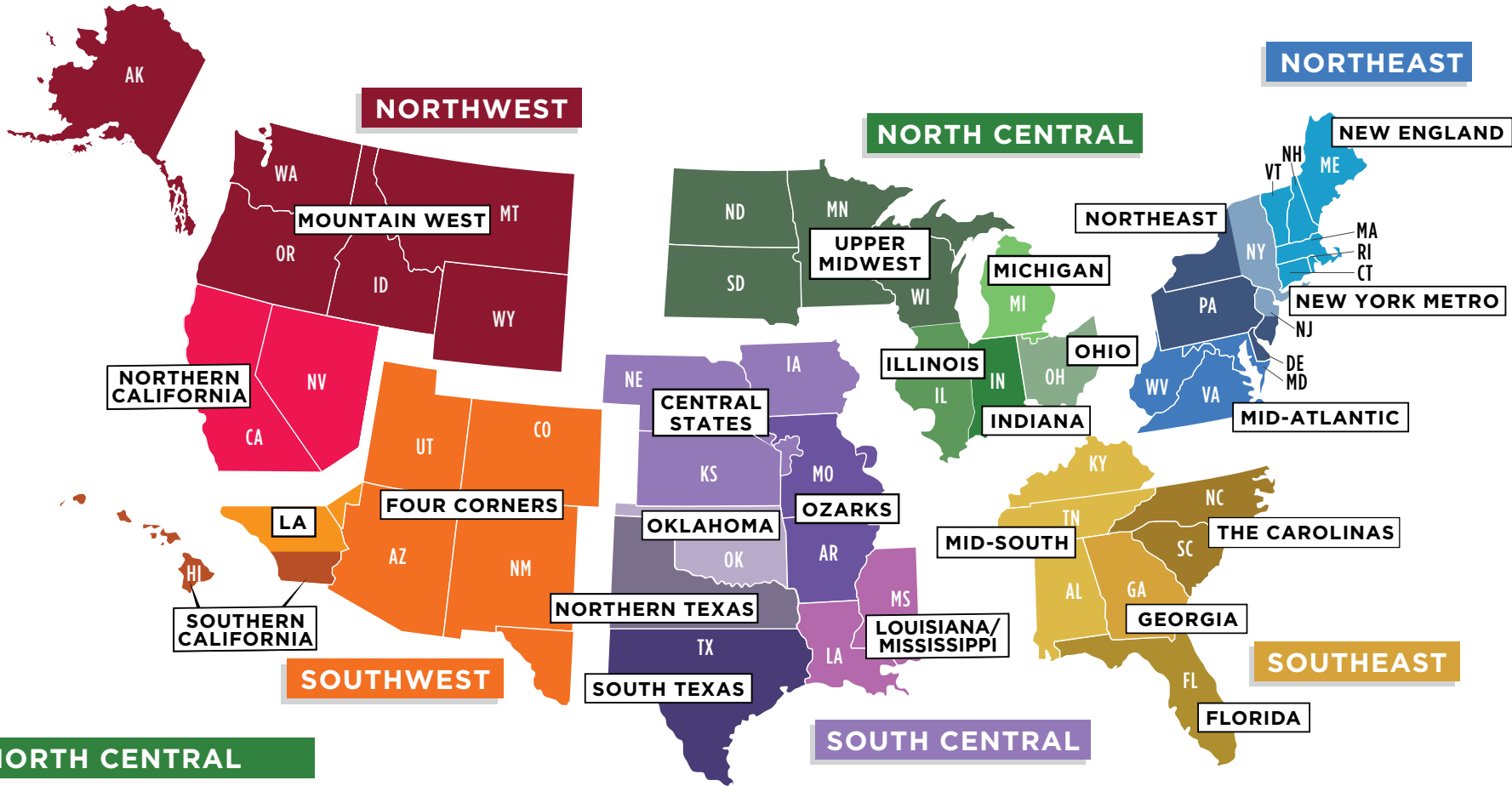
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Join the Movement.
Become a Partner in
Verified Alarm Response.

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.



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THE FIRST LINE OF DEFENSE

**It's not just a doorbell.
It's part of your alarm system.
And it's here now.**



VUE Video Doorbell

Choose a video doorbell that does much more than just show who's at the door. Enhance your security with real-time video streaming, advanced AI motion detection and seamless integration with **Virtual Keypad™** — the familiar app your customers already use every day.

- Analytics include: person, vehicle and package detection
- Provides True Video Verification for faster responses
- Fully integrated with DMP platforms, including access control

Always Aware: Wide-angle, HD video with night vision keeps users informed at all times.

Always in Control: 2-way audio and smart alerts mean your customers can decide what happens at their door.

