



Security 101[®]

Protecting People, Property & Profits



WELCOME TO **SECURITY 101** HELPING PEOPLE LIKE YOU TO ACHIEVE THEIR DREAMS.

Imagine owning a business with over a quarter century of history? Well, **Security 101** is that company. Our humble beginning's started back in 1990 in Fort Lauderdale, Florida with two guys just like you – having a dream and desire to own their own business. The security industry is an incredibly lucrative market which has had strong sustained growth for years that will continue. Think about it, everywhere you look there is security - retail, banks, hospitals, schools, government; crime unfortunately isn't going away. It truly is a "Need Industry" and is virtually recession proof! Today **Security 101** has locations growing throughout the United States helping companies "Protect Their People, Property & Profits" by utilizing electronic security and we are excited to share this opportunity with you!

Security 101 is recognized as an industry leader for setting the highest standard for quality and service in the security industry. Once you join the **Security 101** family, you'll enjoy this reputation and be part of a network that is well respected throughout the country.

Security 101's proven business model has enabled people just like you to realize the dream of owning their own business and to quickly capitalize on the explosion we are experiencing in the security industry. You'll benefit from **Security 101's** industry expertise, proven business systems and comprehensive support and service provided to grow your business.



I personally invite you to learn more about our unique **Security 101** concept, system, and cutting edge franchise. Isn't it time to be your own boss and control your own destiny – the **Security 101** way?

Steve Crespo – President
Security 101



THE BEGINNING

Security 101 was founded in 2003 in Atlanta, GA with the idea in mind to fulfill the need for a true commercial security integration company. In 2007, we offered the first franchise. Since then we've experienced **tremendous** growth and have been the prominent force in the security industry, building a reputation for exemplary support and high quality service for business owners just like you. And we continue to look ahead for years of strong growth.

The **Security 101** franchising system is unique; it is a proven business concept. You receive support every step of the way, from the planning of the location, to operating and marketing support, and beyond. **Security 101** provides you with complete turnkey operational support, with a primary focus on maximizing your ability to expand your business.

This affords you a great opportunity to be in business for yourself, but not by yourself – with an organization that has decades of proven performance.

Security 101 Corporate Headquarters,
State-of-the-art Training Facility in
West Palm Beach, Florida



"Becoming a Security 101 business owner is as rewarding personally as it is professionally. There is a sense of family among the other Security 101 franchisees. We know each other, learn from each other and watch out for each other. I don't think I could get that in another franchise."

– Ross Linville
Franchise Owner



"Purchasing a Security 101 franchise has been a financially and emotionally rewarding decision for my family and I. The financial reward in this tough economic time has been a positive influence, and we have a flexible schedule which gives us more time to spend with our kids."

– Rich Montalvo
Franchise Owner

INDUSTRY RECOGNITION



Security 101's phenomenal growth has been astronomical! **Security 101** is today's top rated security franchise opportunity that has been recognized by experts including SDM Magazine and Security Dealer Magazine to name a few.

Our unparalleled growth allows us to provide you with incomparable service and outstanding support programs, including a superior research and development system that helps you continuously stay in the forefront of the security industry.

Electronic security is a need.

One of the many benefits of owning a Security 101 franchise is it's virtually recession proof.

The **Security 101** customer list is endless and includes strong market segments.



Security 101 is at the forefront.
Just look around you, Security is everywhere!



WHAT WE DO

Security 101 has been exceeding the needs of commercial enterprises, Government entities and many of the Fortune companies' security protocols for years. We focus on helping clients protect their people, property and profits. We are experts in design, installation, monitoring and service of security systems. Our services include:

- ✓ Card Access
- ✓ Video Surveillance
- ✓ Intrusion Alarm
- ✓ Central Station Monitoring



The **Security 101** family has established a broad and diverse customer base, as well as a reputation for providing the best services for the nation's leading market segments including:

- ✓ Health Care
- ✓ Property Management
- ✓ Government (Local/State/Federal)
- ✓ Financial Institutions
- ✓ Technology
- ✓ Education
- ✓ Energy
- ✓ Banking
- ✓ Transportation

As a licensed franchise, you'll help companies and government agencies protect their people, property & profits. And there's no

better way to tap into this lucrative market than with a **Security 101** franchise. You'll present the best security measures for your customers and take pride in the quality of service you provide, which translates into value for your customers.