Always Protected: VUE Video Doorbell can be viewed by Monitoring Center operators for Video Verification purposes, offering deterrence and evidence when it's needed the most.

Always Connected: Mobile control from anywhere with full system integration, including access control.

Help your customers live with confidence and clarity in an unpredictable world. With **VUE Video Doorbell**, they're always in the know — and in control.



What can VUE do for YOU?
Find out more at: DMP.com/VUE-DD



DMP Training Directory

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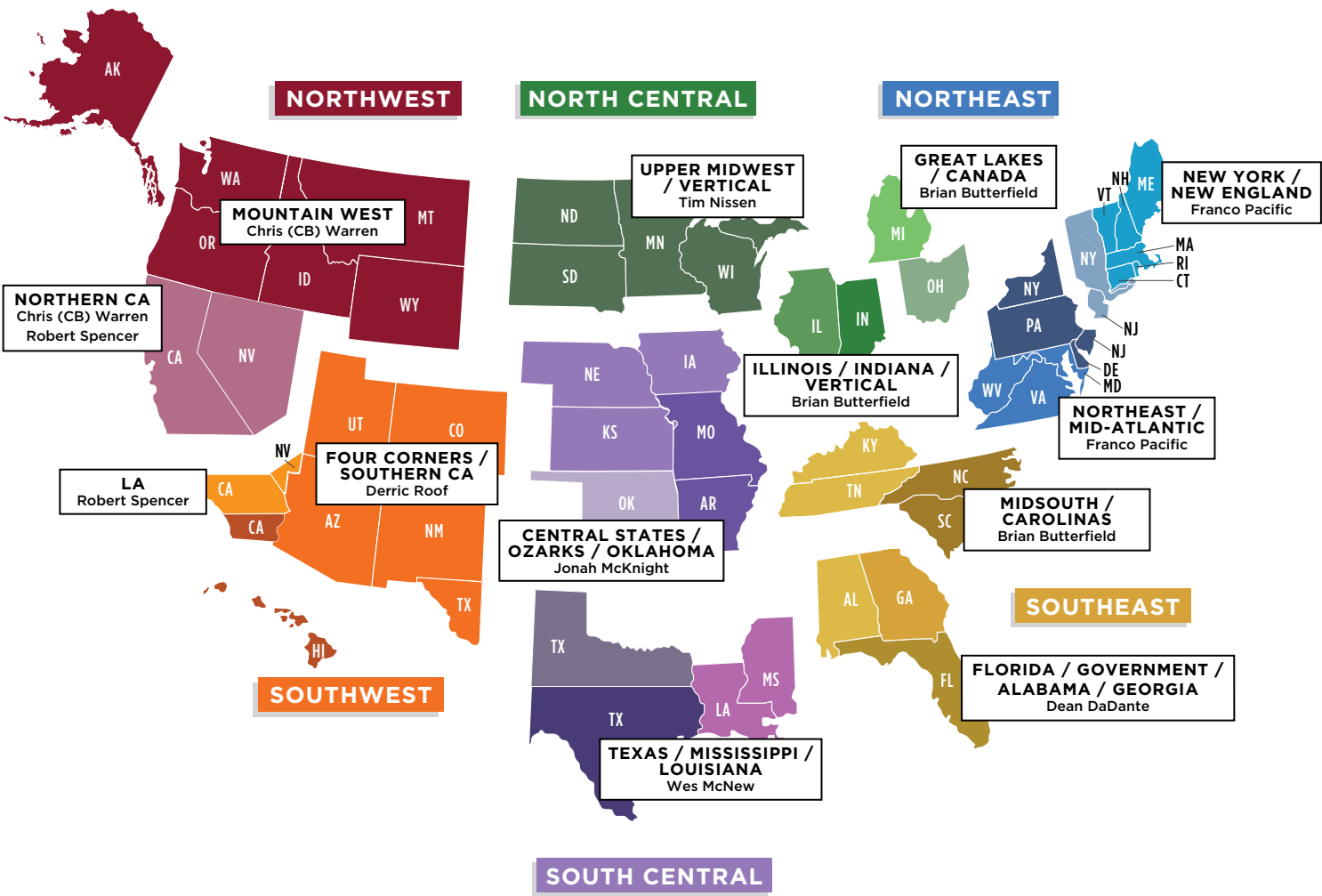
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DMP FAMILY

Happenings

Happy Retirement!



Lola Johnson
29 YEARS



Chris Newman
22 YEARS



Carlos Mecca
11 YEARS

Thank you for your years of dedication, friendship and impact. While we're sad to see you go, we're grateful for all you've given and excited for what's ahead. Wishing you both a happy, healthy and well-deserved retirement.

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THE WORLD LEADER IN SENSING SOLUTIONS

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:

REDSKAN 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



REDSKAN 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



FlipX Indoor PIR / Combination Detector Series

With unique 180° rotatable lens for customized detection, ideal for indoor residential to high-end commercial security applications

Available Models:

FLX-S-ST & FLX-S-DT: Standard models for residential & light commercial use
FLX-P-ST & FLX-P-DT: Professional models for commercial applications
FLX-A-AM & FLX-A-DAM: Advanced models for high end commercial applications



Post your install photos on social and tag @dmpalarms!

We love to see your before and after photos!

wire.alot

Prepping for add-ons.



Derric Roof | DMP

My site visit today, 140 doors in progress.



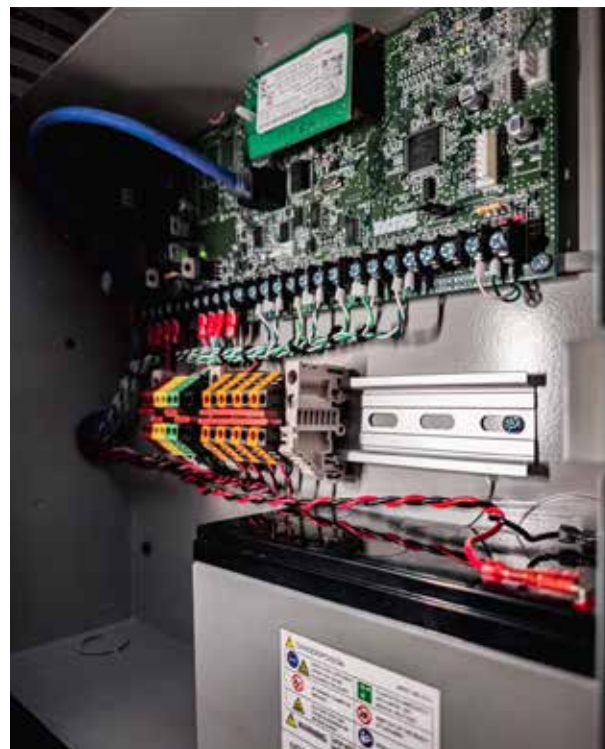
Glenn Security Systems

Here is one we are currently working on. First floor of five. System should be done in a week or so.



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Have you seen XT50 looking better?



DOMINATE THE MARKET-TAKE OVER AND PROFIT



Com Series

DualSIM, FirstNet Communication!

Stop wasting your money

- No monthly charge for network communication

Stop wasting your time

- Update user codes on 1,000 Honeywell or DSC Panels in 10 seconds
- Customers remotely manage user codes and more



Check takeover compatibility at DMP.com/ComSeries-DD today!



Welcome TO THE TEAM



Patrick Cooke

Director of Sales, South Central

Patrick is a security technology and channel sales leader with more than 25 years of experience helping organizations solve complex security, integration and operational challenges. Prior to joining DMP as Director of Sales for the South Central region, he held senior sales leadership roles with Eagle Eye Networks, Milestone Systems and other technology companies. His expertise includes video surveillance, access control and.



Eric McPherson

Director of Sales, Northeast

Eric is a security and corporate protection leader with more than 30 years of experience in corporate security, law enforcement and aviation security. He has held senior security leadership roles with major airlines, including JetBlue and Breeze Airways, overseeing enterprise security programs, investigations and crisis response. His background combines operational expertise, strategic leadership and a commitment to protecting people, assets and operations.



Ludi Bouwer

Director of Sales, Latin America

Ludi is a security technology executive with more than 30 years of experience in access control, physical security and business leadership across North America, Latin America, Europe and Africa. A mechanical engineer by training, he has held senior leadership roles across the industry, leading business growth, market expansion and channel development. He is recognized for his strategic vision and expertise in access control technologies.



Keith Schanks

Regional Sales Manager, Upper Midwest

Keith is a security industry professional with more than 15 years of experience designing and implementing integrated life safety and security solutions. His expertise includes access control, video surveillance, intrusion detection, intercom systems, fire alarms and building automation. Known for his consultative approach, Keith develops practical, scalable security strategies and has earned multiple industry awards while serving in leadership roles.



CALIFORNIA • NEVADA • NEW YORK

UL Listed for CRZH, CRZM, CVSG, UUFO, UUFY

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.

We've made our choice.

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

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



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MONITORING

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Security Dealer DIGEST

Digital Monitoring Products
2500 N. Partnership Blvd.
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800-641-4282



**DMP EXECUTIVE
ROUNDTABLE**
DEALER

SAVE THE DATE

OCTOBER 5-6, 2026

HOTEL POLARIS

IN COLORADO SPRINGS, CO

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, September 18, 2026 at
DMP.com/Roundtable-Colorado26.