Our commitment to being the best is your guarantee no matter what your customer's security needs are – **Security 101** will be there with the latest technology, the most comprehensive product lines, and the highest quality in the industry.



"New copy here. New copy here. New copy here. New copy here. New copy here. New copy here."

– **Rob Ryan**
Franchise Owner

TRADITION OF EXCELLENCE

Security 101's tradition of excellence is aimed at building and enriching a relationship with you. In continuing this tradition, our dedication to you is reflected in the commitment to empowering you with the services and capabilities that will help you grow into a successful, thriving franchise. You'll receive excellent service and support.



HERE'S WHAT **SECURITY 101** CAN PROVIDE YOU:

- ✓ A license to operate a **Security 101** franchise
- ✓ Large protected territory
- ✓ 5 week comprehensive training program
- ✓ Inclusive operations manual
- ✓ Policy & procedures manual
- ✓ Assistance in staffing your business
- ✓ Transportation, lodging and meals while training
- ✓ The power of a national network
- ✓ Cooperative Advertising program
- ✓ Marketing support
- ✓ Promotional materials
- ✓ Toll Free Support Number
- ✓ Assisting you with public relations
- ✓ Private Intranet
- ✓ National Accounts Program
- ✓ Internal **Security 101** Software "101 Ware"
- ✓ Strategic alliances with vendors and suppliers
- ✓ Two annual owners conferences

TRAINING & TECHNOLOGY

OUTSTANDING 5-WEEK COMPREHENSIVE TRAINING PROGRAM

As a **Security 101** franchisee, you will receive one of the most comprehensive training programs in the franchise industry. Our exclusive training program will provide you with the fundamental knowledge on up-to-date products, services and technology of the ever-changing security industry. Our sought after instructors are proven-industry experts. They embody the rare blend of industry expertise and excellent teaching skills. Some of the training curriculum includes:

- ✓ Industry training
- ✓ Software training
- ✓ Technology training
- ✓ Sales training
- ✓ Marketing training
- ✓ Vertical Market training
- ✓ Project Management
- ✓ Business training

Your franchise includes an extensive two-week introductory program at our training facility and three weeks at your location. Airfare, lodging, lunch and daily transportation to and from our training center are included.

Our classroom instruction covers all facets of operating your **Security 101** franchise from learning the security industry to technical applications to marketing strategies to business management. **Our Security 101** systems are highly effective yet easy to use, so you will not need any technical skills or prior experience.

Security 101 provides both classroom and on-the-job training as part of your franchise package.



"Security 101 has helped since the beginning by making things so easy. Probably the best thing about our franchise is when we opened up we were ready to do business."

– **Charlie Taylor**
Franchise Owner



"One of the greatest parts of owning a Security 101 franchise is attending the owner's conferences. I always enjoy the trade shows and exchanging ideas with the other Security 101 franchisees."

– **Mike Taylor**
Franchise Owner



ASSISTANCE & SUPPORT

After your classroom training, **Security 101** brings on-the-job technical and marketing assistance to **YOU**.

ON-SITE ASSISTANCE

Security 101 has set up various training aids to assist you in operating your franchise including:

- ✓ Manuals and training guides
- ✓ DVD's, CD's and seminars for staff training
- ✓ 800 toll-free numbers
- ✓ Emails, one-on-one calls, owner conferences and mentor programs.

Our company newsletter will keep you abreast of industry trends, provide marketing and other tips and updates in the industry. You will be invited to attend two annual owner's conferences, where you can meet and learn from successful franchisees, broaden your knowledge of the business, absorb profitable marketing and operational strategies, and interface with key vendors, manufacturers and distributors.

After training, **Security 101** will provide you with the following to help grow your business!

- ✓ Policy & Procedures
- ✓ Operations
- ✓ Internal Resource Center
- ✓ Software
- ✓ Marketing
- ✓ Assistance with Interviewing & Recruiting
- ✓ Accounting
- ✓ Project Management
- ✓ Vendors & Suppliers
- ✓ Owner's Conferences

OWNER'S CONFERENCES

At **Security 101**, you will have the advantage of taking part in two owner's conferences annually. These events feature speakers, roundtables, workshops and trade shows. Offering two conferences a year allows you to minimize your time away from your business, yet still take part in the biggest shows! All this enables you to learn the best practices, exchange winning ideas with our expanding network of franchisees, and enjoy the camaraderie of our ever-growing family. In addition, we exhibit at the largest security conference annually, ASIS International, to generate business leads and brand awareness.



One of the greatest aspects of owning a Security 101 franchise is growing your business locally and nationally.

Security 101 has developed a large list of national & regional clients that all of our franchisees benefit from. We have an entire division within Security 101 dedicated to National Accounts. As a Security 101 franchise, you'll benefit from ongoing growth and support from our team nationally, regionally and locally. The sole purpose of our National Accounts Group is to provide business to our franchisees and this is achieved on several levels:

- ✓ **Nationally** – Focuses on national business and driving it into your local market.
- ✓ **Regionally** – Your franchise network assists in developing and building a network base with multi-location clients within your region.
- ✓ **Locally** – We train you to market, sell, install and service your client base in your local market.



"What I really enjoy is saying I'm a Security 101 owner to vendors and I get instant recognition."

– Ryan Wise
Franchise Owner



MARKETING

Security 101's marketing department has developed a program that will allow you to gain customers and maximize your business potential while building brand awareness. A wide array of marketing and advertising tools, such as direct mailings, Internet web presence, software and other marketing materials are specially designed to promote your business. Our community involvement program assists you with generating local contacts for future business. We also offer a unique marketing customization process, which makes it possible to tailor specific marketing campaigns to fit your own specific marketing needs for your business. And Security 101's system-wide web site includes a directory of all outlets and their location so your customers can easily find you.

PUBLIC RELATIONS & ADVERTISING

Security 101's public relations department generates local public support for you, as well as national exposure promoting brand awareness. We also advertise in many security publications to help generate exposure and opportunity for your new business. In addition, Security 101 is very involved and engages in social media regularly to promote brand awareness. We will assist in getting you set up and training you on the following:

- ✓ Website
- ✓ Twitter
- ✓ Facebook
- ✓ Company blog
- ✓ LinkedIn



Social Media is everywhere and Security 101 will get you KNOWN!



"Security 101 has helped tremendously by making things so simple. Everything we had and needed, Security 101 provided our team right from the start."

– Matt Alden
Franchise Owner

101WARE – SOFTWARE FOR A BETTER COMPANY

Security 101 has developed a unique program called 101Ware that enables you to manage all aspects of your business. As a **Security 101** franchise owner, you will have the opportunity of providing security solutions to your customers. 101Ware will guide you through each step of the process. From design to proposal to installation to service, 101Ware has the power to help you manage and grow your franchise.

101Ware walks you through the process of designing each type of security system. The simple, straightforward design allows you to see the system as you build it, making it easier for everyone involved to understand. Your customers and team will stay up-to-date by utilizing this tool.

- ✓ Smart phones and iPads are used for instant real time access and updates. This makes sales, installation and service run smoother.
- ✓ Helps you design your system correctly.
- ✓ Provides everything needed to start designing and selling is built into 101Ware.
- ✓ 101Ware reporting tools give you the status of your business.
- ✓ Lets you measure and track your performance on installations and service automatically.
- ✓ Provides up-to-date and built-in pricing for all manufactures.
- ✓ Puts you in control of all aspects of your business tracking costs, profits and the day-to-day operations.
- ✓ Web-based program does not require any software



If you have always dreamed of operating your own business, controlling your own destiny, and having the independence and financial security that a growing industry can provide, then you owe it to yourself to consider the advantages **Security 101** offers.

Security 101 Franchises Offer...

A business model that has been tested and proven for over 20 years.

The tools and programs no individual business could afford to develop on its own.

A national presence, but with local ownership.

A corporate staff of professionals to teach and guide you along the way.

Your goals of **Independence** and financial security are only a phone call away!



YOUR NEXT STEP

We realize your investment in a **Security 101** franchise will be an important decision. Since we want you to feel comfortable with our franchise system, the best way to find out about any business is to speak to the franchisees. We invite you to meet with our local franchisees upon arrival to West Palm Beach and speak to others and see how they feel about **Security 101**, and what it has done for them, and what it can do for your future.



We would like you to visit with us and see for yourself why we believe **Security 101** is the best business opportunity...



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Access Control • Video Surveillance • Intrusion



Security101[®]

Protecting People, Property & Profits

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